

Press Contacts

Heather Edell
Adobe
+612 9078 4479
edell@adobe.com

Alex Garner
Edelman
+612 9291 3353
Alexandra.Garner@edelman.com

Save the Date: Adobe Symposium Coming to Sydney

Australia's most anticipated digital marketing event features stellar lineup of experts and an agenda exploring the realities of business in the experience era

Sydney, New Australia — June 30, 2016 — More than 1,600 digital marketers, publishers, advertisers, content managers, marketing executives and more will gather at [Adobe Symposium](#) in Sydney on 26 July 2016 to gain valuable insight into how the most innovative global brands have embraced digital to create amazing experiences. The Adobe Symposium keynotes will be made available via live-stream for a global audience to view the latest Adobe Marketing Cloud innovations and hear from some of the region's most successful marketers, brand and thought leaders.

This event will feature inspiring keynotes and hands-on breakout tracks presented by visionary leaders from top organizations from Australia, New Zealand and around the world, including Sydney Opera House, HCF, ANZ Banking Group Ltd, Fairfax New Zealand and Travelocity.com. With more than 50 sessions in 4 tracks, Adobe Symposium is an ideal opportunity to learn how companies are using Adobe Marketing Cloud to gain deep insights into their customers, build personalised campaigns and better manage their content and assets, therefore enhancing customer experiences.

"As the largest digital marketing event in the southern hemisphere, Adobe Symposium is the premier platform for marketing experts and digital leaders to be inspired while engaging with industry peers," said Paula Parkes, Adobe director of digital marketing for Asia Pacific. "We see the leading brands in Australia and New Zealand push the boundaries of digital marketing and advertising by combining creativity, content and data to create amazing customer experiences, and we're excited to showcase these experiences to a global audience."

An exclusive [Partner Briefing](#) will also be held on 25 July, where Adobe Digital Marketing Partners will learn the latest on how to innovate with an integrated Adobe Marketing Cloud, deliver success with Partner Program enhancement and grow business by aligning with Adobe's go-to-market strategies and industry solutions.

"As a platinum sponsor, Deloitte Digital is really looking forward to this year's Symposium and hearing about the impact the Marketing Cloud is having in market, alongside future developments on the product roadmap," said Steve Carlisle, Partner at Deloitte Digital. "With the importance of "experience" coming through loudly at Summit, we are confident it will resonate well with the audience in Sydney. We are proud that Jenny Williams from HCF will be on main stage presenting the case study of the

transformation we have delivered together this year implementing multiple products from the Marketing Cloud.”

Providing insight into marketing's experience era and innovations in Adobe Marketing Cloud, this year's lineup of Adobe keynotes include Shantanu Narayen, Adobe President and Chief Executive Officer, Brad Rencher, Adobe Digital Marketing Executive Vice President and General Manager, Paul Robson, Adobe President of Adobe Asia Pacific.

Registration is currently open. To secure your ticket, please visit <http://symposium.adobe.com/au/>. To register for Partner Briefing, please visit <http://symposium.adobe.com/au/partners/>.

Event Details

Date: Tuesday 26 July 2016

Location: The Star, 80 Pyrmont St., Sydney

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/au.