



## **Perth Convention Bureau appoints new CEO**

by Megan Gell 09-Jun-11, 08:19

### **Paul Beeson promoted to top job**

**PERTH** Paul Beeson has been promoted to chief executive officer of the Perth Convention Bureau (PCB). Beeson has been with the Bureau for three years, most recently serving as its director of business development.

He will take over from managing director Christine Allen, who is stepping down at the end of June.

PCB chairman Ian Laurance said: "Paul's appointment provides a seamless transition to the Bureau's ongoing operations and will ensure there is no hiccup in its impressive sales performance. He had outstanding sales and marketing experience and demonstrated leadership skills prior to joining the Bureau three years ago."

Meeting and Events Australia recently named Beeson Business Development Person of the Year, no doubt based in part on his securing US\$35 million worth of convention business in 2009-2010, which represented 37% of the Bureau's total sales result.