

# MEDIA RELEASE



## **VANCOUVER CONVENTION CENTRE WINS GOLD AT 2011 MEETINGS INDUSTRY MARKETING AWARDS**

November 8, 2011

Vancouver, BC

The Vancouver Convention Centre is proud to announce they have won Gold for “Best New Media Advertising Campaign” at the recent Meetings Industry Marketing Awards (MIMA) gala in London.

The Centre’s award-winning Fall 2010 digital advertising campaign featured two creative ad designs that reinforced the organization’s brand as the “Inspiration Centre.” The digital ads were placed on industry websites and e-newsletters that target key market sectors.

“We are very honoured to be recognized by the meetings industry with the top award for new media marketing efforts,” says Claire Smith, Vice President, Sales and Marketing, Vancouver Convention Centre. “As our first extensive digital advertising campaign, it was important that our ads were memorable and innovative, while embracing new media and communicating our brand.”

The first ad – “It would be un-Canadian of us to brag so we’ll let Twitter do it for us” – capitalized on the prevalence of Twitter, using a scrolling feed of real tweets by clients, delegates and other stakeholders that praised Vancouver and the facility. This ad essentially acted as “Tweetamonials.”

The second ad – “There’s an inspiring space behind every door” – featured an interactive image of meeting room doors that “opened,” revealing stunning images of meeting rooms and views at the Convention Centre.

“The strategy behind our campaign is to let our guests and images tell our story,” explained Smith. “The pictures speak for themselves as our facility is truly stunning. And with such great conversations already taking place on Twitter about our guests’ experience in our facility and Vancouver, it made sense for us to share these stories with the industry. Our ‘Tweetamonal’ ads allowed us to do so in an effective, innovative way that lends credibility to our messages.”

The Meetings Industry Marketing Awards were launched in 2002 to raise the standards of marketing in the meetings and events industry and to recognize the marketers. An independent judging panel made up of meetings industry experts and leading buyers judged all award entries.

The only two-time winner of the International Association of Congress Centres’ APEX award for “World’s Best Convention Centre,” the Vancouver Convention Centre features two connected buildings with a combined total of 466,500 ft<sup>2</sup> (43,340 m<sup>2</sup>) of flexible meeting, exhibition, ballroom and plenary space. Since inception, the facility has demonstrated a constant commitment to service, technical and culinary excellence, as well as environmental sustainability. In fact, the Centre’s West building has received LEED® (Leadership in Energy and Environmental Design) Platinum certification, and is the only convention centre in the world awarded the highest LEED rating.

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