



**Media Release: Thursday, 8 February 2024**

## **Industry maven Maeve Thomas commences Membership and Sponsorship Manager role at ABEA**

The Australian Business Events Association (ABEA), the peak body for the business events industry, proudly announces the appointment of seasoned industry professional **Maeve Thomas** as its new Membership and Sponsorship Manager, effective 15 February. With an extensive track record spanning 35 years in the hotel, conference, business and events sector, Maeve brings a wealth of invaluable experience to her pivotal role at ABEA.

Maeve's distinguished career includes tenures in sales, marketing, and sponsorship roles with organisations such as Oberoi Hotels, Mirvac Hotels, Dockside Group, BE Sydney, ICMS Australasia and Event Connect, showcasing her ability to drive success in dynamic and competitive landscapes.

Having spent a decade in the United States in prestigious hotel operation roles, Maeve's diverse international experience will be an asset to her new role.

**Melissa Brown, ABEA CEO**, shared the importance of Maeve's commencement.

"As Membership and Sponsorship Manager, Maeve Thomas is entrusted with the crucial responsibility of fostering deeper member engagement and relevant partnerships within the ABEA community.

"She will hone ABEA's Membership Strategy, using the new member acquisition and retention programs highlighted in ABEA's recently formulated 2026 business strategy.

"With her acknowledged expertise, commitment, and adept partnership-building skills, we look forward to seeing more results in the areas of member participation, community building and identifying collaborative opportunities for our members," said Brown.

Maeve's appointment marks a significant milestone for ABEA, as the association directs its attention to the establishment of sponsorship opportunities.

Those attending AIME, 19-21 February, and interested in ABEA membership and sponsorship opportunities are encouraged to book in with Maeve Thomas, Domenic Genua (ABEA COO) and the team through the AIME meetings portal, or find them at Stall L5.

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**NOTES TO EDITOR:**



## **MAEVE THOMAS**

Maeve Thomas has over 35 years of experience in the hotel, conference, business, and events industry. Throughout her extensive international career, Maeve has held sales, marketing, and sponsorship roles with prestigious organisations such as Oberoi Hotels, Mirvac Hotels, Dockside Group, BE Sydney, ICMS Australasia and Event Connect.

Maeve also spent a decade honing her guest and client services skills in prestigious American hotel operations, including roles such as Adventure Concierge at The River Walk Resort in the White Mountains of New Hampshire, and Concierge and Guest Relations at The Langham Boston.



Photo of Maeve Thomas.

For a high-res photo of Maeve Thomas, please email the below media representatives.

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## **ABOUT ABEA**

The Australian Business Events Association Ltd (ABEA) is the leading industry body responsible for representing and supporting the prosperity of the organisations and people that work in, or benefit from, the Australian Business Events Sector.

ABEA represents the unified ambitions of the Australian business events industry and its people. We will drive real impact regarding sector growth and development through advocacy, members support and innovation.

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