



PRESS RELEASE – 7 APRIL 2010

MCVB Appoints Director, Convention Sales

Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB) announced the appointment today of Ms Julia Swanson to the position of Director, Convention Sales with the Bureau.

“Julia’s extensive experience in business events, sales, business development, public relations, sponsorship, marketing and sales delivery will add tremendous strength to the MCVB team,” Ms Chipchase said.

Currently Area Director of Sales and Marketing – VIC/SA/WA with IHG (Intercontinental, Crowne Plaza and Holiday Inn hotels), Julia has worked with several international hotel chains as well as a stint overseas based in London.

Julia holds a Bachelor of Business and a Masters of Business (Hospitality and Tourism Marketing).

Julia will commence with MCVB on 6th May.

Contact

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