

CONVENTION NEWS



April 2008

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Bureau Chief Executive Retires

The Chairman of the Tasmanian Convention Bureau, Mr Tony Hart, has announced that after 15 years as Chief Executive Officer, Vincent Barron will leave the TCB this Friday. Mr Hart said "Vin can look back on an illustrious career with a great deal of satisfaction having served the industry very well. It has been a time of significant change during which Vin has lead the team to ensure that Tasmania has benefited".

The industry will have an opportunity to thank Vin personally at a function that will be organised for Wednesday 21 May 2008.

New Chief Executive Appointed

Mr Hart also announced that following six months of searching, the Board has appointed Denise Bradley as its next Chief Executive Officer.

Denise will commence with the Bureau on 2 June 2008. She is currently the Director of Business Development with the Perth Convention Bureau. Prior to that role, Denise has been Director of Sales and Marketing at the Perth Bureau and the General Manager, Western Australian Convention Bureau.

Denise comes to Tasmania with considerable experience in securing high yield convention business for a state that has similar barriers to Tasmania – the barriers of time and distance. She has worked in both the metropolitan and regional areas of the state and on a direct basis with all stakeholders in the industry.

Conference in Action Generates Business

More than 120 potential meeting planners from associations, companies and government agencies were exposed to 36 Tasmanian Convention Bureau members' products and services at the Conference In Action tradeshow in Hobart in early April.

The half day program also included a seminar for meeting planners providing tips for hosting and organising a conference and an industry educational session on hosting effective familiarisation visits. Formal feedback from clients and industry confirmed the benefits of this event.

Co-operative Sales Events Coming Up

The Tasmanian Convention Bureau, in conjunction with members, will be conducting a series of sales events in interstate capitals during May and June.

The program includes:

- Client lunch and presentation in Brisbane
- Incentive sales function in Sydney
- Evening Taste of Tasmania functions in Canberra and Melbourne
- Exhibiting at RSVP tradeshow in Melbourne

Change in Canberra Market

Jennifer Barnett, who has represented the Tasmanian Convention Bureau for one day per week in Canberra for the past nine months has resigned. Jenny's knowledge of the Canberra market helped re-inforce our presence in the capital and we thank her for her contribution.

Coverage of the Canberra market will revert to the Tasmanian Convention Bureau's Melbourne office and Kate Tyndall will have responsibility for the 120 national associations, headquartered in Canberra.

Thanks from Chief Executive

I would like to thank our Bureau members and the wide range of stakeholders and industry colleagues with whom we work, for the co-operation we have enjoyed here at the Tasmanian Convention Bureau over a long period. I wish the Tasmanian Convention Bureau and its industry members continued success.

Vin Barron

Conventions Coming Our Way

A sample of major national conferences confirmed in the last three months.

	Dates	Delegates	Value \$
Pyrethrum the Natural Insecticide - Scientific and Industrial Developments in the Renewal of a Traditional Industry Conference	Dec 2010	100	\$126,000
National Association of Independent Retirees (AIR)	Nov 2010	400	\$504,000
National Aged & Community Services Conference 2010	Sep 2010	1100	\$1,848,000
Australian Sewing Guild National Convention 2011	Oct 2011	200	\$430,000
VMS Client Incentive	May 08	40	\$20,000
Catholic Health Australia National Conference 2009	Aug 09	450	\$360,000

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