

# cim newsbytes

Weekly electronic newsletter for *CIM* magazine

## Changes at *CIM*

After eight years working on *CIM Magazine*, Louis Allen has resigned as editor. We wish him well with his new endeavours.

Replacing Louis is Ylla Wright, who has been the editor of *Open House Foodservice* magazine and a contributor to *CIM* for the past two years. She takes over as managing editor of both titles.

Ylla can be contacted on [ylla@creativehead.com.au](mailto:ylla@creativehead.com.au).

## E-mag edition also available

Did you know *CIM* is also available as a digital edition online? If you would like to have your issue of *CIM* emailed to you every month, please email [megan@creativehead.com.au](mailto:megan@creativehead.com.au).

## Perth takes aim at Asian market

Perth Convention Bureau has launched an Asian marketing campaign in Singapore and Jakarta, targeting the association, corporate and incentive markets. A dedicated [microsite](#), running until September 23, will take bookings for events in Singapore and Jakarta next month. Attendees go in a draw for a \$5000 gold nugget from the Perth Mint, plus Perth return flights with Garuda Indonesia and Singapore Airlines. The bureau is partnering with Perth Convention Exhibition Centre, Esplanade Hotel Group and Burswood Entertainment Complex in the campaign, which is expected to become annual.



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