



Connecticut Convention & Sports Bureau

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## **CONNECTICUT CONVENTION & SPORTS BUREAU'S MAJOR BRAND REFRESH TO **CTmeetings****

**MIDDLETOWN, CONN., August 19, 2021** – The Connecticut Convention & Sports Bureau – the state’s official meetings and sports event sales and marketing organization – will undergo a major brand refresh on August 19<sup>th</sup>, just in time for the busy meetings and hospitality industry show season. The quasi-public/private Bureau will introduce a new logo, *CTmeetings*, and all staff email addresses will change to [@ctmeetings.org](mailto:@ctmeetings.org). **The organization’s name will remain the Connecticut Convention & Sports Bureau, but now will be identified as CTmeetings and no longer use the acronym, CTC SB.**

The office works with meeting planners, sports events promoters at associations, organizations across the U.S. to help them choose the best venue, overnight accommodations, off-site venues, and convention services for their needs. This month, its sales staff will roll out the new CTmeetings brand at Connect Marketplace 2021 in Tampa, a major industry trade show that brings together active planners, suppliers and experts from around the world.

“Our decision to introduce a new logo and identity for the organization is strategic on many levels,” explains Robert Murdock, President of the Connecticut Convention & Sports Bureau, who also serves as the office’s Director of Sports Marketing. “CTmeetings is easy to remember and conveys what we ‘do’, as we market all of the state – convention and meeting venues, hotels and attractions, and sporting venues – as a premier destination for international, national, regional, and statewide conferences, conventions, and major sports events. The new logo is consistent with our [CTmeetings.org](http://CTmeetings.org) user-friendly website that we totally reimagined and redesigned several months ago. It conforms with our Social Media handles across various platforms. And, its look and format are consistent with the CTvisit logo of the Connecticut Office of Tourism, with whom we closely work.”

*Working in partnership with the state’s businesses, institutions, nonprofit organizations, and their surrounding communities, the Middletown, Conn.-based Connecticut Convention & Sports Bureau markets all of the state – convention and meeting venues, hotels and attractions, and sporting venues – as a premier destination for international, national, regional and statewide conferences, conventions and major sports events. The Connecticut Convention & Sports Bureau is a public-private partnership that is funded by dues from members and by the Connecticut Department of Economic and Community Development (DECD) and Connecticut Office of Tourism. For more information about the Connecticut Convention & Sports Bureau and CTmeetings, visit [www.CTmeetings.org](http://www.CTmeetings.org) or call 860-728-6789.*

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