IEâ€™s innovative digital strategy for the Melbourne Convention + Visitors Bureau helps win prestigious RACV 2010 Victorian Tourism Award.

IE would like to congratulate the Melbourne Convention + Visitors Bureau on winning the prestigious RACV 2010 Victorian Tourism Award in the category of Best Meetings and Business Tourism Organisation, on the 15th of November. This is the second consecutive win for MCVB in this category, acknowledging in part their innovative digital strategy and the online digital delegate boosting tool developed in conjunction with IE.The world first My Melbourne tool was launched in March, 2010,presenting delegates and potential delegates with a series of experiences such as city attractions, dining, nightlife and accommodation. These experiences assist with informing and enticing the conference delegate about Melbourne and Victoria.

Once delegates have chosen the experiences which most appeal to their individual tastes, they are then presented with a customised video vignette, which captures their chosen My Melbourne experience.The vignettes present stunning footage of Victoria, from the spectacular surf coast to award-winning wine regions, as well as city highlights such as bars, restaurants, museums and galleries.

The tool targets potential delegates yet to commit to attending a Melbourne-based convention, as well as confirmed delegates, who can now easily learn more about the destination ahead of their visit.

This project is a terrific example of what can be achieved when the Pervasive Customer Experience philosophy informs your digital solutions, said IEs Solutions Director, Justin Wilden. From this very first digital interaction with MCVB, the delegate is inspired and informed, reflecting the consistent tailored experience they will enjoy across all the MCVB digital touchpoints as they attend their conference in Melbourne.--end--About IE A digital agency with a record clients across the FMCG, retail, government, environmental sustainability and non-profit sectors, the full service digital agency is pioneering a new form of digital planning. IE's highly consultative approach to the digital Account Planning process provides organizations with a clear digital roadmap; linking their core business objectives with online media use and consumer behavior in the digital age. In addition to Account Planning, IE provides leading usability, creative, production and management services to clients including Hoyts, Movember, Mitre 10, Victorian Government, Converse, Snooze, Sustainability Victoria, The Good Guys, Sensis, Telstra Media and Mars Australia. IE are committed to developing digital agency of record partnerships with clients who embrace the change and opportunity that digital can provide. IE- Agents of Change. www.ie.com.au

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