

Media Release

Monday, 17 February 2020



Uncover Melbourne Gala rolls out the Red Carpet

Hosted buyers and media attending the 2020 Asia Pacific Incentives & Meetings Event (AIME) experienced a sophisticated night full of glamour at the *Uncover Melbourne Gala* last night at Melbourne's newest venue - the Ian Potter Queens Hall, the jewel in the State Library Victoria's stellar collection of unique heritage spaces.

Showcasing Melbourne to an international audience, Showtime Event Group partnered with the Melbourne Convention Bureau (MCB) for the third consecutive year as the exclusive caterer for the gala. Styled by Harry the hirer and entertainment by Solution Entertainment ensured guests were treated to the full red-carpet experience that kicked off upon arrival on the iconic steps of the State Library.

A dramatic and sophisticated entrance boasting fabulous fashionista performers lured guests into the library's grand reading room while serenaded by electric cellist tunes, proving the State Library is the new home for the red-carpet gala in Melbourne.

Once inside, delegates were wowed by the most exquisite Queens Hall. Opulence shined through the stunning space with a mix of black and golds in keeping with the Uncover Melbourne theme combined with heritage furniture.

Reopened in December 2019 as part of the ambitious Vision 2020 project, the stunning space has returned to its former glory as Melbourne's most impressive gala event venue, unveiling its historic architecture and celebrating its 19th century decorative scheme.

MCB Chief Executive Officer Julia Swanson said Melbourne is renowned as Australia's events capital and as the first official social event on the AIME 2020 calendar, MCB's Uncover Melbourne Gala certainly turned it on for the AIME 2020 international, domestic and local guests.

"The *Uncover Melbourne Gala* provided guests with a memorable night and the opportunity to connect with industry peers from across the Asia-Pacific region, before the three-day tradeshow commences full of engaging sessions and productive networking opportunities."

"Our gala partners once again delivered to an incredibly high standard and proved their vast knowledge of business events. Their innovation, flexibility, creativity and professionalism were shown every step of the way," said Ms Swanson.

Showtime Event Group General Manager, Brad Dabbs said the MCB has an incredible knack in showcasing Melbourne, which contributes to ensuring the city remains one of the world's leading business events destinations."

"This event in particular is important for us. As a strategic partner of the MCB and the exclusive caterer and event partner to the State Library this is an amazing opportunity to demonstrate what we can do for the business events market, a sector that Showtime Event Group heavily invests in."

Entertainment kept going during the event; a gospel choir, performers in the sky and Melbourne's famous band, The Huxleys, were all part of one of the most memorable events of the season.

Another highlight of the night was the exquisite menu on offer. The feast included divine roving canapes, an Australian cheese station and an oyster bar that proved to be very popular amongst guests.

The event is part of MCB's AIME program, *Uncover Melbourne*. Designed to showcase Melbourne's world-class business events capability, *Uncover Melbourne* offers international and local hosted buyers the opportunity to experience Melbourne's most compelling business events attributes.

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Notes to Editors:

Images from the Gala are available [here](#)

Asia-Pacific Incentives and Meetings Event (AIME)

17-19 February 2020

Melbourne Convention and Exhibition Centre

www.aime.com.au

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About AIME

AIME is where meetings, events and incentives industry decision makers meet for business adventures across Australia, Asia-Pacific and the rest of the globe. AIME is owned by the Melbourne Convention Bureau (MCB), a business development organisation, with its core function to secure international and national conferences, incentive travel reward programs and other business events for the Australian state of Victoria.