



Media Release - 11 April, 2011

YOUNG GUN GOING PLACES REPRESENTING AUSTRALIA!!

Melissa Reilly, a young account executive with the Adelaide Convention Bureau has her eye on a prize career – and is already well on the way with a win under her belt.

The Association of Australian Convention Bureaux (AACB Inc.) is proud to confer upon Melissa the VIN BARRON IMEX PRIZE – an award designed to foster career development at a bureau, by staff currently serving at a mid to junior level that have aspirations for growth in position, responsibilities and leadership.

“Melissa was a clear winner in a strong field contending the 2011 prize” said AACB’s Executive Director, Mike Cannon. “Our judges were particularly impressed with her energy and excellent grasp of marketing and communications and in particular, her lateral views and demonstration of future leadership capabilities.”

Submission for the award included the presentation of a paper addressing “*Resiliency – Why is it important for the Business Events Industry, and what skills does ‘Gen Y’ need to deal with it?*” This was supported by a 15 min DVD presentation highlighting the key points of the paper, “in a sense a trial run for her presentation to IMEX’s – MPI Future Leaders Forum planned for May in Frankfurt” said Mike Cannon.

Melissa’s prize will see her jetting off to Frankfurt on Qantas in May to attend IMEX 2011, the world’s largest exhibition for the Business Events, Meetings and Incentive Travel industries where she will not only present her paper to the Future Leaders Forum, but will also have the opportunity to network with peers from across the globe.

“I’m so excited about heading to IMEX” said Melissa, “it is a fabulous opportunity to witness the global business events industry in action. To have the chance to meet with and listen to such a dynamic group of keynote speakers is something I never dreamed I would have the opportunity to do so early in my career.”

Melissa’s rise within the Adelaide Convention Bureau has already been impressive. She was recruited following a student placement and after spending a year as a sales co-ordinator was promoted to account executive just a month ago.

Martin Winter, Chairman of AACB’s Staff Education Committee said “we’re truly proud of Melissa and honoured to have her representing Australia’s convention bureaux staff at IMEX’s 2011 Future Leaders Forum. Watching Melissa’s career flourish and develop even further in the coming years will be something we look forward to.”

The VIN BARRON IMEX PRIZE is made possible by the generous support of IMEX, QANTAS, and the AACB Inc. Vin Barron is the highly respected former CEO of Business Events Tasmania, and Board Member of AACB Inc.

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Photo of Melissa Reilly accompanies.

For further information

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