



MEDIA RELEASE
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PERTH BUREAU APPOINTS CORPORATE SALES DIRECTOR

The Perth Convention Bureau is delighted to announce that Loretta De Stefani has been appointed to the role of Director of Business Development - Corporate Meeting and Incentives.

Ms De Stefani brings a wealth of industry knowledge to the Bureau having worked with the Australian Trade Commission (Austrade), Tourism Western Australia and Tourism Australia in Europe.

Prior to this, Loretta headed up the Japan Travel Bureau office in Perth and was responsible for inbound tour operations and incentive travel.

Says the Bureau's Managing Director Christine McLean: "We're thrilled to have someone with Loretta's skills and experience taking on this important role. She'll be a great asset to our successful and dynamic team"

"Given the current economic climate and its impact on corporate gatherings it is timely to bring fresh ideas to attracting corporate meetings and incentives to Perth and Western Australia," she said.

Loretta will commence her role full time on 23rd March 2009.

The Bureau is responsible for marketing Western Australia as a destination for conventions, exhibitions and incentive travel groups.

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For further information, please contact: Natasha Sellei, Marketing and Media Coordinator, Perth Convention Bureau. Tel: 9218 2922. Email: nsellei@pcb.com.au