

## NATIONAL AWARD FOR PERTH CONVENTION BUREAU EXECUTIVE

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Perth Convention Bureau Director of Business Development, Paul Beeson has been recognised nationally for his sales performance and business development skills.

Mr Beeson was last night named 'Business Development Person of the Year' by Meetings and Events Australia – the country's peak business events industry organisation – at its national conference in Brisbane.

He won the award in competition against nominees from all Australian States as well as the Northern Territory and the Australian Capital Territory.

Bureau Managing Director Christine Allen said Mr Beeson was a deserving winner of the national award.

"In 2009-2010, Paul secured convention business worth \$35 million, nearly doubling his own target and contributing more than 37 per cent of the Bureau's record total sales result of \$93 million," she said.

"Paul's impressive achievement, his commitment and passion and his strategic approach to business development and client relationships were key factors in him winning the national award."

Mr Beeson is the first Perth Convention Bureau staff member to win the national 'Business Development Person of the Year' award.



Paul Beeson



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