



FOR IMMEDIATE RELEASE

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Site Global Conference 2008 – Montreux, Switzerland

**Site Redefines the Industry Sector,
refreshes its brand and sets out its vision for the future**

Site officially launched its new strategic vision, brand and communications platform during the Annual General Meeting at the Site Global Conference 2008 in Montreux, Switzerland. At its heart this new vision stays true to the organization's essence of strong professional relationships with high ethical standards while positioning this unique industry as a key tool for driving growth and delivering business results.

Site President, Padraic Gilligan, comments; "In our ever-changing, global business world, the most prized asset remains constant: excellent performance. The highest levels of workplace performance are reached by individuals and teams that are highly motivated. We want to redefine our industry with a new language and our vision for this is **Unleashing human potential through extraordinary, motivational experiences**. Our promise is to be the global authority connecting these motivational experiences with business results."

Site's new vision, promise and strategic plan are built on three core brand pillars.

Global Connections - Motivational Experiences - Business Results.

These pillars will be at the heart of all Site communications and are the main attributes of business planning. The new fresh Site brand identity builds on the brand equity of 35 years and looks to a bright future to provide a framework for programs, services and communications that are valuable and meaningful to all Site members.

Site CEO, Brenda Anderson, said; "Site is the only global organization that sits at the critical intersection between those who seek the benefits of motivational tools and those who can provide extraordinary experiences. Site makes possible this connection between motivational experiences and business results by linking professionals in the travel and motivational events industry with the business leaders who seek improved performance through these experiences."

The new Site identity, including the launch of **siteglobal.com**, will be further developed as new collateral and campaign materials are released throughout the year in 2009.

Our special thanks to our sponsors: Abu Dhabi Tourism Authority, MCI, Silversea, and Visit London.

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Editors notes:

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About Site

Site has grown since its inception 35 years ago to more than 2,200 members in 87 countries with 36 local and regional chapters. It is the only global authority connecting motivational experiences with business results. The community of Site professionals brings best-in-class solutions, insights and global connections to maximize the business impact of motivational experiences regardless of industry, region or culture. Site serves as the source of expertise, knowledge and personal connections that will catapult and sustain professional growth, and help build the value of extraordinary, motivational experiences worldwide.