American Association of Colleges of Osteopathic Medicine (AACOM)

Situation

AACOM hosts an annual national conference for its member institutions and, until 2014, had been employing a different conference logo for each year's event. In 2014, TDC developed a new conference identity and logo to brand the national event moving forward. In 2018, AACOM turned to TDC again, continuing the partnership to create promotional materials for the latest event.

Solution

We continued to use the brand elements already in place as the foundation for the 2018 conference materials (conference logo, color palette, typestyles, etc.). Additionally we developed a new visual theme for this year's event and incorporated it into a conference program, registration materials, website banners, an awards event program, slideshow presentations, signage, name badges, and more.

Result

AACOM has continued to tout its excitement of the materials we developed for its annual meetings, which have further strengthened the identity and brand recognition of the events. Our work in this area has also become a springboard for additional assignments from AACOM to support other aspects of the association, including student recruitment for osteopathic medical schools.

- annual conference identity
- branding theme



Educating Leaders

THE AACOM ANNUAL CONFERENCE WASHINGTON, DC

Research Modes Used:

Stakeholder Interviews Desk Research



- 2018 annual conference program
- 2018 registration form



9:45 AM - 10:45 AM

GME Nuts & Bolts Room 05, Meeting Room Level

GME Nuts & Bolts: Running Your GME Office Presentation Time: 9:45 AM - 10:45 AM Author/s: Ratael Barretto, DO, St. John Macomb Oakland Hospital

Developing Interprofessional

Room 02, Meeting Room Level

Developing Interprofessional Leadership in Evolving
Models of Practice and Education

Preservation Time 9-45 AM - 10-45 AM

Authoris: Janies A Finell, DO, UNITHSOTOOM;
Jennifer Jurado Severance, PinD, UNITHSOTOOM, Arsta

Chopra, MD, RosanSOM; Elyse Perweiler, RN, MA,

MPP, RosanSOM

SESSION W03
COCA Update
Room 03, Meeting Room Level

COCA Update
 Presentation Time: 9:45 AM - 10:45 AM
 Author/s: Brian Kim, JD, COCA

IPE in Practice Room 04, Meeting Room Level

Demonstrating the Core Competencies of IPE through Collaborative Community-based Service Presentation Time 9:45 AM - 10.05 AM Authorisk INSI D. Messer, MPH, LCSW, NSU-COM; Stacos Plnnock, DHSc, MSW

Interprofessional Education Between DO and Nursing Students Using a Hospitalized Patient Presentation Time: 10:05 AM - 10:25 AM Authox/s: Garrien P. Gebhandt, DO, MU-COM

Authoris: Garren P. Gelbraidt, DO, MU-COM
Tele delivered sira. In-Person Simutations for Evaluating
Interprofessional Collaboration
Presentation Time: 1025 AM - 10.45 AM
Authoris: David Delder, PPD, Western UCOMP; Somel
Steletix, PPD, Western UCOMP; Sixan E. Mackintosis.
DO, Western UCOMP; Shereie Aston, DO, MA, PhD,
Western UCOMP.

Assessments along the OME Continuum Room 16, Meeting Room Level

CATALYST, the Continuous Assessment Platform For Physician Learning
Presentation Time: 945 AM - 10.05 AM
Authority. Declay T, Horber, PhD, NBOME; Joseph Flamini, MBA, NBOME; Jeanne M, Sandella, DO, NBOI

Fallman, M&A, NBOME, Jeanne M, Sandkilla, DO, NBOME

Paying if Forward through Student Collaborations: A Train
Approach to Coarse and Faculty Assessments
Presentation Time: 1006 AM - 1025 AM
Authorisk May Botton, MeD, LMU - 000M, Randal S,
Batcheire, Edo, LMU - 000M, Ray (Ches) Yorks, DO, LMU000M, Gira Skrind, Do, LMU - 000M, Sheny, Jimenez,
EdD, LMU - 000M

EGD_LMU-DCOM

Creating an End-of-OMSI-Year Comprehensive Exam to
Advise and Support Students Entering the OMSII Year
Presentation Time: 1028 AM - 10.45 AM
Authoris Randal S. Batchelor, EGD, LMU-DCOM, Jonatho
Leo, PRD, LMU-DCOM, Douglas E. Filzovich, PRD, LMU-DCOM; Kall Weaver, PharmD, LMU-DCOM; Kall Weaver, PharmD, LMU-DCOM;

SESSION W06
GME Financing
Room 05, Meeting Room Level

• ABC's of GME Financing
Presentation Time: 9:45 AM - 10.45 AM
Author/s: Christopher Francazio, PKFHealth, LLC

II:00 AM - I2:00 PM

SESSION WO7
Innovations in OME Design and
Engagement
Room 02, Meeting Room Level
© Enhanced Student Engagement and Achievement
Using an Adaptive Intelligence
Presentation Time I 100 GM - 1130 AM
Authoris: Chays Parasid, MJ, MBA Western UCOMF
ROOM THASIG, DIS, WISTERN UCOME)

HOBERT Hasel, DDS, Western UrCOMP

Design Thinkings A Dynamic Tool for Innovative Interpretes/selone Education Instructional Design Presentation Time: 11:30 AM - 12:00 PM Authorics David W Farmer, PRD, UNTHSC/TCOM; Robin Bariolest, PRD, UNTHSC/TCOM; Cynthia Carroll, MA, UNTHSC/TCOM

Society of Osteopathic Medical

Grand Ballroom South, Ballroom Level

Professionalism: From Administens to MSPE

Presentation Time: 11:00 AM - 12:00 PM

Author's: Poly Leonard, DO, MS, UNECOM: Rodne

Fullmer, DO, MSS, MUCOM: Philip Reynolds, PhD,

ACOM: Lynn Mark, DO, MS, AGSME: Emmanuel

Katsaros, DO, Western URCOMP

SESSION WOP

Managing During Natural Disaster
Room 03, Methig Room Level

Planning for the Unspeakable: Approaches to Increase
Successful Academic Advising Following Disasters
Presentation Time: 1100 MM - 1200 PM
Authoris: Elizabeth K. McClain, PhO, WCUCOM

Mentorship & Remediation Room 16, Meeting Room Level

Room 16, Meeting Room Level

Mentoring Obsophite Students for Success
Presentation Time: 11:00 AM - 11:30 AM
Authorisk, Rehard Terry, DO, LECOM

The Remediation of Professionalism and Interpersonal
Communication Skills in Residents and Students
Presentation Time: 11:30 AM - 12:00 PM
Authorisk, Jeffrey J. LeBourd, CAE, MHA, MBA, LMUDCOM

2:30 PM - 3:30 PM

ACGME Milestones Room 05, Meeting Room Level

ACGME Milestones 2.0
 Presentation Time: 2:30 PM - 3:30 PM
 Author/s: Laura Edgar, ACGME

Careers in Medicine
Room 02, Meeting Room Level

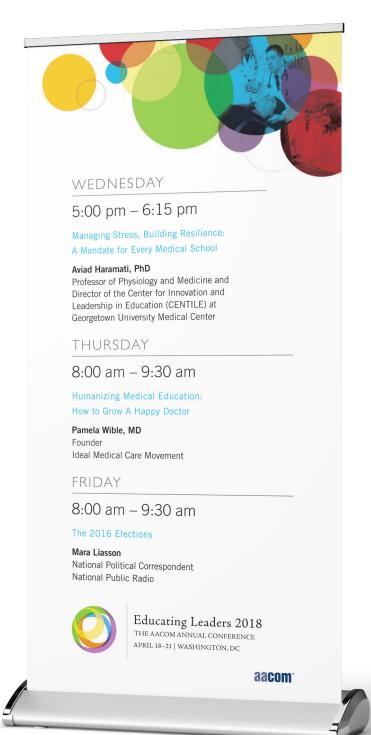
The RAISE Program: A Summer Immersion for HS
Students Promoting Osteopathic Understanding &

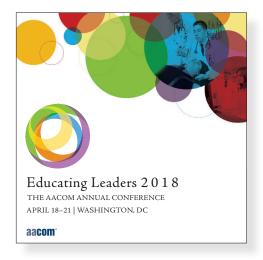
Students Promoting Uses Careers

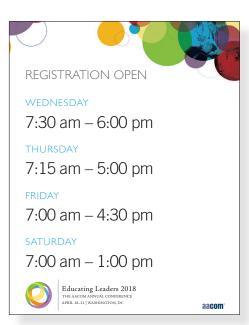
Careers
Presentation Time: 2:30 PM - 3:00 PM
Authoris: Kathryn Lambert, De, RowanSOM: Matth
Authoris: Kathryn Lambert, De, RowanSOM: Matth
Tibble, RowanSOM: Paula Walkins, RowanSOM:













- conference app
- attendee badge
- web graphics



