

# BENEFITS BEYOND BORDERS

## MELBOURNE IS SET TO DELIVER ITS EFFECT IN THE ASIA PACIFIC REGION THROUGH PCMA'S EVENT FOR ASIA PACIFIC.

**WORDS:** EL KWANG

Melbourne is set to host the Professional Convention Management Association (PCMA) 2015 Global Professionals Conference – APAC from August 31 – September 3. Over a telephone conversation with *Biz Events Asia*, Karen Bolinger, CEO of the Melbourne Convention Bureau, said the event is “a wonderful opportunity to showcase the intellectual capital and major events capital of Australia”.

According to Bolinger, the by-invitation-only conference will be attended by key decision makers from international associations, business event and meeting organisers as well as some convention bureaux from Asia Pacific – a target audience for Melbourne. Delegates will have the first-hand opportunity to see how the city delivers business events in Melbourne. Outside the conference, delegates will explore Melbourne and regional Victoria, and immerse themselves in the many experiences that the city offers.

“Our research tells us that our delegates love to explore Melbourne and discover for themselves our ‘only in Melbourne’ experiences such as our laneways, coffee, cafes and shopping,” added Bolinger.

The energetic CEO expressed the need for a forum to share best practices on hosting business events in the Asia Pacific region, besides it being a platform for networking opportunities. Team Melbourne – comprising the MCB team and its partners – is set to deliver the “The Melbourne Effect”, which incorporates all the elements that make Melbourne a unique business destination and give decision makers compelling reasons to choose the city.

“What we offer is beyond the bricks and mortar as we already have

world-class meeting spaces and 5,500 accommodation rooms within five minutes’ walk of the Melbourne Convention and Exhibition Centre,” said Bolinger.

The city aims to demonstrate the expertise across different industry sectors. It has the resources, strong networks and partners, including world-class academics and thought leaders that clients can access when bringing a business event to Melbourne. Bolinger said: “What better opportunity could we have than PCMA GloPro to showcase not just the practical reasons why decision makers choose Melbourne – that’s our intellectual and physical capacity to deliver an event – but also the emotional factors that are a key part of selecting a conference destination? Because we can’t kid ourselves that emotion doesn’t play a part.”

“Melbourne has an enviable reputation as a knowledge and research leader in almost every field of science and innovation. This ‘IQ factor’ brings real credibility to our conference bids. We achieved a world first last year, hosting five of the world’s largest global health conferences. MCB couldn’t have achieved this milestone without the city’s capability in this field and our strong partnerships.”

**KAREN BOLINGER**  
CEO  
Melbourne Convention Bureau



Melbourne Convention and Exhibition Centre