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March 21, 2011

Perth Convention Bureau's Paul Beeson Picks Up MEA State Award

Perth Convention Bureau Director of Business Development Paul Beeson has been named "Business Development Person of the Year" by the Western Australian branch of Meetings and Events Australia (MEA).

New to the business tourism industry just three years ago, Mr Beeson has excelled in his role to secure national and international association conferences for Perth and Western Australia.

In the 2009-2010 financial year, Mr Beeson secured convention business worth \$35 million, nearly doubling his own target and contributing more than 37 per cent of the Bureau's total sales result of \$93 million.

Bureau Managing Director Christine McLean said she was delighted and proud to have Paul Beeson on the PCB team.

"This is a wonderful and well deserved 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," she said.

"But first and foremost, Paul's 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."

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Mr Beeson said he was delighted to be named "Business Development Person of the Year".

"The Bureau itself offers great workplace environment," Mr Beeson added. "And together with the business tourism industry we secure many of WA's academic, medical and professional association conferences - that's a brilliant process to be a part of."

As the WA recipient of the award, Mr Beeson will be in the running to win the national award which will be announced at the MEA national convention in Brisbane in April.

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