

# MELBOURNE CONVENTION BUREAU

MELBOURNE  
AUSTRALIA





## BUSINESS EVENTS: A LUCRATIVE INDUSTRY

Business events are the quiet achiever of the Victorian visitor economy, responsible for 95,000 jobs throughout the state and generating \$11 billion for the state economy.

In 2017/18 financial year, Melbourne Convention Bureau (MCB) delivered its best economic results on record:



**176**

Business events won



**79,000**

Future delegates to visit Victoria




**\$396M**

Economic contribution to the Victorian visitor economy

Not only do business events generate economic wealth and export orders for the destination, they also:

- > Enhance industry sector profiles
- > Encourage change and innovation
- > Spark new research and technology
- > Increase market intelligence
- > Change perceptions of the destination
- > Assist in job creation
- > Drive regional dispersal
- > Encourage accompanying persons and repeat visitation

MCB is a business events powerhouse, driven to ensuring a strong return on investment to all investors.



**ABOUT  
MELBOURNE  
CONVENTION  
BUREAU (MCB)**

A photograph of a woman in a black dress blowing bubbles at a social event. She is smiling and looking up at the bubbles. Other people are visible in the background, some holding drinks and others taking photos. The scene is set outdoors at night with string lights hanging from the ceiling.

## MELBOURNE CONVENTION BUREAU: A TRUE PARTNER

**As a subsidiary of Visit Victoria, MCB partners with the Victorian State Government, City of Melbourne, Melbourne Convention and Exhibition Centre as well as private enterprise including over 250 partners to secure and deliver outstanding business events for Melbourne and Victoria.**

For over 40 years, MCB has worked with international and national associations, corporates and event planners to identify and bid for the right to host conferences, incentive travel reward programs and other business events from around the world. MCB has an unequalled reputation for facilitating the delivery of exceptional events for clients and delegates, creating impactful legacies that last well beyond the event.

With staff and representation in five countries, including the United Kingdom, United States, China, Malaysia and Australia, MCB is well placed to support your organisation across the conference journey.

MCB's vision is to make Victoria one of the world's most successful conference destinations, while its mission is to maximise the benefits from conferences to the Victorian economy.

# MELBOURNE CONVENTION BUREAU: CORE FUNCTIONS



## National and international convention bidding

To ensure Melbourne and regional Victoria secure lucrative business events from national and international association clients



## Incentive and corporate travel bidding

To ensure Melbourne and regional Victoria secure profitable and rewarding incentive and corporate travel groups from international markets



## Convention servicing

To ensure that business events held in Victoria are a resounding success



## Securing government support

To ensure that business events held in the state align with government policy and are subsequently backed by government on a local, state and federal level



## Partner services

To ensure MCB's clients have access to Victoria's leading business events suppliers and MCB partners are provided with valuable sales leads



## Research

To build MCB's reputation as a thought leader on the global stage



## Marketing and communications

To ensure Victoria is recognised globally as one of the world's premier business events destinations



## BestCities

MCB is a founding member of the BestCities Global Alliance; a network of 12 international convention bureaux - Berlin, Cape Town, Chicago, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Singapore, Tokyo, Vancouver and Melbourne - which are committed to a quality assured convention bureau service charter. This charter is certified by Lloyd's Register Quality Assurance.

[www.bestcities.net](http://www.bestcities.net)



# HOW MCB CAN ASSIST



**MELBOURNE**  
Convention  
Bureau

# HOW WE CAN ASSIST YOU: INTERNATIONAL AND NATIONAL ASSOCIATION CONFERENCES

**Melbourne is Australia's knowledge capital and innovation hub. A city of great minds that incubates thinkers, creators, innovators and producers from health and medical; science and engineering; to education, business, culture and technology.**

The state of Victoria continues to excel in the fields of medicine, science, technology, engineering and education, and it is these achievements, combined with Melbourne's state-of-the-art infrastructure and accessibility, that have seen the city recognised as one of the world's premier conference destinations for association events.

The calibre of major international conferences being held in Melbourne gives weight to the global endorsement now achieved, with the city attracting some of the world's largest and most prestigious events.

## **MCB can assist associations with the following activities:**

- > Identifying conference opportunities
- > Securing a local host to lead the bid and financially underwrite the bid
- > Liaising with government and industry leaders to obtain support
- > Developing bid strategies, documents and presentations
- > Developing bid strategies and critical paths
- > Preparing business cases, competitor analysis, preliminary budgets and risk analysis
- > Coordinating inspections for key decision makers
- > Lobbying campaigns and strategies
- > Providing advice and assistance on the creation of inaugural events



A photograph of a man in a black shirt standing on a stage, facing a large audience. He has his arms raised in a gesture of emphasis. The audience is seated in rows, and the stage is lit with blue light. A small table with a water bottle is in front of him. The image is partially obscured by a white diagonal shape on the left and a purple-to-blue gradient shape on the bottom right.

## HOW WE CAN ASSIST YOU: CONVENTION SERVICING

**As a full service bureau, MCB has a team dedicated to assisting associations with the logistics of holding a conference in Melbourne once the bid has been won.**

To maximise conference attendance, the convention servicing team works alongside local hosts and conference organisers to develop delegate boosting initiatives and other marketing activities in the years preceding the event.

**MCB can assist associations with the following activities:**

- > Preparation of promotional material and media assistance
- > Delegate boosting activities to drive attendance
- > Sourcing a professional conference organiser or destination management company
- > Providing site inspection support
- > Locating suitable venues and accommodation within Melbourne or regional Victoria that meet specified criteria
- > Sourcing suppliers, including entertainers, catering and guest speakers
- > Providing pre and post touring options



# HOW WE CAN ASSIST YOU: INCENTIVE AND CORPORATE TRAVEL REWARD PROGRAMS

Melbourne is a haven for exploration and discovery. With unique activities and attractions, year-round events calendar and sophisticated food and wine scene, our vibrant city offers a multitude of ever-changing and exclusive reward experiences.

For incentive planners, Melbourne offers the best of Australia with 'once-in-a-lifetime experiences. For delegates, Melbourne provides a year-round calendar of events in a city that nurtures just about every form of entertainment.

And the appeal doesn't stop at the city limits. As Australia's smallest state on the mainland, Victoria offers easy access to an abundance of breathtaking experiences in regional Victoria.

Choose from: rustic gourmet food and wine regions; encounters with kangaroos and koalas in their natural habitat; opt for the healing waters of natural hot springs; or a tour of the most scenic coastal road in the world. It's all available and it's all within a few hours of Melbourne.

MCB's international incentives team provides advice and assistance in generating corporate and incentive business for Melbourne from around the world. The team offers seamless planning expertise and will go the extra mile to ensure delegates take part in a program that is truly interactive, engaging and memorable.

## **MCB can assist incentive planners with the following activities:**

- > Accommodation and venue recommendations
- > Co-ordination of site inspections
- > Social programs, sample incentive itineraries, team building activities, special event recommendations and proposal preparation
- > Sourcing of suppliers and contractors, and referral to inbound tour operators, destination management companies and professional conference organisers
- > Promotional and marketing support, such as visitor information, maps, shopping and dining guides, postcards and promotional videos
- > Letters of support from state and local government
- > Information about customs and immigration procedures



# HOW WE CAN ASSIST YOU: PARTNERSHIPS

**Our partners are crucial to MCB's ongoing success in securing and delivering business events for Victoria. Our collaborative 'Team Melbourne' philosophy encapsulates a city-wide approach to winning business.**

## **Partners include:**

- > Accommodation and convention/meeting venues
- > Tour operators
- > Service providers
- > Professional conference organisers
- > Restaurants
- > Retailers
- > Attractions
- > Airlines

MCB's partnership team delivers sales leads and provides networking, business and educational opportunities for its partners, as well as co-operative marketing opportunities through advertising, trade shows and MCB-generated publicity.

MCB builds strong relationships with a range of partners to promote Melbourne and to bid for national and international business events to be staged in Victoria.

## **MCB's current strategic partners include:**

- > Victoria State Government
- > City of Melbourne
- > Melbourne Convention and Exhibition Centre
- > Pan Pacific Melbourne
- > Accor Hotels
- > Crown Hotels
- > Melbourne Airport
- > Qantas
- > Showtime Event Group
- > Melbourne and Olympic Parks
- > Harry the Hirer





## HOW WE CAN ASSIST YOU: VICTORIA EVENT SOLUTIONS (VES)

**Victorian Event Solutions (VES) is a free referral service provided by MCB, which takes care of all the hard work for meeting planners by sourcing quotes from the city's leading business events suppliers.**

VES provides a one-stop-shop for planners providing a range of creative and customised solutions to best meet the event brief and budget

With an in-depth knowledge of more than 250 leading venues, accommodation suppliers, transport providers, catering services and entertainment specialists throughout Melbourne and regional Victoria.

VES will take the lead in connecting planners to the right people, places and products to ensure the event is planned and executed with care.

### **VES can provide assistance in the following areas:**

- > Obtaining venue, accommodation, entertainment, catering, theming and event management quotes and comparative analysis
- > Coordinating the inspection of venues

**CONTACT  
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## CONTACT MCB

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