

CONVENTION INDUSTRY EXPERT LURED TO QATAR

Monday 20 October 2008

The thrill of securing some of the world's most prestigious conventions and exhibitions to one of the world's fastest growing economies has attracted prominent sales and marketing professional to head up the new Qatar National Convention Centre's (QNCC) Sales team.

With over 20 year's convention industry experience and well respected on a global scale, Ms Sue Hocking commenced her new role as Director of Sales at the Qatar National Convention Centre this week.

Ms Hocking has experience in all aspects of venue operations, and over the last 10 years has specialised in the sales and event areas. Ms Hocking is beaming with enthusiasm and excitement with the city's growth potential and the opportunity to position Qatar as one of the leading convention and meetings destinations in the Middle East.

"With the country's global vision to become a world leader in innovation, education and research, our challenge is to encourage some of Qatar's leading scientists, medical experts, and industry specialists to bid for the rights to host a future international association convention to Doha.

"Working closely with members of the Qatar Foundation, major corporations and trade associations, it is our primary focus to assist these industry specialists in winning the right to host these prestigious events in Doha. That is my passion, it truly is a rewarding experience," stated Ms Hocking.

The Centre's General Manager, Mr Paul D'Arcy has recently returned from Europe, where he met with over 80 key international conference decision makers to promote Qatar as a future meetings destination and the QNCC's world-class facilities opening in 2011.

"Ours is a very long term business, with some of the world's most prestigious international associations searching for future locations and venues for 2013 and beyond. It is essential to have a team of highly skilled professionals, such as Sue, join our rapidly expanding team.

"We are also very fortunate to have the support and depth of experience of AEG Ogden Convention Centres, Group Marketing specialist Ms Rochelle Uechtritz combined with the local expertise of Ms Daniela Grendene leading our marketing initiatives," stated Mr D'Arcy.

Ms Hocking was an active member of the Conventions Australia Steering Committee, the Global Congress Centre Alliance and Past President of the Meetings Events Australia (MEA) South Australian Branch and for the past ten years held the position of Director of Sales & Marketing at the Adelaide Convention Centre. Ms Hocking has relocated to Doha with her husband, Greg.

The Qatar National Convention Centre (QNCC) will feature a total of 57 meetings rooms and 40,000 sqm of exhibition space. Destined to be one of the Middle East's largest convention and exhibition centres, it will feature a multi-purpose hall for 4,000 theatre style a 2,500-seat tiered auditorium, 500 seat theatre, flexible meeting rooms to accommodate a wide range of events plus banquet seating for 4,000.

The QNCC is a member of the Qatar Foundation www.qf.org.qa and resides with other prestigious members such as the Qatar Science and Technology Park, Sidra Medical & Research Centre, Weill Cornell Medical College, Texas A&M University, Virginia Commonwealth University, Carnegie Mellon, Georgetown University School of Foreign Service and Northwestern University to name a few.

QNCC is proudly managed by AEG Ogden, one the of world's leading venue management specialists www.aegogden.com

Download hi resolution image of Sue Hocking <http://www.qatarconvention.com/media/suehocking.jpg>

For further information contact:

Mr Paul D'Arcy, General Manager
Qatar National Convention Centre
PO Box 5825, Doha, Qatar
t: +974 454 6008, 974 454 6009 | **f:** +974 454 6005
e: pdarcy@qatarconvention.com | www.qatarconvention.com

Ms Sue Hocking, Director of Sales
Qatar National Convention Centre
PO Box 5825, Doha, Qatar
t: +974 454 6008, 974 454 6009 | **f:** +974 454 6005
e: suehocking@qatarconvention.com | www.qatarconvention.com