

MEDIA RELEASE

21 March 2023



Planning a business event just got easier with the latest edition of the Melbourne e-Guide

The Melbourne Convention Bureau (MCB) is excited to launch its second edition of the popular interactive Melbourne e-Guide. Educating and influencing business event planners on why the world meets in Melbourne, the latest Melbourne e-Guide highlights the city's strengths as a leading destination for business events.

Special features include how to create first class VIP experiences at iconic venues such as the Melbourne Cricket Ground, Flemington and Melbourne & Olympic Parks, to learning how to weave your business event or itinerary program around one of Melbourne's major events such as the Australian Formula 1™ Rolex Grand Prix.

Event planners will also enjoy learning about Melbourne's unique new venue offerings for major business events; benefit from an update on the city's Accor properties; receive tips for hotels with excellent twin-share rooms to consider; and product and venue ideas to take their event to the next level.

MCB Chief Executive Officer, Julia Swanson explained the Melbourne e-Guide is an excellent example of the high-quality planning tools MCB produce for event owners, planners and delegates.

"We've received positive feedback on the first e-Guide's useful content, easy-to-read layout, accessible design and itinerary mapping ability," said Ms. Swanson.

"Melbourne is constantly evolving, innovating and adapting to meet new needs in the business events sector. Since launching the first edition in last year, the e-Guide has become an essential planning tool, encouraging both planners and delegates alike to rethink their next visit to Melbourne."

"Both event planners and delegates will also find the e-Guide's interactive map, used for researching and creating custom itineraries, a fantastic way to uncover all the exciting offerings available during, pre and post the business event." Ms Swanson added.

The embedded interactive map in the e-Guide enables event owners, planners and attendees to seamlessly plan their trip and create custom itineraries for site inspections, delegate tours and pre-and-post conference travel, with the aid of videos, images, 360-degree experiences, product descriptors and hyperlinks.

Offering geographic location or category search functions such as Eat, Play, Relax, Conference and Caffeinate, the map is an effective way to familiarise users with how to maximise their time in Melbourne and even provides real time directional features accessible via mobile phones to help guide you through the city.

MEDIA RELEASE

21 March 2023



Melbourne eGuide - top features

- User friendly accessible design read on desktop, tablets or mobile devices
- Intuitive navigation, short and relevant content layout that can be easily shared
- Plan your trip and activities by a geographic and category searchable interactive map
- Create custom conference and event participant tours and itineraries including a real time directional feature accessible via mobile phones.

Tourism Australia supported the launch the Melbourne eGuide via its Business Events Advance Program which partners with industry on activity that aims to increase the number and value of international business events for Australia.

Stay up-to-date on all things innovative, new and popular in Melbourne. Access your copy of the Melbourne e-guide at <https://eguide.melbournecb.com.au> and start planning your next business event experience in Melbourne.

- ENDS -

Media enquiries:

Giselle Lloyd, Melbourne Convention Bureau

M +61 429 553 183 E giselle.lloyd@melbournecb.com.au

Notes to editors:

Image available for use

