



MELBOURNE
CONVENTION
EXHIBITION
CENTRE

Media Release

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Melbourne Convention and Exhibition Centre throws weight behind Convention 2020 global study

The Melbourne Convention and Exhibition Centre (MCEC) has partnered with some of the leading players of the meetings, travel and leisure industries to contribute to a 'strategic foresight' study - Convention 2020.

Convention 2020 is a comprehensive study designed to assist members of the meetings industry to prepare for future decades to ensure they are best placed to meet changing market requirements over time.

Undertaken by Fast Future Research, a global research and consulting firm, the study looks at possible future major challenges faced by the industry. These include economic fluctuations; environmental issues; social attitudes; technological changes; and political shifts. The study will develop insights into how the industry may evolve over the next decade, providing members with recommendations and strategies to best prepare for these challenges.

MCEC's chief executive Leigh Harry said that the management of the Melbourne Convention and Exhibition Centre is looking forward to actively participating in the Convention 2020 study.

'With the opening of the first '6 Star Green Star' environmentally rated convention centre in the world; the MCEC represents world leadership in best practice, innovation and sustainability.

'As an industry leader, committed to an environmentally sustainable and socially responsible business and industry, we are pleased to be able to contribute to this important project and to the ongoing development of the industry.'

As a platinum sponsor, the Melbourne Convention and Exhibition Centre (MCEC) joins other leading global players such as the Best Cities Global Alliance (Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver), Qatar National Convention Centre; Seoul Tourism Organization; The Queen Elizabeth II (QEII) Conference Centre London; and Visit London; with Kenes as the project's first gold sponsor.

Initial funding for Convention 2020 came from founding sponsors: the International Congress and Convention Association (ICCA), the Worldwide Exhibition for incentive travel, meetings and events (IMEX) and Fast Future Research.

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