

# SOUTHPORT

ENGLAND'S CLASSIC RESORT

## Media Release

June 2011

### Team Expansion for Southport Theatre & Convention Centre

The Southport Theatre & Convention Centre (STCC) has announced the appointment of Wendy Lucas as Sales Manager, further strengthening the team at Southport's flagship venue.

Southport resident Wendy brings with her an extensive background in the hotel, events and also training industries, setting up and running her own training company 'WL Training' back in 1999. She has a proven ability in establishing and restructuring systems at a technical and organisational level, which she will utilise to manage, motivate and develop the STCC sales team to maximise the current sales function. She will also ensure that the high standard of customer service, synonymous with the STCC continues.

On her new role, Wendy comments; "After living in Southport for over 25 years, I'm very excited to be able to promote my home town as a desirable conference and meetings destination. Over the years Southport has changed dramatically and has really redefined itself. I know that the STCC already works very closely with the area's conference bureau, Southport Conferences and I'll be looking to continue and build on that relationship going forward."

She continues; "We have a truly unique and diverse property in the STCC and it's up to all of us working here to make sure that everyone knows about it. So, with the right direction, strategic planning and grabbing every opportunity that comes our way that's exactly what we intend to do."

Lisa Chu, General Manager at the STCC added; "Wendy will be a great asset to the team. Her knowledge and experience across several industries will really help to maximise operations at the STCC, particularly as Southport continues to grow and develop."

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### Notes to Editor

For more information, interview requests or images please contact: Aimee Thompsett at Davies Tanner 01892 619100 or email [aimee.thompsett@daviestanner.co.uk](mailto:aimee.thompsett@daviestanner.co.uk)

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## About Southport Conferences

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.