Business Events Sydney launches ‘Nowhere Puts You Closer’, connecting global business events with the people and ideas shaping what’s next

TODAY Business Events Sydney unveils its new global brand platform, *Nowhere Puts You Closer,* positioning Sydney as a place where international business events can connect with the ideas, industries, expertise and experiences shaping the future.

The new positioning builds on Sydney’s established global appeal while bringing greater focus to the city’s capabilities in innovation, research, industry and fresh thinking.

It responds to international research commissioned by Business Events Sydney with Connecting Plots, a Sydney-based creative agency, which found that, while Sydney’s iconic appeal is already well recognised, its innovation and business dynamism are less strongly associated with the city internationally. The research identified an opportunity to tell a more complete story of Sydney as a safe, future-focused destination combining fresh thinking, meaningful connections and distinctive experiences.

Nowhere Puts You Closer reframes proximity around what international organisations and their delegates can access when they meet in Sydney: new knowledge, stronger connections, fresh perspectives, emerging opportunities and meaningful outcomes.

NSW Minister for Tourism, the Hon. Steve Kamper, welcomed the new brand platform.

“Business events play an important role in driving our visitor economy, attracting international visitors who stay longer, spend more and support local businesses.

“Sydney has so much more to offer than its world famous attractions. Our world class industries, innovation and expertise make us a compelling destination for international business events.

"'Nowhere Puts You Closer' reflects the confidence, ambition and global outlook that define Sydney today."

Business Events Sydney CEO, Amanda Lampe, said the platform reflects the way the global meetings industry is evolving.

Enya Rice
Communications Manager
Business Events Sydney

+61 2 9332 5213
erice@besydney.com.au

"'Nowhere Puts You Closer' is our statement to the global business events industry, building on what our audience already values about Sydney whilst telling a broader story about the city's expertise, innovation ecosystem, global connections and ability to create meaningful outcomes for business events.

"Sydney is home to almost half of Australia's scale-ups, three of the world's top 100 universities, a globally significant innovation ecosystem and deep expertise across fields including technology, health, finance, engineering and science. Our opportunity is to connect those strengths more clearly with what Sydney can offer international business events."

Business Events Sydney's new positioning is designed to connect these strengths with the needs of international event organisers, bringing them closer to researchers, industry leaders, government, academia and the broader innovation ecosystem.

The positioning will be brought to market through a global marketing and communications campaign spanning trade media, industry events, digital channels and partner networks across priority international markets.

-Ends-

For media information contact BESydney, Enya Rice, erice@besydney.com.au / +61 2 9332 5213

About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry.

Enya Rice
Communications Manager
Business Events Sydney

+61 2 9332 5213
erice@besydney.com.au