

MEDIA RELEASE

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DARWIN CONVENTION CENTRE - A PLACE LIKE NO OTHER

Darwin Convention Centre has launched its new marketing campaign 'A Place Like No Other' to attract business events to Darwin.

With close access to Asia, year round tropical weather, diverse cultural mix, innovative business and unique Top End experiences, Darwin offers a special and unique environment for business events.

This is supported by the world class facilities, outstanding dining and exceptional service provided the Darwin Convention Centre, located in the stunning resort-like setting of the Darwin Waterfront. These are all key attributes that appeals to dynamic associations who want a special environment that promotes innovative thinking, business leadership, social engagement and authentic connections.

The 'A Place Like No Other' marketing campaign will be promoted to national associations, corporations, franchises, professional conference organisers and event managers who are looking for world class convention and exhibitions facilities as well as a unique Darwin experience for their delegates.

Underpinning the campaign is the new website – www.darwinconvention.com.au - that features 360 degree virtual tours of all the Centre's internal event spaces as well as the outdoors in the Waterfront Precinct. The virtual tours are proving to be an excellent planning tool for national association committee members and event organisers who are not able to visit the Centre, yet are keen to learn more about hosting a business event in Darwin.

"We are excited to offer this dynamic online resource to assist event planners not located in Darwin to better understand the spaces and capabilities of the Darwin Convention Centre," said Janet Hamilton, General Manager, Darwin Convention Centre.

To view the virtual tours, visit <http://www.darwinconvention.com.au/virtual-tour.html>



Lush tropical surrounds of the Darwin Convention Centre

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About AEG Ogden

AEG Ogden is an Australian controlled joint venture between Australian venue management interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Hyderabad (currently in design), Oman (opening 2016), the ICC Sydney (opening December 2016) and the Sydney Exhibition Centre @ Glebe Island; Suncorp Stadium in Brisbane; arenas including the Brisbane Entertainment Centre and the adjacent Sports Centre, Sydney's Allphones Arena, the Qantas Credit Union Arena (formerly the Sydney Entertainment Centre), the Newcastle Entertainment Centre and Perth Arena; and live theatres including Perth's His Majesty's Theatre, Perth Concert Hall, the WA State Theatre Centre, Albany Entertainment Centre, and Subiaco Arts Centre.

In addition, AEG Facilities was recently announced as operator of both the Los Angeles Convention Centre and Hawaii Convention Centre.

www.aegogden.com