

# PRESS RELEASE



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## Melbourne Planner's Guide a 'Must-Have' For Business Events Industry

The Melbourne Convention + Visitors Bureau (MCVB) has launched the *Melbourne Planner's Guide 2011/12*, its annual, flagship publication and a must-have item for any meeting planner or event organiser.

Now in its 38<sup>th</sup> year of production, the 2011-12 edition provides essential information for planning a Business Event in Melbourne or regional Victoria; from venues, accommodation and services, to new developments, touring and leisure program ideas, the *Planner's Guide* has it all.

Launching this year's *Planner's Guide* at the newly redeveloped Mural Hall in Myer Bourke Street in the city, MCVB's Chief Executive Officer, Ms Sandra Chipchase, said the publication emphasises why Melbourne is Australia's Business Events capital.

"The *Planner's Guide 2011/12* reiterates why Melbourne is a world-class destination that provides incentive and conference delegates with an unforgettable and unique experience," Ms Chipchase said.

"There is always so much to see and do in Melbourne and the *Planner's Guide* highlights many of the new and distinctive venues on offer throughout Melbourne and regional Victoria.

"Melbourne's South Wharf precinct, home to the Melbourne Convention and Exhibition Centre (MCEC) and a host of entertainment options, continues to evolve into one of the world's most impressive convention districts.

"New restaurants such as *The Atlantic* at Crown, which overlooks the Yarra River, and purpose-built function centres such as *The Pier Geelong*, also highlight the state's internationally renowned facilities and entertainment options."

Ms Chipchase said the *Planner's Guide* illustrates how MCVB's staff can provide extensive support to clients in securing and organising a successful Business Event.

"MCVB can tailor its services to assist in every aspect of bidding, planning, marketing and delegate boosting to ensure the event is seamless and integrated," she said.

"It is this expertise that recently saw MCVB inducted into the prestigious national Meetings and Events Australia (MEA) Hall of Fame in April for winning the Metropolitan Destination Marketing award for the third consecutive year.

"In essence, the *Planner's Guide 2011/12* encapsulates why Melbourne remains Australia's first-choice for Business Events, whether it's for our superior infrastructure, support networks or the abundance of attractions in both the city and regional Victoria."

Ms Chipchase also said that MCVB was committed to publishing the *Planner's Guide* in print.

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“Some Convention and Visitors Bureaux have stopped producing their city guides in hard copy, however, results from the *2010/11 Planner’s Guide* survey last September indicated there was an overwhelming demand for the printed version.

“Ninety two per cent of respondents said they were interested in receiving the *Planner’s Guide* in the future and 67 per cent had used it within the first two months of receiving it,” she said.

The *Melbourne Planner’s Guide* is one of MCVB’s most effective tools in promoting Melbourne and regional Victoria as a world-class destination for meetings, events, incentive travel and conferences, with 8,000 copies disseminated around the world annually.

The *Planner’s Guide 2011/12* is now available free of charge. Telephone (+61) 9693 3333 or visit [www.mcvb.com.au/plannersguide](http://www.mcvb.com.au/plannersguide).

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