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MEDIA RELEASE

Canberra Convention Bureau Appoints Chief Executive Officer

Canberra Convention Bureau is pleased to announce Michael Matthews as its new Chief Executive Officer, commencing 1 October 2015. Mr Matthews is currently the Executive Director of Meetings and Conventions PEI, which is responsible for marketing, sales and product development for the province of Prince Edward Island in Canada.

Upon announcing the appointment, Canberra Convention Bureau Chairman Patrick McKenna said “After a comprehensive recruitment process, the Canberra Convention Bureau Board has appointed Michael to the role of CEO. I am very pleased for Canberra and the team at the Bureau that we have been able to attract such an impressive candidate with the required experience and enthusiasm to drive the all important business events sector in the Canberra region”.

Originally from Australia, Mr Matthews has spent the past 14 years in roles encompassing sales, operations and destination marketing in the Canadian market. He also holds an MBA in Tourism from the University of Guelph. “I’m delighted to be joining the team at Canberra Convention Bureau” Mr Matthews said. “I look forward to working with members and stakeholders and contributing to the growth of national and international meetings, to ensure Canberra takes full advantage of the important economic driver that is the meetings sector”.

Canberra Convention Bureau is the peak body responsible for attracting business events to the Canberra region. With the support of a highly collaborative community, the Bureau works to bring conferences, meetings, incentive programs and amateur sporting events to the region by ensuring Canberra is recognised globally as an exceptional destination. The Bureau is a not for profit organisation funded by ACT Government and industry partners.

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