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FIERA RIMINI

 **ITALY'S EVENTS EXHIBITION**

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Beeson named Business Development Person of the Year

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Perth Convention Bureau's Paul Beeson has been named Western Australia's Business Development Person of the Year after securing AUD\$35m (£21m) worth of convention business in a year. Beeson, who only joined the industry three years ago, doubled his own target in 2009-2010 and contributed more than 37 per cent of the bureau's total sales revenue of \$93 million (£57 million).

The accolade was bestowed by the Western Australian branch of Meetings and Events Australia (MEA) and puts Beeson in contention for the national award to be announced at the MEA national convention in Brisbane in April.

Bureau MD Christine McLean said: "This is a wonderful accolade for Paul, who has brought a new dimension of skills to the Bureau, along with an innovative strategy for identifying, developing and converting business which has proven to be a highly effective formula for success.

"His success is based on his strong business ethic and genuine desire to facilitate a positive outcome for his clients. He also has a passion for Western Australia, having been born and bred here."

Pictured: Paul Beeson



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