

PRESS RELEASE



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A Hat-Trick for MCVB at Prestigious MEA Awards

Melbourne Convention + Visitors Bureau (MCVB) last night achieved a trifecta at the prestigious national Meetings and Events Australia (MEA) Awards.

MCVB picked up three coveted awards; 'Corporate Social Responsibility' (for over 30 employees), 'Metropolitan Destination Marketing Organisation' and, together with Reed Travel Exhibitions, 'Exhibition of the Year', for the 2010 Asia-Pacific Incentives & Meetings Expo (AIME).

Given that MCVB has won the latter two awards for three consecutive years, they have been inducted into the esteemed MEA Hall of Fame for both categories.

The Bureau's performance was assessed across a wide-range of criteria, including business and financial plans, marketing activities, sustainability and innovation.

MCVB's Chief Executive Officer (CEO), Ms Sandra Chipchase, said the three accolades reflected the organisation's contribution to the Business Events industry.

"In the 2009/10 financial year, MCVB achieved a fifth year of consecutive record results. This wouldn't have been possible without our strong relationships with a range of industry partners, including the State Government of Victoria, the City of Melbourne, the Melbourne Convention and Exhibition Centre (MCEC) and of course Qantas Airways," Ms Chipchase said.

"These awards are an acknowledgement of MCVB's commitment to innovation. This year we announced a number of world firsts; an Augmented Reality product for international incentive delegates and our groundbreaking Melbourne Marketing Business Events e-Kit.

"These are just several examples of how MCVB continues to be a pioneer when it comes to cutting-edge technologies.

"Furthermore, the awards recognise MCVB's ability to secure prestigious events such as the Amway India Leadership Seminar, which will bring more than 4,000 delegates to the city in 2012, as well as our proven track record of running successful exhibitions, such as the Asia-Pacific Incentives & Meetings Expo (AIME), which we established nearly two decades ago.

"Business Events provide enormous economic and employment benefits to Victoria's economy and I'm delighted the achievements of my organisation have been recognised in this way."

Ms Chipchase was also presented with the Outstanding Contribution Award in recognition of her exceptional work in the Meetings and Events industry.

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