**Key Messages for Media**

**Sustainable Brands** is a global learning, collaboration and commerce community of forward thinking business and brand strategists, marketing innovators and sustainability professionals, convening in Sydney, Australia for the first time. The **SB16 Sydney** conference offers the opportunity for business leaders to join 300+ professionals over three days of plenaries, workshops and networking events, 27 – 29 June 2016 at the Sofitel Sydney Wentworth.

SB16 Sydney will lead an agenda designed to educate, inspire and motivate cross-sector industries on how to build, integrate and leverage sustainability into their brands. Through an innovative program of collaboration and information, the event will provide the tools and partnerships to drive business success and positive impact.

Sustainable Brands events were founded on the belief that unleashing the best of human ingenuity and innovation can change the shape of business, and with it, the world.

SB16 Sydney is organised by MCI Australia and supported by host partners Banksia Foundation and Sustainable Business Australia. Strategic partners include the NSW Government and Destination NSW.

Now is the time for business leaders to learn how to successfully innovate their brands to ensure a sustainable future. SB16 Sydney, 27 – 29 June 2016, Sofitel Sydney Wentworth.

Register to attend: <http://www.sb16sydney.com/register>

*It is the expectation that interviews organised by MCI between journalists and conference keynotes/speakers include key messages about Sustainable Brands 2016 Sydney. Or at the least, a line like this:*

*[Keynote/conference speaker] is presenting [name of conference session] at Sustainable Brands 2016 Sydney (#SB16Syd), 27 – 29 June 2016 at Sofitel Sydney Wentworth.* [*www.sb16sydney.com.au*](http://www.sb16sydney.com.au)

**Any questions? Contact:**

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