

## BESydney Transformation Signals New Age of Business Events

International events bidding specialists, Business Events Sydney (BESydney) today unveiled a new face to the world, with a new logo, new website and complete content refresh, sending a bold signal that BESydney, and more broadly the destination itself, has come of age in an exciting new era of business events.

BESydney CEO, Lyn Lewis-Smith said, "We feel the time is right for this bold change in our identity and the way we sell our city to reflect the evolution of our business, as the world of business events has shifted dramatically, with new business models, new ways of working, connecting and gathering."

"We are the city's international advocate with the responsibility for attracting global business and academic audiences to Sydney to get the fresh perspective they need to change their worlds," she added.

"Our customers are wanting to know where we stand on sustainability, diversity, equity and inclusion, and delivering CSR outcomes. They are wanting values-alignment, a deeper cultural connection, and a more immersive experience in the destination when they get here.

"This is Sydney, and Australia's, 'sweet spot'. As the city demonstrated by hosting the most welcoming, inclusive, accessible and sustainable WorldPride festival and Human Rights Conference this year, we have come of age on the global meetings stage – and our new brand and logo reflect that confidence."

The company's website has also been completely re-engineered with new simplified customer journeys designed to reflect shifting client expectations and content to make choosing Sydney easier than ever.

BESydney General Manager Content, Creative & Corporate Affairs, Carolin Lenehan said, "This is a significant moment for our organisation's brand evolution to a logotype where Sydney stands confidently in its own right to own the position as the Asia Pacific's preeminent business visitor destination".

# Media Release

“The new branding and website is backed up by the most comprehensive review and re-calibration of our content strategy in our organisation’s 50-plus year history. We feel we have captured Sydney’s unique duality as an iconically recognised and aspirational visitor destination with a globally competitive business heart. It’s a delicate balance, but we believe by showcasing Sydney’s People, Place and Purpose, we’ve been able to showcase the intertwined strands of our city’s DNA. All this is presented in a vibrant new colour palette reflecting our harbour city’s blue skies, sea and sand along with the vividness and buzz of energy that Sydney creates.”

The new logo, creative approach and content are showcased at [besydney.com.au](https://besydney.com.au)

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## **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.