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Adobe Symposium 2018: Where Experience Makers Are Born

SYDNEY, Adobe Symposium —15 August 2018 — Adobe has gathered leading experience makers from around the world for [Adobe Symposium 2018](#), which commenced today in Sydney. Across two days, over 3,500 people will hear from rock-star marketers, creative professionals and luminaries who will share the latest strategies for bringing together creativity and data to transform and deliver incredible experiences. Featured brands include Accent Group, Coca-Cola, Westpac, eBay and Flight Centre.

This year's inspirational keynotes will explore experiences that truly matter and connect with customers, taking a deeper look at purpose-driven results from a stellar lineup of speakers including Coca-Cola Chief Digital Officer, David Godsman, the CEO and Founder of OzHarvest, Ronni Kahn, Accent Group's Chief Digital Officer, Mark Teperson, Brand Reinvention Consultant, Cindy Gallop; and one of the internet's most popular writers, Tim Urban. Lessons learned will be unpacked for future experience makers to better understand and address customer expectations.

"From the moment people arrive, Adobe Symposium will be an incredible experience. Along with attending the keynote sessions, attendees can visit the Experience Zone where they can network, create, relax and importantly, see and experience technology in action," said Suzanne Steele, Adobe's Managing Director for Australia and New Zealand.

According to Teperson, "Through Symposium, Adobe is providing invaluable insights into the changes marketers and creative professionals are facing in the months and years ahead. I'm thrilled to be part of Adobe Symposium 2018 to share how Accent Group is leading the way in terms of crafting a unique and memorable journey for our customers."

Strategic partnership: Adobe, Microsoft and the Centre for Inclusive Design

Championing creatives and marketers to design experiences that connect with people is paramount. Today at Symposium, Adobe also announced a strategic partnership with the Centre for Inclusive Design and Microsoft, which will see a study conducted assessing the impact of incorporating inclusive design thinking into Australian organisations. The study will underscore the importance of incorporating user diversity into the design process to make products and experiences accessible and usable to as many people as possible.

"Adobe Symposium explores the intersection of art and science and is the perfect backdrop to announce our partnership with the Centre for Inclusive Design and Microsoft," said Suzanne Steele. "We share a collective vision of incorporating inclusive design thinking into organisations through digital experiences, whether it's through mobile, artificial intelligence, voice interfaces, operating systems or the Internet of Things.

"By factoring in user diversity at the earliest stages of designing our technology, we help to ensure no one is left behind from using Adobe's amazing creative tools. We look forward to working with our partners on this study to shed light on new ways of combining innovation and customer experience that truly represents the diverse world in which we live."

Adobe Symposium Sponsors and Partner Award Winners

Top Adobe Symposium sponsors and exhibitors, including Accenture Interactive, Accordant, Dentsu Aegis Network, Merkle and Publicis.Sapient, will feature immersive activations offering insights into how to grow businesses for the future.

During the Adobe Symposium Partner Reception, Adobe also announced Partner Award Winners for Australia and New Zealand, recognizing outstanding contributions to selling and delivering value to Adobe Experience Cloud.

- Adobe Experience Cloud Partner of the Year 2018 – Accordant
- Delivery Quality, Adobe Experience Cloud Partner of the Year 2018 – BizTech
- Emerging Adobe Experience Cloud Partner of the Year 2018 - Datacom

Actress, writer, comedian and internet sensation Celeste Barber will hit the stage to host 'Sneaks', an up-close look at some of the latest innovations from the Adobe Research Labs. Adobe Symposium will present over 100 speakers and more than 45 breakout sessions where attendees can take advantage of the latest technology and innovation through hands-on workshops. Keynotes will be made available via [live-stream](#) and you can follow the conversation via #AdobeSymp on social media.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

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