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BRISBANE MARKETING WINS INDUSTRY TITLE

Brisbane Marketing has once again confirmed its place as a leader in Queensland's competitive business events industry, winning the prestigious title of the state's best Metropolitan Destination Marketing Organisation.

The win – announced at the Meetings and Events Australia Industry Awards (Queensland) last Wednesday evening – recognises Brisbane Marketing's work in the conference and meeting sector during the 2008-09 period.

Brisbane City Council Chairman for Economic Development, Councillor Jane Prentice said the award was a credit to Brisbane Marketing's Convention Bureau team who had secured more than \$51 million in economic benefits for the city in 2008-09.

"Through hard work and innovative campaigns the team delivers important economic results for the city," said Councillor Prentice.

Brisbane Marketing Director Convention Bureau, Ms Annabel Sullivan said the award win capped off a year of in which the Bureau exceeded all of its performance targets.

"In 2008-09 we won 35 bids for future meetings and conferences, including significant events such as the Icoграда Design Week 2010 and International Pulse Trade and Industry Confederation Convention 2010," she said.

"We also increased our presence at trade shows, ran a highly successful familiarisation program, launched a new website and introduced Australia's new world city branding to the business events sector."

Brisbane Marketing will now go on to contest the title of Australia's best Metropolitan Destination Marketing Organisation at the National Awards to be held in Melbourne in April.

The MEA Meetings and Events Industry Awards are the premier accolade of best practice and outstanding performance in the Australian meetings and events industry.

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