

Media Release

MCEC launches a new look website

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The Melbourne Convention and Exhibition Centre (MCEC) is excited to announce the launch of their new website, www.mcec.com.au.

The new website's user friendly format was developed by dtdigital and reflects the MCEC's commitment to providing clients with easily accessible information.

MCEC's chief executive Leigh Harry said: "Our new website was built with the needs of all our clients at the top of mind, from international delegates to event planners.

This is an additional service tool that ensures our client's experience at the MCEC is as seamless as possible."

The creative home page features rotating case studies of real events that offer online visitors an instant snapshot of how their event can look at the MCEC.

Online visitors can visually experiment and set-up any MCEC space on the 'Plan an Event' page, then directly contact the relevant sales person, whose photo and contact details appear on the page.

dtdigital's general manager, Brian Vella said: "The MCEC's new website is all about the needs of meeting planners and visitors. Everything about its design and functionality is based on conversations with these users and the MCEC team, with the ambition to create an experience that is as clean and strong as the design of the MCEC itself."

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