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CONNECTICUT CONVENTION & SPORTS BUREAU ANNOUNCES BRAND REFRESH

MIDDLETOWN, CONN., December 12, 2022 – The Connecticut Convention & Sports Bureau (CTMEETINGS) – the state’s official meetings and sports event sales and marketing organization – today rolled out its major brand refresh with an exciting new look, just in time for the 2023 meetings and hospitality industry show season.

“Our Bureau’s brand refresh introduces a new logo, and new brand colors and fonts to closely align with the exciting imagery of CTVISIT – the brand of the Connecticut Office of Tourism, our tourism industry partner,” explains Robert Murdock, President of the Connecticut Convention & Sports Bureau, who also serves as the office’s Director of Sports Marketing. “We have updated our website, signage, print and electronic collateral material, and all of our Bureau’s social media platforms.”

The quasi-public/private organization’s name remains the same as the Connecticut Convention & Sports Bureau and continues to be branded as CTMEETINGS, but with new imagery. All staff email addresses remain @CTMEETINGS.org. The Connecticut Convention & Sports Bureau no longer is known as CTCSB, discontinuing that acronym in 2021.

CTMEETINGS collaborates with corporate and association meeting planners and sports events promoters from across the U.S. to help them choose Connecticut venues, overnight accommodations, off-site venues, and vendor services that match their event needs.

The Connecticut Convention & Sports Bureau’s brand refresh includes:

- Newly designed logo, consistent with CTVISIT;
- New brand colors of burnt orange and charcoal gray;
- Refresh of the Bureau’s website, www.CTMEETINGS.org;
- Refresh of social media imagery across LinkedIn, Instagram, Facebook and TWITTER platforms; and
- Refresh of all collateral including banners, and sales communications, and business materials.

Working in partnership with the state’s businesses, institutions, nonprofit organizations, and their surrounding communities, the Middletown, Conn.-based Connecticut Convention & Sports Bureau (CTMEETINGS) 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 (COT). For more information about the Connecticut Convention & Sports Bureau and CTMEETINGS, visit www.CTMEETING.org or call 860-728-6789.

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