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Adobe Symposium 2017: Experience is the competitive differentiator for Australian businesses

Adobe Symposium delivers a unique attendee experience as leading brands, industry experts and inspirational speakers outline the power of exceptional customer experiences in business strategy.

SYDNEY, Adobe Symposium —24 May 2017 — Attendee experience is front and centre at [Adobe Symposium 2017](#) which has kicked off at the Sydney Opera House. A record-breaking 2,000 attendees will hear more than 25 industry leading brands including Qantas, Western Sydney University, ANZ Bank and Dell on how exceptional customer experiences differentiate the best brands from the rest.

“Delivering a high-quality student experience is crucial in higher education. The majority of students are digital natives and have high expectations for their digital experience,” said Angelo Kourtis, Vice President (People and Advancement) at Western Sydney University. “I’m pleased to be a part of Adobe Symposium and share how Western Sydney University is transforming our organisation and putting students at the centre of everything we do.”

Adding to the star-studded lineup of digital experts, Symposium will feature award-winning actor and comedian Eric Bana, offering insights into the art of storytelling to connect with audiences in today’s increasingly digital world. Comedian, radio presenter and media personality Adam Spencer will host ‘Sneaks’, taking an up-close look at some of the latest innovations from the Adobe Research Labs. Top Symposium sponsors include Accenture Interactive and Publicis Sapient.

“Digital transformation and a focus on customer experience have changed the face of marketing and Australian brands are leveraging data to position themselves at the forefront of the *Experience Business* wave,” said Marta DeBellis, Vice President of Marketing for Adobe Asia Pacific. “At Symposium, we’re excited to demonstrate how we’re delivering amazing and unique experiences to our own customers in a truly world-famous venue, the Sydney Opera House.”

While hearing about the importance of customer experiences, attendees also have the opportunity to take part in a range of [unique experiences](#) at the event, including:

- **Sunrise Mindfulness:** An exclusive opportunity to experience Australia’s most inspiring building in an entirely new way via a mix of meditation and yoga on the Monumental Steps of the Sydney Opera House
- **Singing Under the Sails:** Led by the Sydney Philharmonica Choir, singing novices and self-proclaimed pros alike can experience a once-in-a-lifetime opportunity to sing on stage at the Sydney Opera House

- **Accenture Interactive Experiential Orchestra:** An immersive, orchestral experience showcasing the use of data, artificial intelligence, musical composition, the web, real-time analytics and the Adobe Experience Cloud
- **Symposium Executive Experience Cycle:** In partnership with [Tour de Cure](#), three groups of cyclists were led in a guided excursion of Sydney's most breathtaking views to help raise awareness for cancer research, support and prevention. Attendees of Adobe Symposium can take part in the action to help raise money for Tour de Cure via an in-person virtual cycle, and by tweeting #cure and #AdobeSymp.

Adobe Symposium will showcase eight tracks with more than 30 breakout sessions featuring marketing experts from major brands across industry verticals including some of ANZ's biggest financial services, media & entertainment, education, IT and travel & hospitality companies. Keynotes will be made available via [live-stream](#), and 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.

About Adobe

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