



MELBOURNE
CONVENTION BUREAU





MESSAGE FROM MINISTER EREN



The Victorian Government is proud to support the Melbourne Convention Bureau (MCB) in attracting business events, conventions, meetings and incentive travel reward programs, to the State.

Melbourne is a premier business events city, with an enviable track record of delivering large-scale events. Whether you're from an association or corporate organisation looking for a destination to host your next business event, an academic wanting to lead a conference bid or a local industry partner, you're in the most capable and experienced hands in Melbourne.

Melbourne continues to reinforce its reputation as the region's leader in delivering world-class conferences. Not only has the city been named the World's Most Liveable City for the past seven consecutive years by the Economist Intelligence Unit, but has also seen Melbourne voted Australasia's Leading Meetings and Conference Destination in the World Travel Awards for four years. This was underpinned by Melbourne's recent staging of the World Congress on Intelligent Transport Systems, and in coming years with the World Congress on Nuclear Medicine and Biology (2018), International Particle Accelerator Conference (2019) and World Engineers' Conference (2019).

MCB has more than 40 years of experience in bringing business events to Melbourne and has local and global teams dedicated to business development, bidding, convention servicing, incentive travel and membership. Associations and corporate organisations choose Melbourne because of the city's unique offering of world-class infrastructure led by Melbourne Convention and Exhibition Centre, its knowledge and innovation know-how, and an enviable lifestyle. Most importantly, the city has a global reputation for a collaborative approach in delivering events.

Business events, be it a world conference, incentive travel reward program or corporate meeting, are essential drivers to economic development, trade and investment and fostering research and knowledge exchange. There is no better place in the world for business events than Melbourne.

A handwritten signature in black ink that reads "John Eren". The signature is written in a cursive, flowing style.

Hon John Eren MP
Minister for Tourism and Major Events



BUSINESS EVENTS: A LUCRATIVE INDUSTRY

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

In 2016/17 financial year, MCB delivered its best result in the past five years, winning 194 business events that will bring 67,000 future delegates to Victoria and contribute \$321 million to the Victoria 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 city, the country or an industry
- > 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.



\$11 billion
annually for the
state economy



MELBOURNE CONVENTION BUREAU: A TRUE PARTNER



As a subsidiary for 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.

Since its inception, MCB has worked with associations, corporates and event planners to identify and bid for the right to host meetings, incentive travel reward programs, conventions and other business events from around the world, and today has an unequalled reputation for facilitating the delivery of high quality events, which meet and transcend the needs and expectations of event hosts.

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.



MCB staff listened to our needs and understood the objectives and the specific requirements of our Congress and then worked with us closely to implement an appropriate plan.”

Sharon Caris
Executive Director, Haemophilia Foundation Australia,
Organising Committee, International Congress of World
Federation of Hemophilia 2014



MCB'S CORE FUNCTIONS



NATIONAL AND INTERNATIONAL CONVENTION BIDDING

To ensure Melbourne and regional Victoria secure lucrative business events from national and global 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



ASIA-PACIFIC INCENTIVES & MEETINGS EXPO (AIME)

The Asia-Pacific Incentives & Meetings Expo (AIME) is the premier meetings and incentives exhibition in the Southern Hemisphere.

For 26 years, AIME has continued to prove itself as a professional, world-class exhibition, showcasing meetings and incentives product to qualified buyers from around the globe.

Year-after-year, AIME is more than just an exhibition: it's an education forum; a networking event; a business development tool; and a showcase of Melbourne, regional Victoria, Australia and the world.

AIME is the must-attend event in the Asia-Pacific region, and gives a quality return on investment for exhibitors and attendees alike.

Owned by MCB and currently managed by Reed Travel Exhibitions, this two-day event showcases the best Australian, Asia-Pacific and international destinations, products and services, including:

- > Destination management companies
- > Convention and visitors bureaux
- > Airlines
- > Hotels and resorts
- > Venues
- > Destinations
- > Audio-visual companies
- > Promotional products and rewards
- > Theming and special event producers
- > Exhibition and professional conference organisers
- > Conference products and support services

www.aime.com.au



“

AIME is arguably one of the best, if not the best, industry events available to the MICE market. AIME attracts top level qualified suppliers and buyers presenting at a show that's the perfect size. The breadth of knowledge you'll receive is overwhelming.”

Mr. Gabriel Haigazian,
Creative Travel Planners, USA of Hemophilia 2014



HOW MCB 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



In preparing a bid for an international conference, the outstanding characteristics of MCB were their professionalism and attention to detail. They were innovative. The major key to success however, was MCB's high degree of coordination with other agencies that were part of the total conference experience and the commitment to attracting the conference to Melbourne that they demonstrated."

Professor Ian Olver AM
Chief Executive Officer, Cancer Council Chair,
Local Organising Committee
23rd World Cancer Congress 2014

HOW MCB 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 activity 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



We experienced very prompt, precise and professional support from the MCB team for all our Amway incentive activities; generating media coverage, developing our Official Visitors Guide wrap and so much more.”

Rita Tandon, Senior Manager
- Special Events, Amway India

HOW MCB 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 program organisers, Melbourne provides 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. 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 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, teasers, postcards and promotional DVDs
- > Letters of support from state and local government
- > Information about customs and immigration procedures

HOW MCB CAN ASSIST YOU

PARTNERSHIP



Our partners are crucial to MCB's ongoing success in securing and delivering business events for Victoria. Our great partnership philosophy supports 'Team Melbourne' which 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.

“
I have found MCB excellent in every aspect. Over the past 12 months they have generated several profitable leads for Big Stick Adventures. In addition to this, they also provide valuable industry introductions and quality advice about improving our product and service.”
Brett Hollis, Director, Big Stick Adventures

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
- > Exponet
- > Showtime Event Group

HOW MCB CAN ASSIST YOU

MELBOURNE MEETINGS AND EVENTS SERVICE



The Melbourne Meetings + Events Service (MM+ES) 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.

MM+ES provides a one-stop-shop for planners, and staff have in-depth knowledge of more than 250 leading venues, accommodation suppliers, transport providers, catering services and entertainment specialists throughout Melbourne and regional Victoria.

This expert service will save time by eliminating the need for organisers to call individual venues, hotels and other products, to check availability, correct pricing, and appropriate services, matching Victoria's best business events suppliers to specific needs and budgets.

MM+ES 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

“
MCB has been a great help in sourcing quotes from a variety of suppliers; from venues to hotels and so much more. I will certainly keep this in mind for future events we do in Melbourne.”
Linda Schulz, Event Planner, Critical Infrastructure and Protective Security Policy, Federal Attorney-General's Department

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