

[Skip to main content](#)

 Edinburgh Inspiring Capital
logo

[Home](#)

- [Home](#)
- [Privacy and cookies](#)
- [Accessibility](#)
- [Edinburgh City Region website](#)
- [Press area](#)
- [Contact us](#)

Search

- [Log in](#)
- [Register](#)

- [Marketing Edinburgh](#)
- [Using the Brand](#)
- [Images and logos](#)
- [Brand materials](#)
- [News](#)
- [My saved images](#)

- [Create PDF of this Page](#)
- [Email this page](#)

Brand materials

- [Branded display materials](#)
- [Brand promotional materials](#)
- [Fact sheets about Edinburgh](#)
- [View Edinburgh's DVD](#)
- [Flash brochure of Edinburgh](#)
- [Edinburgh City Region website](#)

- [Home](#)
- [Brand materials](#)
- [Edinburgh City Region website](#)

[Your basket is empty.](#)

Introduction to the official Edinburgh City Region website

[The new and official Edinburgh City Region website](#) was launched in February 2008. The website has been designed to promote Edinburgh City Region as a destination for talent, trade and tourism. The four sections of the website; LIVE, INVEST, VISIT and STUDY serve as an introduction to Edinburgh city region for students, investors, businesses, visitors and

prospective residents. The information on the website is freely available and can serve a variety of purposes and needs.

Why is the website of use to businesses?

The website is a valuable tool for helping to attracting talent, trade and tourism to Edinburgh. The website presents a set of integrated messages in a way that facilitates effective cross selling between the four key audiences. For example, an individual considering relocation can find information on not only living in Edinburgh, but also on employment options (via case studies, recruitment information and profiles of Edinburgh's key industries), transport, educational opportunities, leisure pursuits and facilities.

The depth and variety of information on offer is considerable. Key messages about why Edinburgh is a great place to live, work and play is supported by comprehensive and up to date local information.

Information contained within the website has applications across local and global marketplaces.

The website already has the backing of a large number of public and private sector organisations.

Suggested applications of the website:

- The website serves as an excellent introduction to Edinburgh and is being used by organisations in the city as a means of inducting employees who may have relocated or are new to the city region
- The VISIT section is a useful resource for visitors to the city – regardless of whether they are here for a vacation or business trip
- The STUDY section of the website carries a strong message about why Edinburgh is a great place to begin a career and is a useful resource for recent graduates who are moving to the city for work. Tangible information is supported by expert advice - the site provides access to case studies on recent graduates and immigrants who have settled in the city, as well as commentary and advice from recruitment consultants such as Denholm Associates and Graduates for Growth
- The website is being used by recruitment consultants in Edinburgh who are placing links to the website on their Edinburgh job vacancies – helping to encourage and headhunt talent to relocate to the city by communicating what a great place Edinburgh is to live
- The website hosts a variety of facts and figures and can be relied upon as a source of information for articles, press releases and marketing collateral about Edinburgh
- A [DVD about Edinburgh](#) is screened freely on the website, offering a tantalising glimpse of our beautiful city. Ideal for prospective employees, visitors, students and investors.

If you are interested in promoting the website to your audiences please [request the promotional website flyers](#) from Edinburgh Inspiring Capital.



Order your Brand materials today...

- [Brand display materials are free to use once you have registered your details.](#)

Find out more...

- [Terms and conditions.](#)

© Edinburgh Brand 2013

- [Privacy and cookies](#)
- [Site map](#)
- [T&Cs](#)
- [Members' area](#)
- [About](#)
- [Help](#)