

## PRESS RELEASE

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### MCVB Flashmob Another World-First

Melbourne Convention + Visitors Bureau (MCVB) has become the first convention bureau in the world to use a flashmob to entertain guests and emphasise its core message.

This year's Asia-Pacific Incentives and Meetings Expo (AIME) Welcome Reception, organised by MCVB and held at the St Kilda Sea Baths in Melbourne, featured a flashmob dance routine on the beach.

Dancers entertained more than two-thousand guests on a perfect summer's night, before a stunning finale that encapsulated Melbourne's status as Australia's Business Events capital.

Sandra Chipchase, Chief Executive Officer of MCVB, said the flashmob, which was produced by PAN International, was a unique and innovative way of promoting Melbourne's credentials as a premier Business Events destination.

"It was a fun and distinctive way of reiterating everything that is great about Melbourne and why we consistently attract visitors, delegates and events in such great numbers," Ms Chipchase said.

"As the accompanying clip illustrates, the Welcome Reception itself represented Melbourne as its best; perfect weather, impeccable hospitality and thousands of visitors from around the world networking and enjoying themselves immensely.

"I encourage everyone to download the clip, behold the wonderful young dancers and get a feel for the colour and vibrancy of Melbourne."

To view the flashmob performance, visit [www.mcvb.com.au](http://www.mcvb.com.au) **Error! Hyperlink reference not valid.**

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