

MELBOURNE AUSTRALIA





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.





## **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



www.bestcities.net

## **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.





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

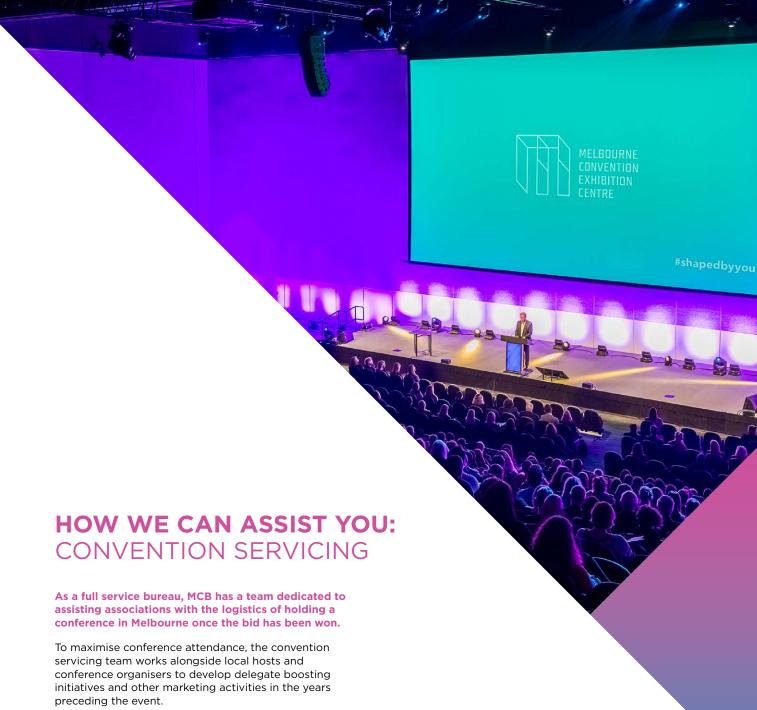
Melbourne is Australia's knowledge capital and innovation hub. A city of great minds that incubates thinkers, creators, innovators and producers from health and medical; science and engineering; to education, business, culture and technology.

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:





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



# **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. > Harry the Hirer

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





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 breif 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 MCB**

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