

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



EDUCATING LEADERS 2018
7700 Old Georgetown Rd #250
Bethesda, MD 20814

REGISTER ONLINE
www.aacom.org/educatingleaders

REGISTER BY FAX
301-968-4101
(Credit Card Payments Only)

Questions?
Contact AACOM Meetings and Events at meetings@aacom.org or 201-568-4188.

Registration Policies
Payment must be received by March 27 or onsite fee will apply.
Refund and Cancellation
A full refund less a \$75 processing fee of the registration fee will be issued.
• If the registration is cancelled in writing by the registrant and that notification is received by March 27.
• Instead of cancelling your registration, you may elect to send a substitute. No additional fee is required for the substitute attendee if the request is submitted in writing by March 27.
• Onsite substitutions are permitted. The registered attendee must give written notice of the substitution with their registration fee and by the original registration date and the onsite rate. That balance will need to be paid at the registration desk, prior to receiving conference materials or attending any sessions.

ATTENDEE INFO

Dr. Mr. Mrs. Ms.

First Name: _____ Last Name: _____

Preferred First Name for Badge: _____

Department: _____

Position or Job Category:

<input type="radio"/> President/CEO	<input type="radio"/> Dean/Chief Academic Officer
<input type="radio"/> Director of Medical Education	<input type="radio"/> Faculty/Research Faculty
<input type="radio"/> Department Chair	<input type="radio"/> Administrator (CFO, Student Svcs, etc.)
<input type="radio"/> Hospital Administrator	<input type="radio"/> Program Director
<input type="radio"/> Practicing Physician	<input type="radio"/> AODME
<input type="radio"/> Government Relations Staff	<input type="radio"/> Student
<input type="radio"/> Other: _____	

Job Title: _____

Institution/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Twitter Handle: _____

Dietary Restrictions or Special Accommodations: _____

Assistant's Name: _____ Assistant's Phone: _____

Spouse or Guest Name(s): _____

Special Needs or Dietary Restrictions - Attendee: _____

Special Needs or Dietary Restrictions - Guest(s): _____

REQUIRED Check one of the items below. Note: AODME was formerly AODME.

Member of AACOM & AODME AODME Member AACOM Participant Non-Member

RSVP REQUIRED (If RSVP, please check appropriate items below)

Wednesday – AODME General Membership Meeting and Luncheon


Thursday – AODME President's Reception / Collegium of Fellows Induction Ceremony

Friday – Luncheon

Friday – Awards Banquet

Check here to opt out of receiving promotional and marketing materials via email from exhibitors.

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THE AACOM ANNUAL CONFERENCE
APRIL 18-21 WASHINGTON, DC



WEDNESDAY

5:00 pm – 6:15 pm

Managing Stress, Building Resilience:
A Mandate for Every Medical School

Aviad Haramati, PhD
Professor of Physiology and Medicine and
Director of the Center for Innovation and
Leadership in Education (CENTILE) at
Georgetown University Medical Center

THURSDAY

8:00 am – 9:30 am

Humanizing Medical Education:
How to Grow A Happy Doctor


Pamela Wible, MD
Founder
Ideal Medical Care Movement

FRIDAY



8:00 am – 9:30 am

The 2016 Elections



Mara Liasson
National Political Correspondent
National Public Radio



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REGISTRATION OPEN

WEDNESDAY
7:30 am – 6:00 pm


THURSDAY
7:15 am – 5:00 pm

FRIDAY
7:00 am – 4:30 pm

SATURDAY
7:00 am – 1:00 pm



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PRE-REGISTRATION
A-G

- conference app
- attendee badge
- web graphics

