



MELBOURNE
CONVENTION BUREAU



BUSINESS EVENTS: A LUCRATIVE INDUSTRY

Business events are a cornerstone of the Victorian economy, responsible for 22,000 jobs throughout the state and generating \$1.2 billion for the state economy.

For the five year period 2010/11 to 2014/15, business events secured by MCB are estimated to have a direct expenditure impact for Victoria of \$874.6 million and an estimated increase in Gross State Product of \$1.6 billion.¹

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.



\$1.2b

annually for the state economy

MELBOURNE CONVENTION BUREAU

A TRUE PARTNER



MCB is a partnership between the Victorian state and local government and private enterprise. MCB has been responsible for attracting international conventions and meetings to Victoria for over four decades.

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, Singapore and Australia (Melbourne and New South Wales), the organisation's established networks across government, industry and academia assure the success and unique values of every business event held in the state of Victoria.

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 local 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



MEMBERSHIP SERVICES

To ensure MCB's clients have access to Victoria's leading business events suppliers and members are provided with valuable sales leads



RESEARCH

To ensure MCB is a leader in innovation



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 11 international convention bureaux - Berlin, Cape Town, Chicago, Copenhagen, Dubai, Edinburgh, Houston, 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

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

For more than 20 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 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, USAof Hemophilia 2014

HOW MCB CAN ASSIST YOU



INTERNATIONAL AND NATIONAL ASSOCIATION CONFERENCES

As a knowledge city, Melbourne has much to offer associations and other groups looking for a destination to hold their next conference.

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 a financial underwriter
- > Obtaining letters of support from and liaising with leaders of government and industry
- > Co-ordination and preparation of bid documents and presentations
- > Developing bid strategies and critical paths
- > Preparing a business case, competitor analysis, preliminary budgets and risk analysis
- > Arranging and conducting site inspections for key decision makers
- > Preparing 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

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 support 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

INCENTIVE AND CORPORATE TRAVEL REWARD PROGRAMS



Melbourne's incentive offering is second to none. With a portfolio of products that cater to all interests, cultures and requirements, an engaging and inspiring incentive package can be designed for any group size.

For incentive program organisers, Melbourne provides the best of Australia with the added bonus of unique venues and highly professional services. 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
- > VIP welcome letters and letters of support from state and local government
- > Welcome airport banners
- > Information about customs and immigration procedures

MEMBERSHIP



MCB works with its membership base of more than 260 leading business events suppliers to provide meeting planners with access to the best products and services available.

Members include:

- > Accommodation and convention/meeting venues
- > Tour operators
- > Service providers
- > Professional conference organisers
- > Restaurants
- > Retailers
- > Attractions
- > Airlines

MCB's membership team delivers sales leads and provides networking, business and educational opportunities for its members, 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.

MCB's current strategic partners include:

- > Tourism Victoria
- > City of Melbourne
- > Melbourne Convention and Exhibition Centre
- > Qantas
- > Atlantic Group

MELBOURNE MEETINGS + 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 260 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 providing comparative costs
- > Defining and prioritising specific needs within budgetary guidelines
- > Inspecting venues with specific requirements in mind
- > Introducing new meeting products and services to the business events market

www.mmes.com.au



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 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

MELBOURNE
AUSTRALIA

melbournecb.com.au