



# THE MEETING PLANNERS

*creating • inspiring • exceeding*

**Press Release – For Immediate Release**

**April 2008**

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**Subject**      The Meeting Planners Reveals New Branding

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The Meeting Planners (TMP) has launched its new branding strategy reflecting the culture of TMP and commitment to providing clients with **creative, inspiring solutions to exceed their goals**. The logo is a blue circle with an orange heart within the initials for Meeting Planners. Alongside is the company name, underscored by the commitment to *Creating • Inspiring • Exceeding*.

Following a company purchase two years ago, CEO Karine Bulger has focused on re-building the team and streamlining processes to deliver a successful new formula for conference management with a user friendly approach. The new branding has now been devised in line with the new management style which has the strength of tried and tested systems and processes behind a flexible attitude to achieve client goals. Employing stellar staff and training them as inspirational Conference Managers has been at the forefront of the business goals.

The timing for this growth and investment has come at a time when the MCEC is expanding into new purpose built space and in fact the whole city is transforming into a leading global convention destination. "Melbourne is a great place to be!" enthuses Karine "We have won terrific conferences and have established long lasting relationships with our suppliers. This combined with our operational infrastructure has led to us delivering our clients results which far exceed their targets for delegate numbers, sponsorship and exhibitions. We are looking forward to supporting the business that the new MCEC will attract"

In addition to the new logo, a design device has been created which runs through the background of all company documentation. The "Tree" is used to symbolise the service style of TMP - strength with flexibility. The tree trunk and branches represent the backbone of the support given by TMP's Conference Management Team to our clients. The leaves represent the outward appearance of the conference and the work produced by each committee. The roots of the tree are firmly grounded and represent the experience and strength of TMP. Visit the website for further details and visuals [www.meetingplanners.com.au](http://www.meetingplanners.com.au)

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**Note to Editors**

**The Tree** or "Tree of Life" is an important symbol in nearly every culture symbolising the cycle of life (birth, life, death) with branches reaching to the sky, roots deep in the earth and the trunk between trees signify these three different phases or worlds of the cycle. The symbol is recognised internationally and oak, olive, Banyan, Ash, Lime or Linden, Yew, Cypress and many more all have emotional significance to many cultures. Today a tree is also a symbol for electronic routing or web trees.

**Colours**

**Orange** is a power colour but less aggressive than red, it stimulates enthusiasm and creativity. Vitality with endurance, the benign warmth of the sun (red is its fiery heat), curiosity and exploration of new things. Linked with spices as well as increased creativity it's a relief from things becoming too serious.

**Blue** gives a feeling of distance (horizons all turn blue) and represents calm and relaxation to counteract chaos or agitation, an open flow of communication, broadening perspectives and learning new information – it is the colour often used to indicate new technology.

