

case study:

Radiological Society of North America

situation:

How do you stem the tide of stagnant annual meeting attendance?

A large international medical association needed to:

- Communicate the value, benefits, excitement of their new annual meeting
- With competition from other meetings—some more local and focused, how can RSNA promote and position their largest single revenue product as a vital buy consideration to their members, practice area, and show exhibitors and sponsors?
- With a large saturation of attendees from previous years, how can RSNA communicate this meeting as better and “new”?
- With over 50 communication pieces that represent the show, how can coordinated, consistent and focused messages be produced with a myriad of marketing vendors?

process:

- Reviews and interviews of history, fact finding, production planning with clients from past shows
- Idea and positioning brainstorming with client: create and get feedback of three conceptual approaches
- Developed total of 14 different logos to provide a wide variety to board to select best logo

solution:

- Created the visual message of a central benefit of the show: ‘In touch with and Connecting with’—experts, peers, and the latest technology
- Generated multiple categories of images, freed up design to reuse/rearrange images as needed
- Developed show brand mark, typography, brand guidelines for easy and consistent application of the look

results:

- Consistent implementation across one, two and four colors by numerous design, marketing and production vendors and media
- Achieved the largest meeting attendance in the history of the meeting by 12%. Exceeded net profits over largest previous record.



RSNA2005
Connecting for Lifelong Learning

- identity guide
- booklet cover
- postcard
- brochure cover
- sales folder

Identity Usage Specifications version: 04.27.05

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Cover System

Exhibitor Rules and Regulations

Radiological Society of North America
91st Annual Meeting
November 27 - December 2, 2005
McCormick Place, Chicago

Pocket Guide

Radiological Society of North America
91st Scientific Assembly and Annual Meeting
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Media Kit

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