



**Media Release
30 January 2007**

Paul Kennedy to open Business Events Forum at AIME

Paul Kennedy MBE, Reed Travel Exhibition's Group Exhibition Director, Meetings and Incentives Events, is to be the opening guest speaker at the Business Event Forum – Trendspotting, on Tuesday 13 February at AIME 2007.

“Paul Kennedy is one of the world's best informed figures in the meetings industry and I am delighted he has agreed to open the Business Events Forum,” said Elizabeth Rich, Forum Moderator, and Executive Director of the Business Events Council of Australia.

Paul is a current board member of MPI, a past president of MPI UK, and former chairman of the UK's Meetings Industry Association. In April last year, Paul was awarded second place in the UK's Convention & Incentive Travel Power 50 Awards, beaten only by London's Olympic bid leader Lord Coe. He was awarded his MBE in the 2001 New Years Honours list.

“With responsibility for RTE's global portfolio of meetings and incentives events, Paul Kennedy is in a prime position to observe the international trends in the meetings industry,” said Ms Rich.

Paul initiated EIBTM's CEO Summit to foster high level discussions on major issues facing the industry and he is committed to raising industry standards through professional education.

Joining Paul to contribute their thoughts on the future of the meetings and incentive industry will be Sandra Chipchase, CEO of the Melbourne Convention and Visitors Bureau, Patricia M Durocher, Managing Director of HelmsBriscoe International, Martin Sirk, Chief Executive Officer ICCA, and Anthony Wong Managing Director Asian Overland Services.

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