



PERTH
CONVENTION
BUREAU

Media Release

2 December 2009

Perth, Western Australia

PERTH LAUNCHES NEW PLANNERS GUIDE

THE Perth Convention Bureau (PCB) has published its latest comprehensive guide for meeting and event planners.

The guide, which brings to life Western Australia's new business events branding, has a fresh new look and features images taken across the State by acclaimed Perth photographic artist Paul Parin.

Focusing on providing essential decision-making information for conference and incentive organisers, the free, easy-to-use guide connects meeting planners with all the best facilities and services on offer to hold spectacular events in Perth and Western Australia.

This year's guide has an expanded venues and accommodation listing which includes all the major conference centres and hotel properties as well as many unique venues and accommodation providers in both Perth and regional Western Australia.

Also featured are touring and leisure program ideas, services offered to planners by the PCB, an events calendar through to 2011 and a large fold out map of Perth.

New products appearing in the guide include the Sebel Mandurah overlooking Mandurah's peninsula foreshore and the latest resort style property to hit Broome, Pinctada Cable Beach.

Planners are invited to visit the PCB website to order a free copy of the guide in a choice of CD or hard copy formats.

www.pcb.com.au

(Link to order form: http://www.pcb.com.au/mipg_form.php)

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