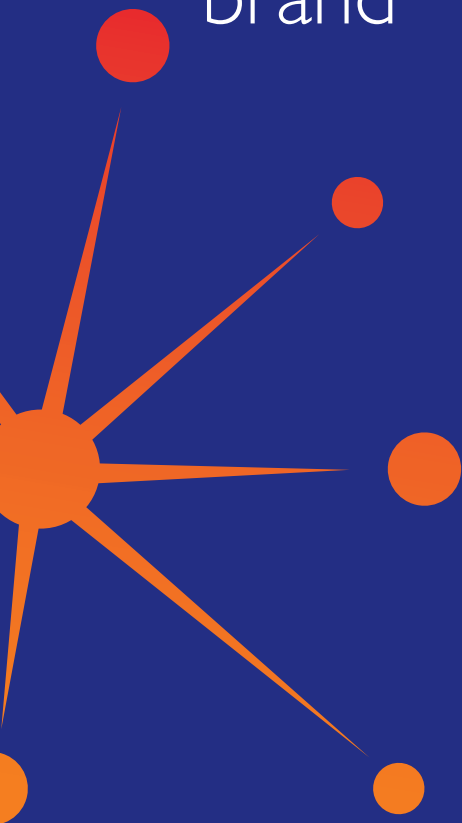


An
exceptional!
brand



Our brand promise

Adelaide, Australia an inspiring and innovative destination, which brings people together to share in the

exceptional!





Our mission

The Adelaide Convention Bureau...

We thrive in our role as the peak body for business events in Adelaide, South Australia.

We bring people together toward a common purpose, and our brand underlines this.

Our organisational objectives are clear

- **Promote** and develop Adelaide, South Australia as a leading business events destination
- **Achieve** full support and commitment of industry stakeholders, and in return represent their best interests
- **Attract** business events to Adelaide, South Australia



Our destination

What makes Adelaide, Australia exceptional?

How do we stand out as an inspired solution for memorable business events?

Here are **5** great reasons:

1 **'Team Adelaide'**
...taking you the extra mile!

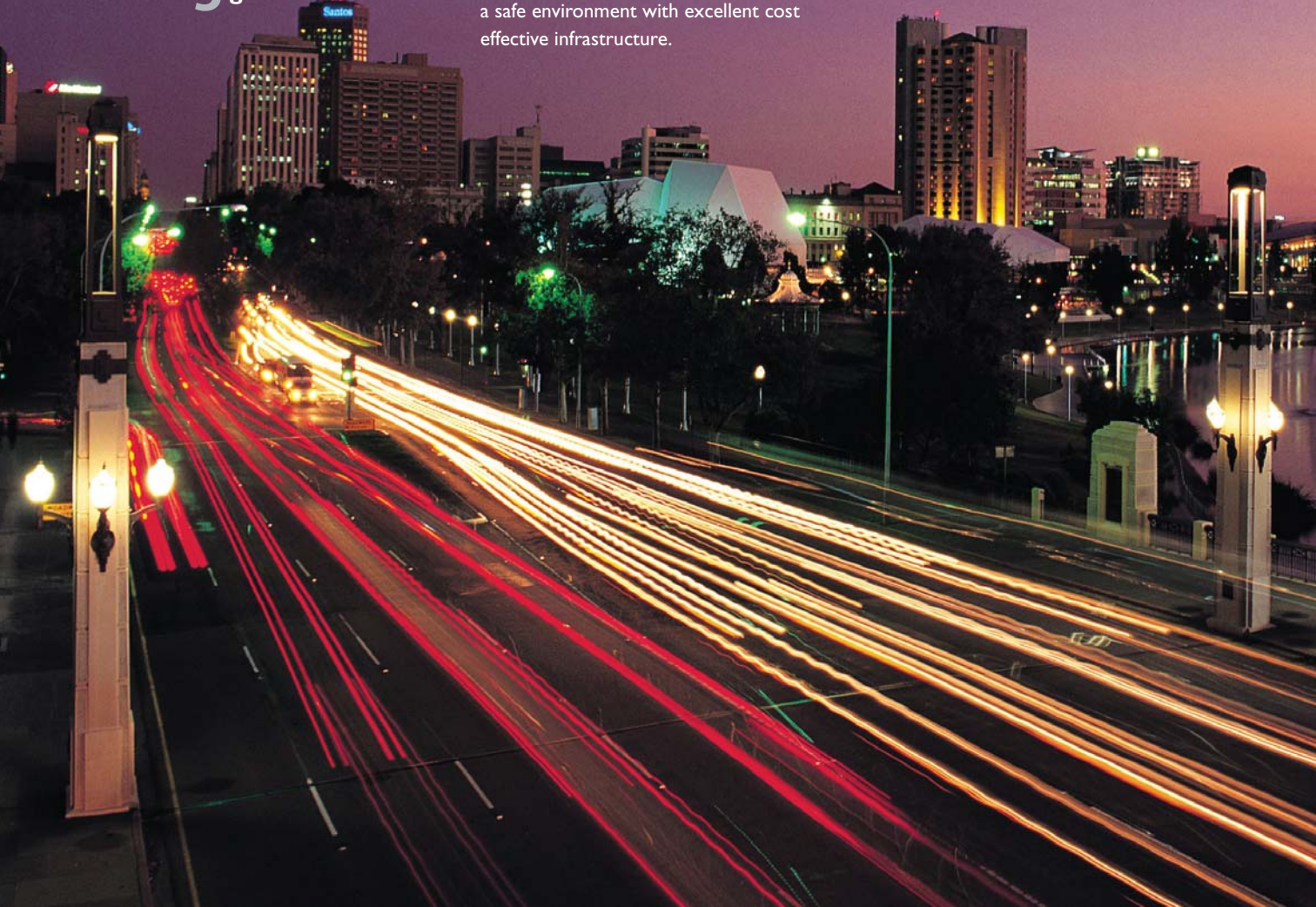
Creative tailor-made solutions delivered by a collaborative and engaged industry.

2 **'The 20-Minute City'**
...everything made easy

Complete accessibility and convenience in a safe environment with excellent cost effective infrastructure.

3 **Thinking City**
...global leaders engaged for your event

A vibrant mix of cultural and industry leaders, fostering innovation, knowledge, creativity and a commitment to sustainability.



4 World's Best Wine ...fabulous festivals, amazing events

Celebrate the best tastes and occasions with wonderful people!

5 The Australian Experience ...begins in Adelaide

Adelaide, the gateway to unique, inspiring and truly 'Australian' incentive and touring experiences.

Our values

These are the strong values by which our key decisions and activities are based upon and measured

- **Creative, tailor made**
- **Collaborative**
- **Innovative**
- **Clean & Green***

*As a world leader in climate change policy and a national leader in the development and support of renewable energy, Adelaide, Australia is proud of its sustainability credentials.

Our brand and messages are underpinned by a desire and need to remain a responsible and sustainable destination.

Your rewards

Our marketing emphasises the psychological and emotional benefits of holding an event in Adelaide, Australia.

- A sense of something **special**, innovative and tailor made delivered by an enthusiastic 'Team Adelaide' approach
- A **welcoming** and supportive atmosphere that delivers a hassle free experience
- An **exciting** and diverse environment, characterised by innovation, creativity and a commitment to the future
- A place to enjoy, a celebration of local culture and unspoilt natural experiences

The bright spark

What should our brand logo symbolise?

- Adelaide as the centre
- Bureau as the business
- The creative, collaborative and seamless way to deliver the outcome
- The importance of links between Adelaide and the South Australian regions
- The connections between the event organisers, the venue and the destination...Team Adelaide
- The creativity, innovative thinking and knowledge that Adelaide has to offer

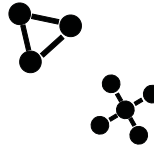
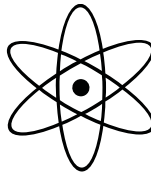
Collaboration | Innovation | Inspiration | Teamwork | Knowledge

An atom represents Adelaide as the gateway, the hub and the centre of activity in South Australia.

The atom symbolises connectivity and collaboration.

It symbolises Adelaide as a thinking city, full of knowledge, innovation and creative excellence. Depicting the connections between conventions and key industry sectors.

We've given the Atom symbol a spark of life and enthusiasm!





Exceptional!

What better word epitomises our strengths and values, both as an organisation and the destination?

- Memorable, honest and withstands the test of time
- Supports our clear brand promise
- Extraordinary, far beyond what is usual in magnitude or degree

In a word... *exceptional!*





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