

Tu 27 September 2011

Brisbane Marketing's Kylie McKenzie wins AACB's 2011 Scholarship for Australia's Convention Bureaux Staff

Kylie McKenzie of Brisbane Marketing thrilled her colleagues last week when she was awarded the Association of Australian Convention Bureaux (AACB) 2011 Staff Scholarship.

The scholarship which is in its 16th year is jointly sponsored by Business Events Australia, Qantas and AACB Inc.

Ms McKenzie competed with seven other submissions from convention bureaux staff around the country to be selected as the award recipient. The award was judged against criteria including the merits of the projects, the flow on benefits across more than one Bureau in Australia, and an interview process with the applicant.

As part of AACB's commitment to encouraging excellence, each year it invites staff members of Australia's Convention Bureaux to submit a development project and apply for a scholarship comprising a cash grant of \$5,000 and travel on Qantas Airways to a relevant study destination.

The scholarship win will take Ms McKenzie to Washington D.C in the U.S.A. in August 2012 to take part in the Associations Forum annual study tour and this will be combined with her attendance at the ASAE (American Society of Association Executives) Annual Meeting and Exposition in Dallas.

In congratulating the winner, AACB's Executive Director, Mike Cannon, said the win highlights the value of investing in the people who are driving economic value to Australian cities from the business events industry.

When asked about her impending travel plan Ms McKenzie said she is keen to embark on her research project and trip to Dallas, U.S.A. in 2012. "The AACB Scholarship is a great way to grow my knowledge about my chosen profession in the business events industry. It enables me to explore a topic of particular interest and bring back that accumulated knowledge and share it with the Brisbane Marketing team and Convention Bureau's across Australia."

Ms McKenzie is a Business Development Executive at the Brisbane Marketing Convention Bureau.

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Notes to Editors

Those interested in following Ms McKenzie's progress can follow her on Twitter @brismarketingCB

Photography of Ms McKenzie of Brisbane Marketing Convention Bureau accompanies this release as follows (see over):-

1. Left to right: Mike Cannon of AACB, Prize winner Kylie McKenzie of Brisbane Marketing, Anthea Somerville of Qantas, Penny Lion of Business Events Australia, Damien Kitto – AACB's President
2. Left to right: Prize winner Kylie McKenzie of Brisbane Marketing, Anthea Somerville of Qantas, Annabel Sullivan of Brisbane Marketing
3. Left to right: Prize winner Kylie McKenzie of Brisbane Marketing, Anthea Somerville of Qantas

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MIKE CANNON

Executive Director

Assoc of Australian Convention Bureaux **(AACB Inc.)**

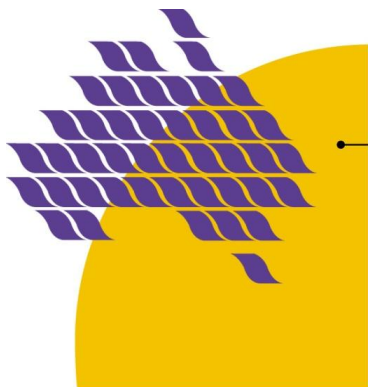
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