

## **MEDIA RELEASE**

**07 JULY 2009**

### **BRISBANE SECURES ULTRASOUND EVENT**

Brisbane Marketing's latest conference bid win will bring more than 500 of Australia and New Zealand's leading medical ultrasound imaging experts, Radiologists, Obstetricians/Gynaecologists, Surgeons and Sonographers together for five days of lectures, workshops, meetings and skills sharing at the Hilton Brisbane.

Hosted by the Australasian Society for Ultrasound in Medicine (ASUM), the 2010 ASUM Multidisciplinary Workshops event is expected to deliver Australia's new world city 500 delegates and an economic injection of approximately \$630,000.

Brisbane City Council Chairman for Economic Development, Councillor Jane Prentice said Brisbane would provide the perfect setting for the workshops.

"Hosting these types of conferences is a great way of showcasing our city to the world and also supporting the Brisbane economy," Cr Prentice said.

"Brisbane has a proven reputation for hosting world events and conferences and I am certain delegates will enjoy not only our world class conference facilities but also our local attractions."

Brisbane Marketing Director – Convention Bureau, Ms Annabel Sullivan said the bid win stood testament to Brisbane's new world strengths in the medical research and life sciences sector.

"Brisbane is Australia's new world city – a place of thought-leaders where ideas and innovation are encouraged and fostered by industry and government," said Ms Sullivan.

"Brisbane also offers event organisers like ASUM premium facilities, world-class infrastructure and – most importantly in today's economic climate – cost-effective prices and an attractive delegate-option."

Medical ultrasound imaging is one of the most rapidly expanding branches of medicine and while the general public most commonly associate ultrasound with the prenatal care of pregnant women, the technology has a very diverse range of applications.

ASUM Chief Executive Officer, Dr Caroline Hong said: "It's a specialty that's continuing to develop and we expect that the ASUM MDW 2010 in Brisbane will attract representatives from all the medical specialties, from Australia, New Zealand and overseas, alongside Radiologists, Obstetricians/Gynaecologists, Surgeons and Sonographers for five days of lectures and hands on live scanning skills workshops.

"Medical ultrasound is used in diagnosis, treatment of cancers, intervention and procedural guidance.

"It is safe, non invasive and an increasingly popular medical tool for nearly all aspects of medical disciplines, to help improve health care and health outcomes for the patient."

To find out more about Brisbane conferences and the benefits of meeting in Australia's new world city contact Brisbane Marketing on (07) 3006 6200, email [conventionbureau@brisbanemarketing.com.au](mailto:conventionbureau@brisbanemarketing.com.au) or visit [www.meetinbrisbane.com](http://www.meetinbrisbane.com).

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**2010 ASUM Multidisciplinary Workshops – Australasian Society for Ultrasound in Medicine**

Where: Brisbane – Brisbane Hilton  
When: February 2010

Estimated number of delegates: 500

Estimated economic impact: \$630,000

Host Organisation: Australasian Society for Ultrasound in Medicine

The ASUM works to disseminate scientific information, provide education and set the standards of practice for ultrasound in Australia and New Zealand.

Media contact: **Lesley Caldwell – Communication and Media Advisor**  
**Brisbane Marketing**  
**T** 61 7 3006 6222  
**F** 61 7 3006 6251  
**M** 0433 912 231  
**E** [lcaldwell@brisbanemarketing.com.au](mailto:lcaldwell@brisbanemarketing.com.au)  
**W** [www.brisbanemarketing.com.au](http://www.brisbanemarketing.com.au)

Brisbane Marketing is the economic development agency for the Greater Brisbane Region. The agency's mission is to promote Brisbane and its surrounds as Australia's new world city to local, national and international markets, with the ultimate goal of achieving optimum social and economic benefits for residents and businesses.