



## PRESS RELEASE - MAY 2009

### **Hypnosis conference brings broad range of medical experts to Melbourne**

The use of hypnosis to treat medical, psychological and dental conditions will be discussed in Melbourne, following a win by the city to host the International Society of Hypnosis XIX International Congress 2012.

The Congress will attract more than 1,000 specialists and researchers from around the world, injecting more than \$6m into the Victorian economy.

The Congress, to be held in the new Melbourne Convention Centre, was secured for Melbourne by the Melbourne Convention + Visitors Bureau (MCVB) and the Australian Society of Hypnosis.

Announcing the bid win, CEO of MCVB, Ms Sandra Chipchase, said that Melbourne continues to lead on medical and science Business Events.

"This win follows a string of significant international Business Events secured for Victoria within the fields of medicine and science over the last year, and further cements Melbourne's international reputation as a leading medical, science and innovation destination.

"This conference will bring pre-eminent scientists, researchers and specialists across a broad range of fields to Melbourne to discuss a range of research and health topics, from using hypnosis to treat anxiety and asthma, to assisting people to quit smoking.

"Despite increasing international competition, and a tough global economic climate, Melbourne's exceptional convention facilities, which will reach new highs in July with the opening of the new Melbourne Convention Centre, coupled with the city's reputation for events, culture, shopping, entertainment and style, see the city's reputation for Business Events continue to grow internationally."

Melbourne Convention and Exhibition Centre Chief Executive, Mr Leigh Harry, said: "We are absolutely delighted to be able to welcome the International Society of Hypnosis to Melbourne, particularly as we will be hosting this major international event at the new Melbourne Convention Centre."

Professor Kevin McConkey, President of the Australian Society of Hypnosis, said that the Congress will provide an important international forum for furthering the understanding and use of hypnosis.

"Hypnosis can be used as an effective component in the treatment of a range of physical and psychological conditions by appropriately qualified health professionals. We are honoured to be hosting in Melbourne our scientific and professional colleagues from around the world to advance the fascinating and useful phenomenon of hypnosis."

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