



Sandra Chipchase, CEO, Melbourne Convention & Visitors Bureau

Sandra Chipchase has had an outstanding career in international tourism and Business Events marketing, major events, sponsorship, business and asset management.

Key Achievements

- Sandra held several senior management positions with the Australian Tourist Commission in Frankfurt, Chicago and New York including responsibility for branding activities and campaigns positioning Australia as a tourism and business events destination
- Created the strategy that led to Sydney being named No.1 Convention city in the Asia Pacific – 6 years before the Olympics.
- Wrote and delivered Australia's first multi-million Olympics VISA sponsorship deal.
- Executive Director of the record breaking Australia Pavilion project team at World EXPO 2000 in Hannover, Germany.
- Introduced new branding campaigns and created new festivals and public events for The Rocks and Darling Harbour precincts, initiated commercial programs for Rugby World Cup.
- As an Executive Director at Sydney Harbour Foreshore Authority, ran asset and property portfolios and management agreements for the Sydney Convention and Exhibition Centre and the Sydney Entertainment Centre. Her Division generated around \$AUD 90 million in revenue each year.
- Currently leading the award winning team at MCVB that has won more than \$580 million in business in past three years for Melbourne's new Convention Centre
- Devised MCVB's award winning CSR Sustainability agenda and initiatives and the rejuvenation of the award winning AIME trade show
- Member of editorial team that wrote and compiled Australia's National Business Events Strategy for Federal Tourism Minister Martin Ferguson AM MP
- Past President of Best Cities Global Alliance and Australian Association Of Convention Bureaux (AACB) and currently Chair of the TTF Business Events Panel, member Enterprise Melbourne Advisory Board and member of the Federal Government's National Business Event Strategy Implementation Group.
- Sandra has recently been appointed to the Federal Government's National Industry Advisory Board to oversee the development of the new \$20 million Business Brand for Australia



Carol Wallace, President & CEO, San Diego Convention Center Corporation

Carol is responsible for the overall management of the San Diego Convention Center. She oversees a full-time and part-time staff of 530 and an annual budget that exceeds \$25 million. On July 1, 2004, the Center became the first convention center responsible for its own sales and marketing efforts. In every major American city, this has previously been the responsibility of the local Convention and Visitors Bureau.

Ms. Wallace has more than 25 years experience in the convention and facility management industry. She began her career at the Dallas Convention Center in 1980 and rose to the position of assistant general manager. In 1989, she became executive director of the Colorado Convention Center, which was under construction. She joined the construction team, developed a management program, and hired the staff in preparation for the opening of the 960,000-square-foot facility in 1990. In 1991, Ms. Wallace joined the San Diego Convention Center Corporation team as executive vice president/general manager. She was named president and CEO in July 1996.

Ms. Wallace currently serves on the board of directors of the International Association for Exhibition Management (IAEM). She is the past president of the International Association of Assembly Managers (IAAM), the world's largest public assembly facility management association. In 2004, the Charles A. McElravy Award, the highest honor bestowed by IAAM, recognized Ms. Wallace for her exceptional leadership and extraordinary career-long accomplishments. In August 2003, she was named one of the nation's top 100 most influential leaders in the convention and trade show business by *Tradeshaw Week* magazine. She has served as one of nine industry commissioners for the Accepted Practices Exchange (APEX) Commission. Their mission is to bring together industry stakeholders in the development and implementation of industry-wide accepted practices that create and enhance efficiencies throughout the meetings industry. Her other professional affiliations include Professional Convention Management Association (PCMA), American Society of Association Executives (ASAE), International Convention Center Association (ICCA), International Association of Congress Centres (AIPC) and International Association for Exhibition Management (IAEM).

A dedicated community leader, Ms. Wallace presently serves as the chair of the board of directors for United States International University (USIU) Nairobi, Africa and is the chair of the board of directors for ACCION San Diego. She is on the board of directors of the San Diego Hotel-Motel Association and the San Diego Convention and Visitors Bureau. She previously served on the board of directors for the San Diego Urban League, CHAD, the American Lung Association of San Diego and Imperial Counties, YMCA, and Home Savings' Partnership Council and United Way. She is a member of the San Diego Downtown Rotary Club and the NAACP.

In 2004, Ms. Wallace was an honoree in the San Diego East County Chamber of Commerce "Women in Leadership" Program. October 2000, she was the recipient of the *San Diego Business Journal's* Women Who Mean Business "Manpower Balance Award." She was the first woman in the convention industry to receive this high recognition for her commitment to family, community, and profession. She was also selected by *San Diego Magazine* for "People to Watch in 1997." That same year she received the "Most Influential African-Americans" award from *Black Meetings and Tourism Magazine*. She was named to the Junior Achievement "Hall of Fame" in 1996 and was included in *San Diego Business Journal's* "Women Who Mean Business" in 1996. In 1995, the American Marketing Association also named her "Marketer of the Year" for her efforts as a member of the team that brought the 1996 Republican National Convention to San Diego. She has also received the prestigious Gold Key Award and was named "Allied Person of the Year" by the San Diego County Hotel Motel Association.

Ms. Wallace is a graduate of Ohio State University. Originally from Cincinnati, Ohio, she is married and the mother of three adult children.



Oscar Cerezales, Global Leader – Event Organisation, MCI Group

Oscar was previously Managing Director of MCI Spain followed by Group Association Sales Director, MCI Spain. He then progressed to his current role as Global Leader – Event Organisation, MCI Group

He started his career at GL Events, Lyon – GL Events are an integrated group offering a complete range of event industry solutions divided into three major segments: venue management and event organization; integrated services for trade fairs and conventions and events. He has also worked as the Sales & Marketing Director for the Barcelona International Convention Centre and as Managing Director for Grupo Pacifico.

Oscar is President of the MPI Spanish Chapter; an ex-board member of the International Task force - PCMA (Professional Convention Management Association); regular industry speaker; teacher IULM (Milan), ISM (Barcelona), European University Madrid; member of the Scientific Committee of some ICCA – ICCRM conferences; winner of the 1999 FYP prize for "meetings professionals" (EIBTM) and a member of MPI, CIMPA, PCMA, ASAE, ICCA, FIM and SITE.