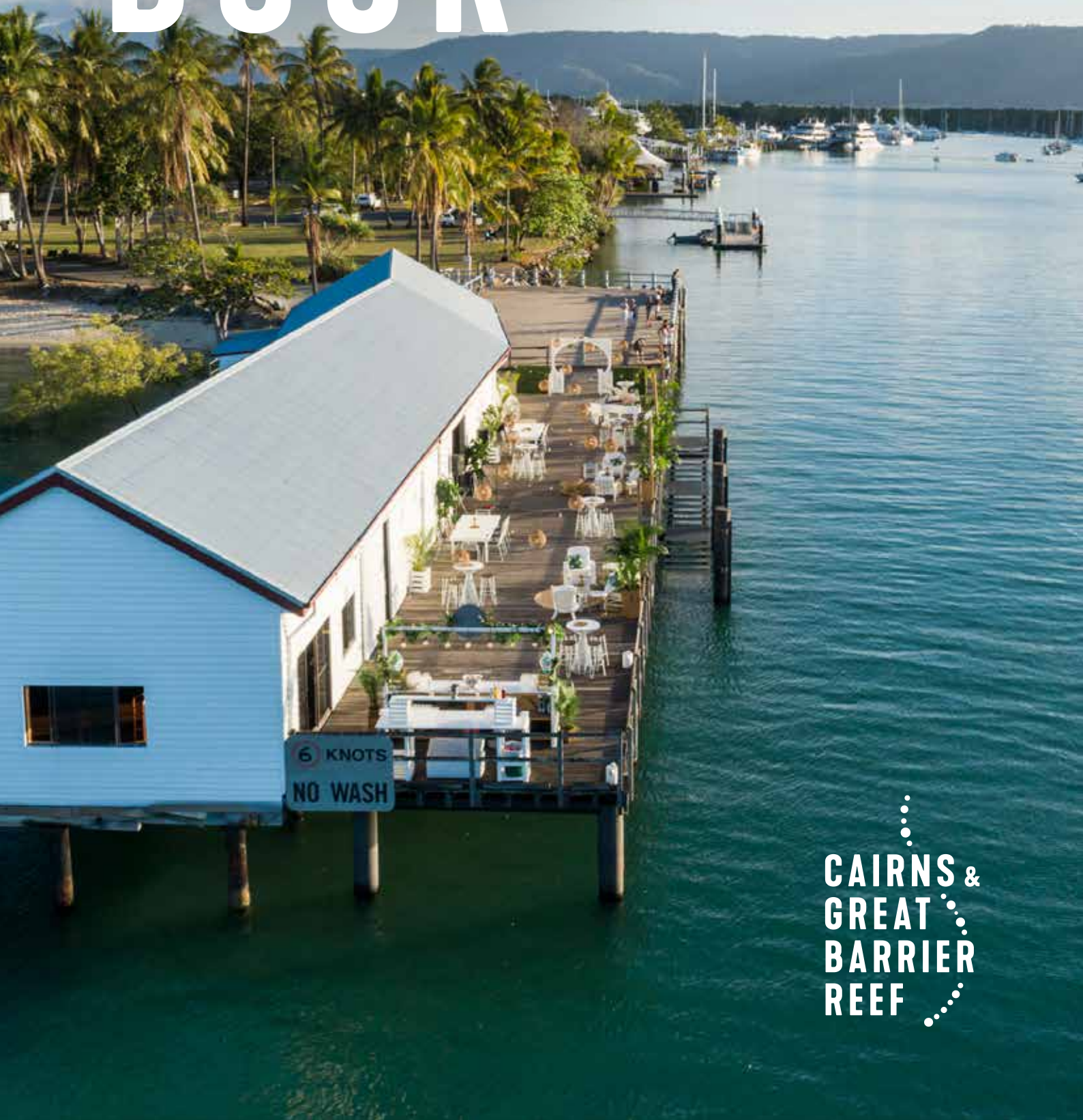


# BRAND BOOK



CAIRNS &  
GREAT  
BARRIER  
REEF





# OUR FOUNDATIONS OF GREAT FOR BUSINESS EVENTS

This guide accompanies our master Brand Book and should be considered when working in the business events space. Please explore our region's Brand Book in conjunction with consulting this guide.

We aspire to deliver on our business events brand promise where every delegate leaves empowered through new learnings and enriched with greater connections.



# WORK GREAT

## Surrounding your team with great, leaves your business greater.

We invite delegates to inhale the freshest air from our unconstrained tropical landscape with world-class tourism and events infrastructure as their 'office'.

We allow delegates to contribute effortlessly to event participation by sharing the everyday luxuries of the tropics. Delegates can walk to their conference beside the Coral Sea, travel light to enjoy our warmer weather and outdoor events.

We encourage delegates to draw inspiration from world-significant moments in time; the formation of the oldest rainforest in the world – the Wet Tropics Rainforest – and the largest coral reef – the Great Barrier Reef – to ensure they leave greater.



# CONNECT GREAT

**Through genuine connections with peers, community and environment.**

Our region grants delegates a sense of space, and natural clarity to refocus their minds to process information, problem solve and use their time productively. Our destination hubs of Cairns and Port Douglas allow shorter travel times for delegates, less traffic and more time spent outdoors.

Our welcoming tropical lifestyle blocks outside noise from a delegate's 'usual work', allowing an escape from the daily hustle and bustle. Delegates can then engage openly in a positive environment with new people and greater experiences.



# CREATE GREAT

An aerial photograph of a tropical beach. The top of the image shows turquoise ocean waves with white foam crashing onto a sandy shore. Below the beach is a dense forest of tall palm trees with green fronds. In the lower portion of the image, a group of people is gathered on a paved area, possibly a patio or walkway, near some buildings. The overall scene is bright and sunny, with a warm, golden light.

## Through naturally inspired moments.

Our offsite venues are memorable and distinctive; dine in the middle of a lush sugar cane field, within the walls of a disused navy oil storage tank from World War II or in the shade of the world's oldest rainforest.

We provoke a sense of celebration in every delegate during their event in Cairns & Great Barrier – small moments, their greatest achievements, team rewards and recognition, or simply time away from their normal lives.

By encouraging delegates to share our stories, creating custodians for our region, they become ambassadors for the business event as well, booking to attend year after year.



# LEAVE GREATER

## **As a person and knowing that every event makes a difference.**

After attending a business event in Cairns & Great Barrier Reef each delegate will leave greater as a person and knowing they have positively contributed to the region.

Delegates leave greater through what they learnt about themselves, their colleagues, their industry, their competitors, and their future.

Delegates leave greater through who they connected with; during networking, supplier and client appointments, and quality time amongst their peers.

Delegates leave greater through their contribution to the region; to local suppliers, to the community through Corporate Social Responsibility initiatives, and to our key industries through supporting research, participating in a knowledge exchange and conservation efforts.



# IMAGERY

A group of people, seen from behind, are standing on a small, narrow boat or raft. They are wearing red life jackets and helmets, and are navigating through a narrow, rocky canyon. The canyon walls are dark and jagged, with some light-colored rock formations visible in the distance. The water is dark and calm, reflecting the surrounding rock walls. The overall scene is dramatic and adventurous.

## **Images are an integral part of telling our story.**

Our imagery should convey the transformative effect our place has on our guests. To do this, imagery selections should continue to follow the destination guidelines as pre- and post-touring is often as a leisure guest. However, at times it is essential to add a business events overlay to material to suit the audience.

This includes:

- Avoiding images featuring children and families
- Avoiding images that look too romantic or a wedding set up
- Ensuring images show a group focus or options for groups



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