

# CASE STUDY INTERNATIONAL DRAGON AWARDS 2017

MELBOURNE  
AUSTRALIA



## OVER 5,500 THOUSAND CHINESE INSURANCE SPECIALISTS DESCENDED ON MELBOURNE FOR THE INTERNATIONAL DRAGON AWARDS 2017

The 2017 International Dragon Awards annual meeting (IDA 2017) brought over 5,500 Chinese insurance specialists to Melbourne during August for a five-day convention held at Melbourne Convention and Exhibition Centre (MCEC).

Attended by an international group of delegates from China's largest insurance group, China Life, along with companies including Taiwan Life, Allianz, Prudential and Cathay Life, the respected conference provided a platform for knowledge exchange, development programs and social activities within the city and regional Victoria.

IDA 2017 incorporated an esteemed awards ceremony recognising its top insurance and finance specialists within the industry, presenting over 2,000 awards across the duration of the meeting.

### DELIVERING A BESPOKE AND MEMORABLE EVENT

The opening ceremony was a spectacle of colour and song, with local Indigenous artists giving a 'Welcome to Country' performance, followed by an acrobatic aerial act and performance from Australia's most well-known Kylie Minogue impersonator that had delegates out of their seats and dancing. The entertaining evening set the tone for the remainder of the conference.

On the second night, a special Dragon night was celebrated, with MCEC preparing a Chinese banquet for VIP guests, while enjoying cancan dancers, circus performers and an Australian bush band.

A photo booth in the shape of Melbourne's iconic historic tram and live entertainers synchronised to colourful videos projections were some of the highlights that made for a memorable event.

Hosting impressive gala dinners combined with charming live entertainment for the mega Chinese group demonstrated Melbourne's event infrastructure and capability to deliver a fully tailored and culturally relevant program.

**EVENT FAST FACTS**  
INTERNATIONAL DRAGON AWARDS 2017  
10-14 AUGUST 2017

-  IMM INTERNATIONAL HOST
-  MELBOURNE CONVENTION AND EXHIBITION CENTRE VENUE
-  5,529 DELEGATES
-  20 COUNTRIES
-  \$24.7M ECONOMIC CONTRIBUTION



## DISCOVERING MELBOURNE AND REGIONAL VICTORIA

Delegates had the opportunity to explore Melbourne's cultural, culinary and sporting capital. Hidden Secret Tours and the City of Melbourne hosted a bespoke city tour, which showcased the world's most liveable city taking in Melbourne's iconic laneways and world-known landmarks such as Flinders Street Railway Station and Federation Square.

The group also attended a sit-down banquet hosted by the State Library of Victoria, who served a lavish dinner paired with Australian premium wines. Delegates also enjoyed a surprise performance by Opera Australia's singer, Antoinette Halloran, who concluded the evening on a high note.

Phillip Island Nature Parks worked with MCB in the two and a half year lead up to the convention, promoting the experience at preceding Dragon Award meetings in Dubai in 2015 and Macau in 2016 and offering a discount to delegates during the Melbourne event. This promotion resulted in over 2,000 delegates visiting Phillip Island Nature Parks experiencing the stunning Phillip Island and enjoying the rugged coastline while coming face-to-face with Australian Fairy Penguins.

## SHOWCASING MELBOURNE CONVENTION AND EXHIBITION CENTRE

MCEC's team worked closely with IDA event organisers in the lead up to the event, utilising translators where necessary to ensure the event exceeded expectations.

MCEC's Kitchen and Retail Catering teams designed a custom Asian inspired menu for delegates, which was well received by guests. The team also worked on a custom banquet menu for VIP delegates, with produce sourced from local suppliers around Victoria.

The event's set up and technology requirements were handled by MCEC's Operations and Technology teams, who facilitated seamless technology integration within the Plenary enabling the space to transform from a 5,500 seat theatre to three separate theatres multiple times during the event.

The Customer Service team at MCEC provided extensive assistance to delegates throughout the event, and utilised Mandarin and Cantonese speaking staff to assist.

## TEAM MELBOURNE

Melbourne Convention Bureau (MCB) secured the IDA 2017 in 2015 and worked closely with IMM International from bid phase through to delivery ensuring the successful execution of the conference.

IDA 2017 demonstrated MCB's collaborative approach to winning and hosting international conferences, facilitating city-wide collaboration for which MCB is renowned.

The Victorian State Government supported the event with Victorian Premier, the Hon. Daniel Andrews providing a message of welcome for the program and Treasurer, the Hon. Tim Pallas officiating at the opening ceremony.

Additionally, MCB partners across accommodation suppliers, attractions, restaurants and retailers were engaged to deliver the best experience delegates could have.

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