



**Media Information  
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## **Complete Melbourne Planner's Guide goes live**

Following an extremely positive response to the print version Melbourne 2005/06 Planner's Guide, now in its 32<sup>nd</sup> year of production, MCVB has launched the entire guide online.

"This is the first time in Australia that a Planners Guide has been reproduced electronically in its entirety," said Trish Finnemore, General Manager, Marketing, MCVB.

Meeting planners who received the Guide were sent an electronic survey to gauge their feedback.

"72% of respondents noted that they had used the guide to contact venues, hotels, products or services featured in the guide.

"The survey revealed the 69% of respondents had used the guide 1-5 times and 14% of respondents had used the guide over 5 times.

The online guide contains the latest information on conference and exhibition venues, accommodation, service providers, suppliers and pre and post touring for Melbourne and Regional Victoria. Train and tram network maps and additional information outlining the benefits of hosting events and conferences in Melbourne is also available.

"Planning meetings is hard work. The Planner's Guide has been designed to make life easier and we feel that having this information online is quick and convenient for planners," said Ms Finnemore.

MCVB has also redesigned other sections of its website giving it a bright, fresh new look and improving functionality.

"Planners logging on to the website now have access to all the information they need, in one spot," said Ms Finnemore.

To view the Planner's Guide online please visit: [www.mcvb.com.au/plannersguide](http://www.mcvb.com.au/plannersguide)

Ends

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