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Beeson heads PCB

The Perth Convention Bureau has promoted **Paul Beeson** to the role of chief executive officer, following the resignation last



month of Christine Allen as managing director. Mr Beeson was previously the director of business development at the bureau and last month was named 'business development person of the year' by the business tourism industry's peak body, Meetings and Events Australia. The PCB board has decided to change the title of managing director to chief executive officer to bring the bureau into line with bureaus in other capital cities.