

# Media Release

19<sup>th</sup> September 2019



## Destination Business Events 2019 kicks off in Melbourne

Destination Business Events 2019 officially kicked off with the Association of Australian Convention Bureaux (AACB) Welcome Reception last night, providing delegates with an opportunity to connect and network with friends, peers and colleagues in a friendly and relaxed environment.

Taking place at Cargo Hall by Showtime Event Group, one of Melbourne's most iconic event venues, the Welcome Reception was transformed into a streets of Melbourne festival delivering an interactive food and entertainment experience, complete with live music and energetic atmosphere taking guests on a truly unique Melbourne culinary and cultural journey.

Uncovering the best of Melbourne, guests made their way along the water's edge of the Yarra River to Cargo Hall, where once inside discovered pop-up laneways, graffiti art and live music; all while enjoying local culinary delights from Melbourne food precincts.

In welcoming over 120 guests, Melbourne Convention Bureau (MCB) Acting CEO and AACB Board member Julia Swanson said MCB is delighted to be local host for Destination Business Events 2019, and encouraged guests to enjoy the stunning setting and entertainment, catch up with old and new friends and colleagues, because tomorrow the work begins.

"This year's innovative program will explore the theme 'Customer Experience: Laneways to Success' and its cornerstones of putting the customer at the heart of your business. From managing customer journeys and how we can evolve our products and services to drive longer lasting relationships, greater loyalty, improved customer experiences, and ultimately greater business success.

"Expect to hear from an incredibly strong line up of industry leading experts, engage in robust discussions, learn from dynamic case-studies and be wowed by immersive experiences along with entertaining social and pre-conference activities, while providing valuable information on attracting business events to your city and region," said Ms Swanson.

AACB CEO Andrew Hiebl said we are excited to present in partnership with MCB this year's Destination Business Events 2019.

"It's where the demand side of the business events industry will come together with the common goal of growing Australia's business events competitiveness.

"This event provides a valuable opportunity for convention bureaux, convention centres and destination marketing organisations across Australia to network, share ideas, discuss trends and issues and work collaboratively in order to grow the overall business events market in Australia," said Mr Hiebl.

Destination Business Events 2019 is in Melbourne from 18 to 20 September. Delegates will also experience Melbourne's premier convention and exhibition centre and some of city's unique venues, enjoy superb food and wine.

For more information visit [www.destinationbusinessevents.com.au/2019](http://www.destinationbusinessevents.com.au/2019)

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