



MARKETING OPPORTUNITIES

YOUR EVENT MARKETING GUIDE

CONTENTS

Your event is locked in, planning is in progress and your marketing plan is rolling out.

At ICC Sydney we recognise the importance of event promotion and are here to support on your marketing and promotional needs.

We look forward to delivering a world class event with you.



WEBSITE



NEWSLETTER



SOCIAL MEDIA



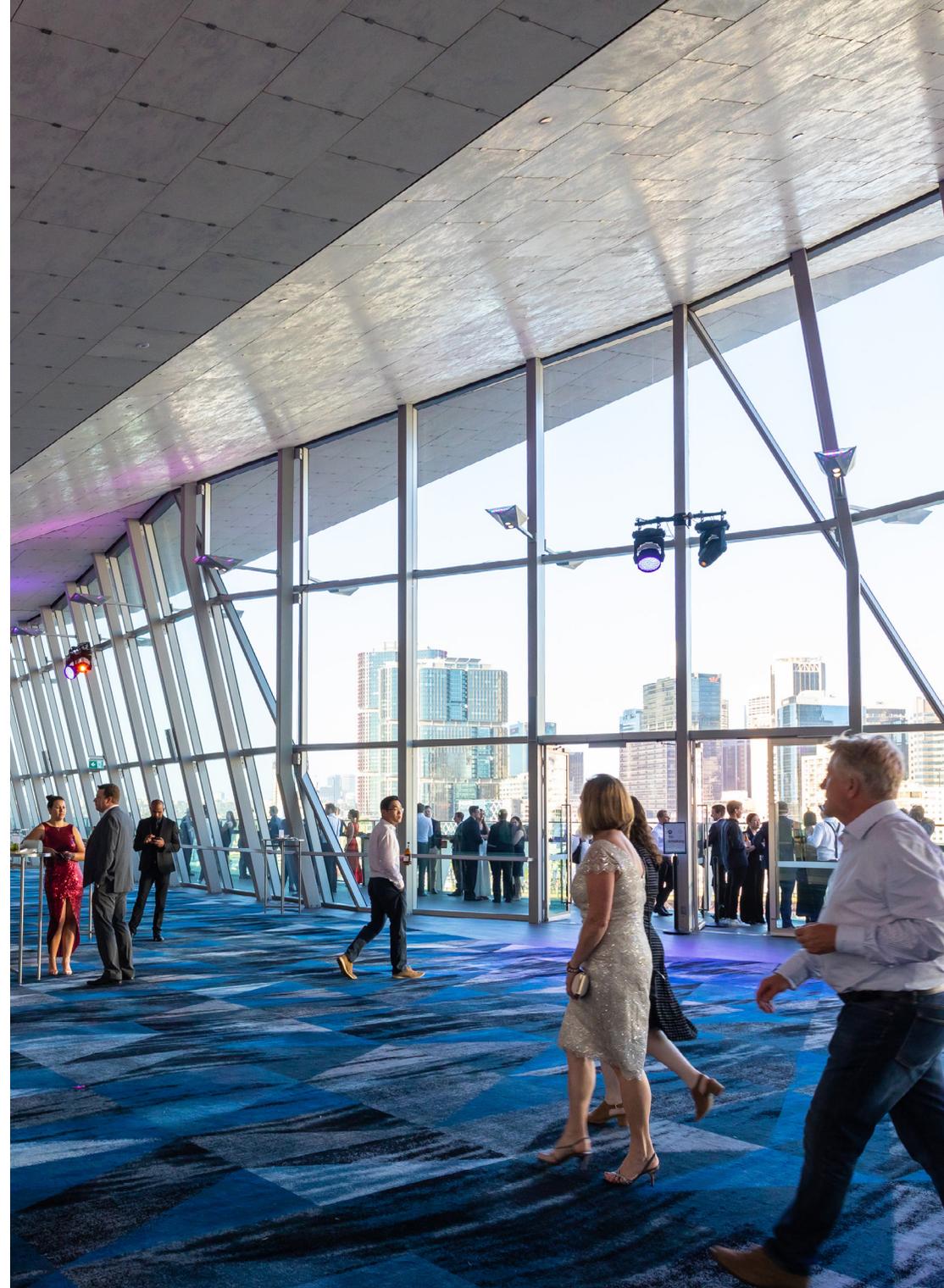
**DIGITAL AND PRINTED
SIGNAGE OPPORTUNITIES**



**PRECINCT AND PARTNER
OPPORTUNITIES**



FAST FACTS



WEBSITE

ICC Sydney and ICC Sydney Theatre's What's On are our most visited website pages.

These pages are easily found from the homepage and main website navigation. Visitors can search by event name, month and type of event.

Your event will receive a complimentary:

- Feature tile on your venue's What's On page promoting your event
- Dedicated event landing page with your branding
- Space to include your event information and relevant links
- Button to your preferred website or ticket site
- Option to embed a YouTube video
- Option to add your Spotify playlist. Give prospective attendees an audio sample of your content, share your tour set list, or let them hear sample talks from your past events.

WEBSITE REQUESTS

Before we list your event online you must have returned your signed hiring agreement. Your ICC Sydney Business Development Manager or Event Manager will then provide you with the Marketing Opportunities Brief to complete and return.

Our What's On pages receive over **25,000** visitors per month



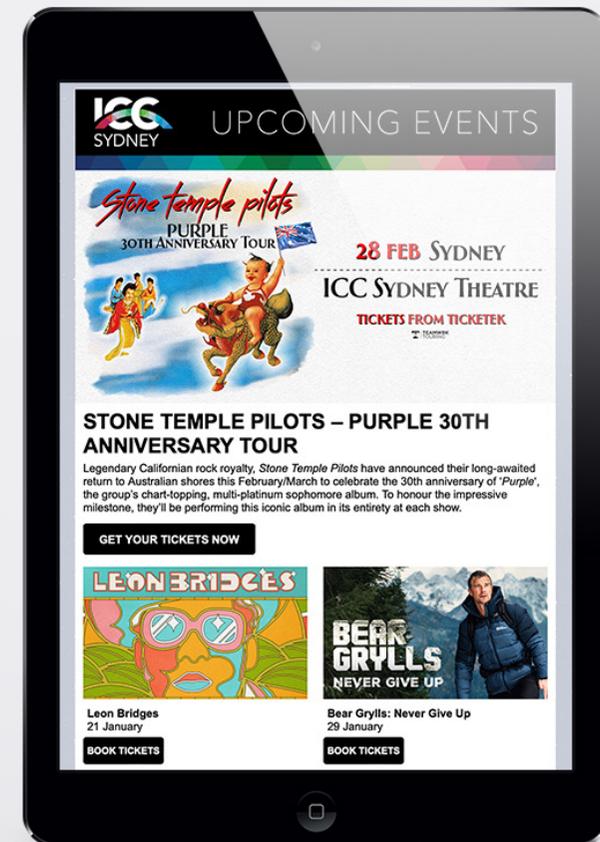
NEWSLETTER

ICC Sydney issues two monthly event newsletters - one for Convention and Exhibition events and another for ICC Sydney Theatre events.

Our subscribers are a dedicated audience of previous public event attendees, community members, speaker talk enthusiasts, theatre goers, music fans and families.

To express interest in a complimentary newsletter inclusion, be sure to have returned your Marketing Opportunities brief to us, as only events with completed website listings will be considered. Availability is strictly limited.

Our What's On emails receive an open rate of 40 - 65%



SOCIAL MEDIA

PRE-EVENT SOCIAL MEDIA SUPPORT

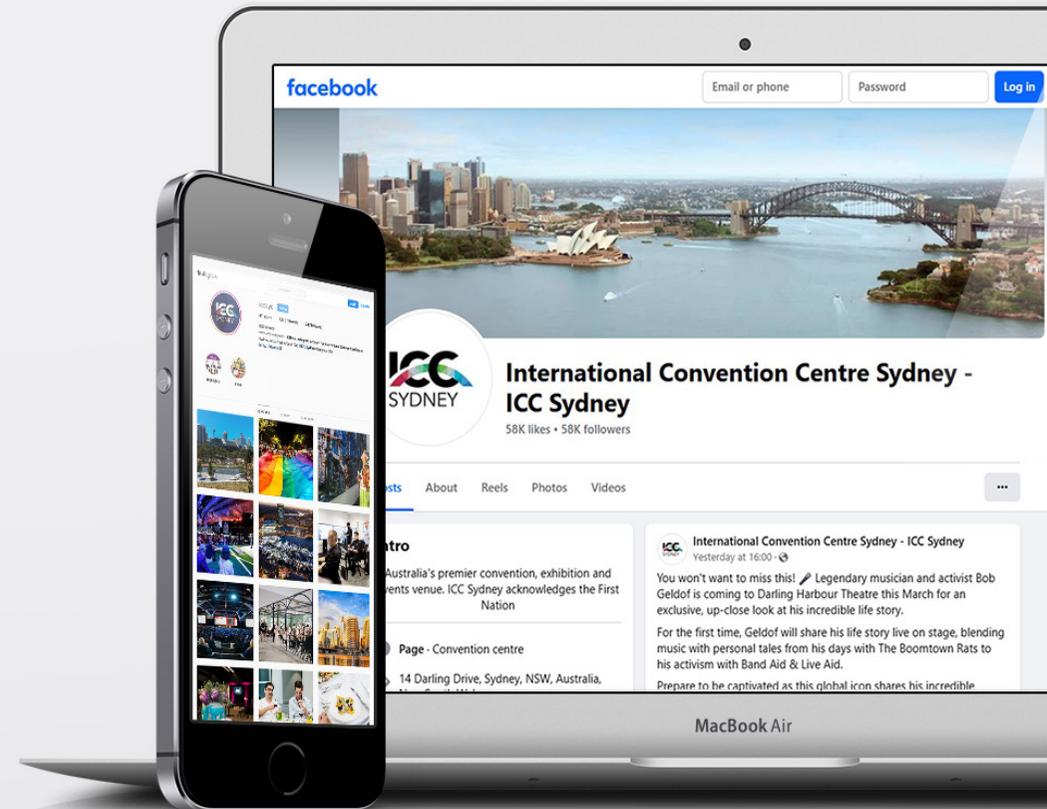
ICC Sydney's Facebook, X (previously known as Twitter), Instagram and Instagram Stories are available to promote your event.

ICC Sydney Theatre also has dedicated channels for events taking place in the theatre.

We offer up to two complimentary social media posts, provided your website listing has been completed and subject to availability in our content schedule. Instagram Stories are also accepted.

To discuss ongoing paid social media campaigns, please contact marketing@iccsydney.com

99,000 fans and growing...



1

PRESS PLAY

Our audience love video - have you got a new promo reel? Testimonials from last year? Throwbacks? Send them through! We require mp4 or .mov video files for social media.

2

KEEP IT REAL

Text-free, vivid and high quality professional photographs capture attention and show what they can expect at your event. Our Instagram doesn't use text on images, and very little to no text is best for Facebook.

3

BE PERSONAL

It's Showtime! Ask your key speaker or artist to send a personal video message to ICC Sydney fans to invite them to your event. Show variety: A mixture of branded artwork, photo and video are better than using the same artwork for each post. Got lots of assets and can't decide? We can help!

4

INCENTIVES

Competitions and special offers help draw additional engagement and boost awareness of your event. We can support on competition creation via our website and promotion across our social channels, provided we have schedule availability.

SOCIAL MEDIA

EVENT DAY SOCIAL

Our roaming social-savvy team are always hunting for content. Let us know via your Marketing Opportunities brief if you'd be happy for us to pop in for some low key event capture to help capture your event.

All social media assets must be sent through to marketing@iccsydney.com or via your ICC Sydney Business Development Manager or Event Planner.

LET'S GET SOCIAL

Tag us and together we'll share the event experience!



@ICCSyd @ICCSydTheatre



@ICCSydney @ICCSydneyTheatre



@ICCSyd @ICCSydTheatre



#ICCSydney #MoreThanAVenue #ICCSydneyTheatre

ICC SYDNEY CLIENT ASSETS PORTAL

Our online Client Assets Portal contains a suite of quality assets for use across your marketing and promotions. It includes hero photos of the venue, footage, maps, logos and branding guidelines. Access to the Client Assets Portal can be requested via your ICC Sydney Business Manager or Event Manager.

In the meantime, head to our Media Library to view key spaces, also available in 360 degree view.



Explore our 360 Degree Virtual Reality collection

Please note that advertising collateral using ICC Sydney logos, images and branding must be approved prior to publication. We request that all collateral be submitted to marketing@iccsydney.com for a speedy approval.

DIGITAL AND PRINTED SIGNAGE OPPORTUNITIES

ICC Sydney's digital signage is second to none. Across the venue and precinct, there are over 350 potential signage points and opportunities from the fabulous to functional, including 19 seven metre high external LED screens located along our exterior and a 250sqm LED display on the underside of ICC Sydney Theatre entrance awning.

If you're looking for additional printed opportunities there are many creative options available to maximise event impact. From overhead banners and pillar wraps to escalator and free standing advertising. Speak to your Event Manager today.

 Our Event Toolkit contains several resources for further information, including our AV and Technology Guide and Event Signage and Brand Guidelines.



PRECINCT AND PARTNER OPPORTUNITIES

ICC Sydney is surrounded by a vibrant waterfront precinct with restaurants, cafes, retail outlets and more. Let us know your needs and we can work with you on a cross-promotion plan for tailored discounts, creative offerings or activations with local retail outlets.

Commercial signage, pylon wraps and flags are also available to be booked in the precinct.

 For bookings visit the [Place Management NSW website](#).

 Recommended online event listing outlets:

[BROADSHEET SYDNEY](#)

[URBAN LIST](#)

[CONCRETE PLAYGROUND](#)

[TIME OUT](#)

[WHERE TO SYDNEY](#)

[SYDNEY UNLEASHED](#)

[CITY OF SYDNEY \(WHAT'S ON\)](#)

[SYDNEY.COM](#)

[DESTINATION NSW \(WHAT'S ON\)](#)

[ATDW \(AUSTRALIAN TOURISM DATA WAREHOUSE\)](#)



FAST FACTS

GENERAL

- ICC Sydney is capable of holding three fully separated, self-sufficient, concurrent events simultaneously.
- Australia's largest ballroom, located on the top floor, breaks out to spectacular water and city views. The dramatic venue can host 2,000 in banquet mode and more than 3,500 in cocktail mode.
- 8,000sqm of total meeting room space across 70 rooms provides choice and flexibility
- ICC Sydney has four tiered theatres ranging from 1,000 to 8,000 (or 9,000 in GA mode) seats.
- 2400sqm of multipurpose event space which can be used for exhibitions, adding to an additional 32,600sqm in the exhibition halls = 35,000sqm.
- ICC Sydney is certified in ISO 45001 for Safety Management System Standard, ISO 14001 for Environmental Management, ISO 9001 for Quality Management and ISO 22000 for Food Safety Management.
- ICC Sydney's comprehensive wine list comprising of 100% New South Wales (NSW) produced wines.
- ICC Sydney was Australia's first convention centre to launch a Reconciliation Action Plan (RAP).



FAST FACTS

SUSTAINABILITY

- ICC Sydney was developed in accordance with a number of internationally recognised management system standards, including ISO 14001 Environmental Management Systems Standard, and has numerous certifications including LEED Gold Certification for Leadership in Energy and Environmental Design
- Location of Sydney's largest electric car charging station, with provision for charging 25 electric vehicles, ICC Sydney has an unprecedented platform for promoting energy efficient transport
- ICC Sydney works with a network of partners across the For Purpose sector to generate positive impacts for local and regional communities, including mean donations to Matthew Talbot Hostel and OzHarvest. Surplus food waste is turned in to fertiliser and green energy by EarthPower.
- E-water is used throughout kitchen facilities which has significantly reduced the use of chemicals across the venue.

CULINARY

- At the heart of ICC Sydney's culinary offering is its Feeding Your Performance philosophy, designed for taste, quality and support for NSW farmers. Our chefs have designed a menu that celebrates the very best produce of the State, with ingredients sourced through local supply chains and the impact extending beyond the city borders and into regional NSW communities. With some of Australia's finest meats, fruit and vegetables, and dairy products hailing from our region we're spoilt for choice when it comes to quality ingredients.



PRE-EVENT INFORMATION

 The following link provide useful information for your delegates prior to the event:

[ICC SYDNEY GETTING HERE PAGE](#)

[DARLING HARBOUR PRECINCT](#)

[OPAL SERVICES](#)

Opal cards are smartcard tickets that you keep, reload and reuse to pay for travel on public transport throughout Sydney

[TRANSPORT NSW TRIP PLANNER](#)

Create your personal transport timetable and map

[SYDNEY TRANSPORT APPS FOR MOBILE PHONE](#)

[ACCOMMODATION](#)

[DINING NEAR ICC SYDNEY](#)

 **MEDIA ENQUIRIES**

If you plan to have media presence at your event, please notify your Event Manager.

 **CHINESE TRANSLATION**

To view ICC Sydney's most popular resources in Simplified Chinese visit: <https://www.iccsydney.com.au/cn>

 **QUESTIONS**

Please email: marketing@iccsydney.com or your Event Manager

