

MELBOURNE AUSTRALIA







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



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



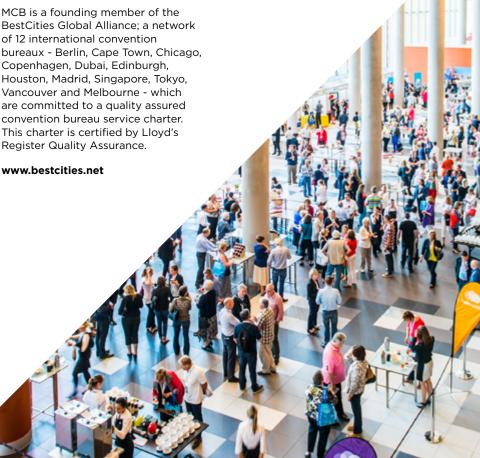
Marketing and communications

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.





HOW WE CAN ASSIST YOU: INTERNATIONAL AND NATIONAL ASSOCIATION CONFERENCES

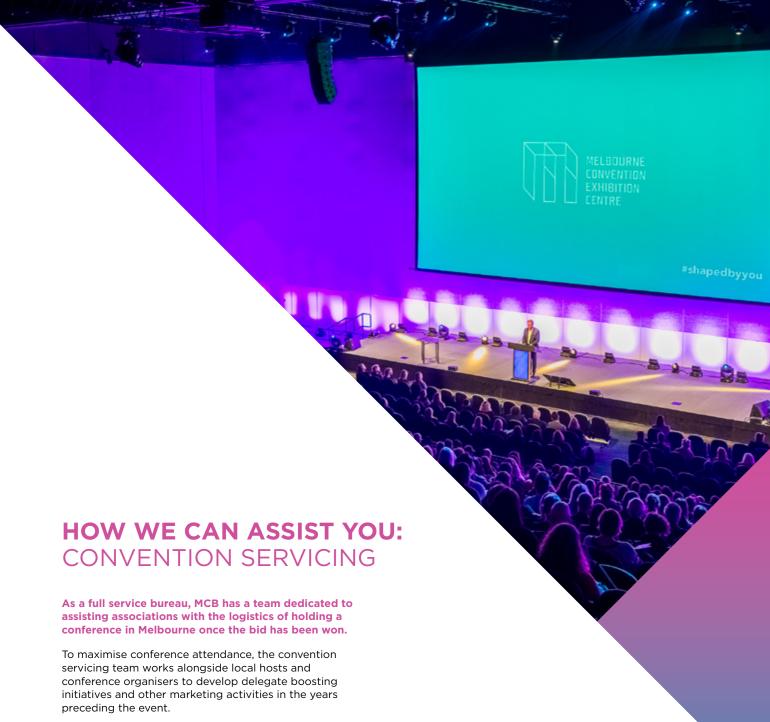
Melbourne is Australia's knowledge capital and innovation hub. A city of great minds that incubates thinkers, creators, innovators and producers from health and medical; science and engineering; to education, business, culture and technology.

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

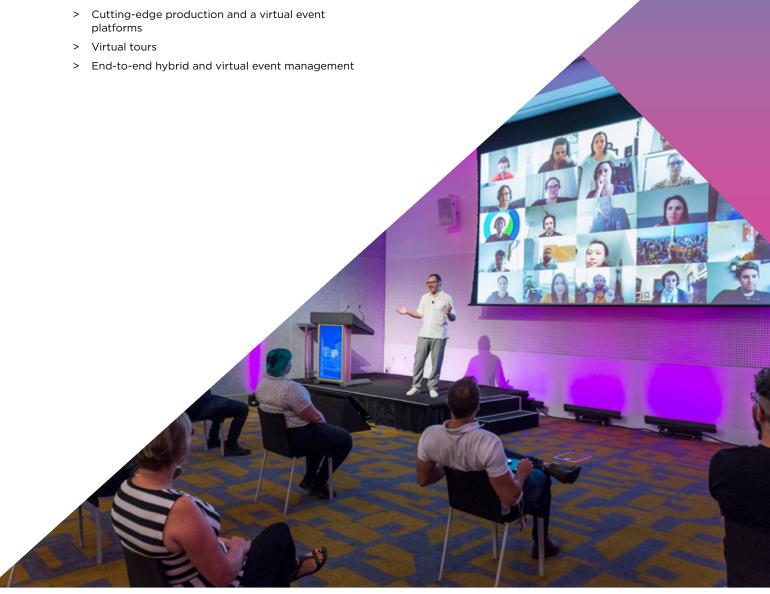
HOW WE CAN ASSIST YOU:HYBRID EVENTS

Melbourne remains one of the world's most adaptable, premier destinations for business events – both in person and hybrid format. Hybrid events allow face-to-face attendees to experience the event in person, while virtual attendees can tune in via video and audio streaming.

Hybrid events are becoming more popular with restrictions in place for international travel and mass gatherings due to the COVID-19 pandemic. Melbourne Convention Bureau (MCB) is monitoring the situation closely so we can best assist you with hosting your event.

MCB can assist with planning a virtual or hybrid event including:

- > Advice and referrals on format and technology selection
- Defining event requirements, adapting content, agenda development and channels to satisfy attendees, speakers and sponsors
- > State-of-the-art live studios



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





The Melbourne Convention Bureau provide a complimentary one-stop-service for planners providing a range of creative and customised solutions to best meet your event brief and budget.

With over 200 leading venue, accommodation, transport, catering and entertainment options in Melbourne and regional Victoria, we will take the lead in connecting you to the right people, places and products to ensure your event is planned and executed with ease.

The Melbourne Convention Bureau can provide the following complimentary services:

- > Advice & referrals to suppliers such as venues, accommodation, transport, tourism experiences, & itinerary development
- > Define event requirements, create and send Request For Proposals (RFPs) to venues, accommodation, transport, and tourism experience providers
- > Book site inspection itineraries, collate conference and social venue proposals for any future event and organise delegate and destination information.

HOW WE CAN ASSIST YOU: SAFE EVENTS

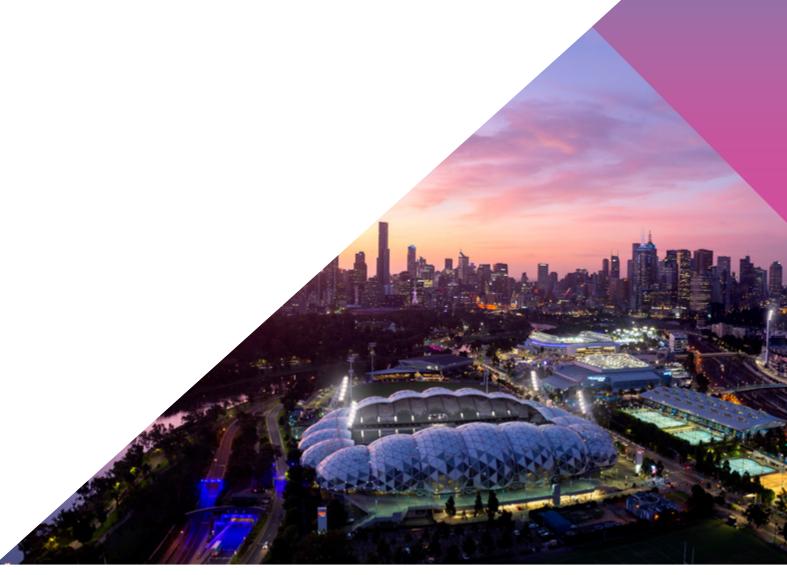
Melbourne has always been regarded as a safe destination, and health and hygiene continues to be a number one priority for our business events industry.

The Victorian and Australian Governments have introduced policies and strict workplace safety protocols to assist businesses to operate in an environment that is safe for all participants.

The Melbourne Convention Bureau has created a **Safe Events Melbourne** microsite to assist you in planning your event in Melbourne with confidence.

At the Safe Events Melbourne site you will find information on safety protocols and initiatives **venues**, **accommodation** and **transport** are using to ensure safety while in Melbourne.

Relevant links to more information including FAQs about Coronavirus, travel advice on DFAT's Smart Traveller site, the Australian Government Department of Health website or Australia.com are also provided.





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