



## **CROWN EVENTS & CONFERENCES PROVE FLEXIBILITY IS THE KEY TO SUCCESS IN BUSINESS PERFORMANCE**

**MELBOURNE XX FEBRUARY**, Throughout the 2013 Asia-Pacific Meetings Expo (AIME), Crown Events & Conferences will demonstrate their flexibility and an absolute range of movement when it comes to hosting business conferences and events. Quality of life is enhanced by improving and maintaining a good range of motion and Crown's skilled event planners have discovered the same can be applied to staging corporate events and entertainment –Flexibility is the key to success!

With an open-minded and fluid approach, inspirational event concepts, diverse facilities and function spaces, state-of-the-art sensory experiences, picturesque locations, stylish accommodation, award-winning food & beverage, premier leisure and entertainment offerings and unsurpassed onsite service, Crown is uniquely positioned to plan and host unforgettable, world-class corporate events and conferences on any scale.

To prove their flexible prowess, Crown will host a flexibility challenge at AIME 2013. During the expo, delegates are invited to visit the Crown flexibility expert at booth 2200 and test their own range of motion in a fun physical challenge that could see them win a number of exciting prizes from Crown Events & Conferences.



*Crown Towers lobby*



*Crown Metropol, Perth*



*Crown Metropol, Melbourne*



*Crystal Club Lounge, Crown Towers*



## **Crown Events & Conferences' Flexible Business Solutions**

Business occasions with Crown offer an unparalleled combination of the most accessible and central locations, exceptional professional facilities and experienced event organisers.

At both Crown Melbourne and Crown Perth, bespoke and seamless service is offered to deliver every detail of the event and the broader hotel conference experiences, with a wide range of options available to create distinctive and personalised encounters.

With a myriad of choices across innovative food and beverage menus, elegant indoor and outdoor function spaces to suit events of any size and style, and knowledgeable technical consultants to deliver exciting audio-visual productions, Crown works with their guests to create completely tailored solutions from a truly endless list of possibilities.

## **Crown's Flexible Accommodation Offerings**

To ensure an enjoyable business travel experience from morning to night, luxurious accommodation at Crown's award-winning hotels are quite literally all a cartwheel away.

Flexible business solutions partnered with stylish accommodations across multiple hotels and a world of entertainment enables Crown Events & Conferences to deliver smooth, stress free and unified corporate travel, which in turn promotes productive business.

### Crown Towers (Melbourne & Perth to open 2016)

Lavishly appointed and offering an impeccable standard of customer service and attention to detail, Crown Towers sets the benchmark for luxury in hotels. All business travel needs are catered for, including valet parking and a concierge service, high speed internet access in guest suites and access to a well-equipped Business Centre.

The new Crown Spa, Melbourne's finest and most exclusive day spa, allows guests to rejuvenate, renew the spirit, refresh and revitalise the mind during business travel.

Crown Towers is also home to the stunning Crystal Club Lounge. With its elegance and sophistication, the Crystal Club Lounge is the perfect setting for business and entertainment.

### Crown Metropol (Melbourne & Perth)

Crown Metropol redefines contemporary luxury. Designed by internationally renowned architects, Crown Metropol's cutting edge design blends seamlessly with its work facilities to offer unsurpassed comfort. With designer-inspired rooms including studio style rooms, residential spa accommodation and loft style suites at the Melbourne property, Crown Metropol can accommodate large conference groups with ease.

Metropol's ISIKA day spa offers delegates the chance to retreat and unwind during conferences.



### Crown Promenade (Melbourne & Perth)

**Crown Promenade Melbourne** offers contemporary accommodation featuring natural light, earthy tones with wood and stone finishes. A range of accommodation is available, from spacious guest rooms including twin rooms, king rooms, corner king rooms, studios and stylish suites.

Located in the heart of Perth's premier entertainment precinct, **Crown Promenade Perth** features spacious and modern rooms all within walking distance to award-winning restaurants, bars and a 24 hour casino. An outdoor pool with sundeck and fully-equipped gymnasium allows guests to make the most of their down-time by soaking up the West Australian sunshine or fitting in a workout.

Apart from excellent in-room facilities, Crown Promenade offers a fully-equipped gym and business facilities. Modern, stylish and affordable, Crown Promenade is the ideal destination for the business traveller.

### **Crown Events & Conferences Flexible Entertainment and Leisure Activities**

When business is done for the day, or for enticing incentives, delegates have world-class entertainment and leisure facilities at their fingertips at Crown Hotels, Melbourne and Perth.

With an enviable location on the Yarra River, **Crown Melbourne** boasts one of the world's best locations. The Crown Entertainment Complex stretches the equivalent of two large city blocks and is the most visited integrated resort in Australia. Glamorous escapes, inspirational views, health and wellbeing facilities, premium dining from world-renowned chefs, colourful nightlife, in-house shopping and the sensational atmosphere of Crown Casino are all housed in the complex, while its prime Melbourne position places the CBD, arts precinct, theatre and sporting fields all within easy reach.

Located on the banks of the picturesque Swan River only minutes from the CBD, **Crown Perth** is Western Australia's premier event destination. With the excitement and energy of Western Australia's only casino; musicals, international concerts and theatre at Crown Theatre Perth and the Dome; access to an impeccable standard of restaurants and bars, leisure facilities and non-stop entertainment, there is really no cause to leave!

For those that enjoy exploring their surroundings with an early morning walk before getting down to business, the stunning Swan River is only minutes from Crown Perth and offers a number of walking and cycling trails which are a great way to clear the mind and discover the region.

To experience Crown Hotels' flexible and exemplary business events capabilities, visit Crown Hotels during AIME at booth 2200.

For further information visit [www.crowneventsandconferences.com.au](http://www.crowneventsandconferences.com.au)

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For further information please contact:



EVENTS & CONFERENCES

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