



Press Release – 26 October 2010

PR experts set to meet in Melbourne

Melbourne has won the right to host the World Public Relations Forum 2012, marking the first time the prestigious Business Event has been held in Australia.

The forum was secured by the Melbourne Convention + Visitors Bureau (MCVB) along with the Public Relations Institute of Australia (PRIA), and will be held at the Melbourne Convention and Exhibition Centre (MCEC).

The forum is held every two years, and brings the world's leading communicators together to present new ideas, methods and research within the field of professional communication.

Announcing the win, Sandra Chipchase, MCVB's CEO, said the forum is expected to attract 800 delegates from around the world, generating \$2.4 million for the Victorian State economy.

"MCVB is delighted to have worked with PRIA to secure this prestigious Business Event for Melbourne," Ms Chipchase said.

"Melbourne overcame strong competition from Sydney and Brisbane to be put forward as the Australian city bidding for the event at the international level.

"That Melbourne went on to win the event for Australia attests to the strength of our submission, and to the strength of our destination appeal, which sees Melbourne win major international business events from a wide spectrum of professional associations and interest groups.

"In addition to our award-winning Business Events facilities, a major strength of our destination appeal is the array of pre- and post-touring options presented by regional Victoria.

"With 46% of all convention delegates visiting regional Victoria either side of their conference, we look forward to generating business for the tourism industry throughout the State as a result of this win."

National PRIA President, Robina Xavier, said the 2012 event in Melbourne would increase the recognition and value of public relations in Australia.

"The 2012 World Public Relations Forum will bring public relations to the fore and go a long way towards advocating its value in the Australian workplace and community and enhance professionalism," Ms Xavier said.

"We are very proud the 2012 event will be held in Melbourne and look forward to welcoming the world's professional communicators to Australia to continue the global discussion on key issues that impact our practice."

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre, said: "We are delighted the MCEC will host the World Public Relations Forum in 2012, which is a real coup for the venue and Melbourne, drawing delegates from all around the world."

The Melbourne 2012 World Public Relations Forum will be the seventh in the event's history, following Rome, Trieste, Brasilia, Cape Town, London and Stockholm.

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