

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 202-686-4108.

Registration Policies
Payment must be received by March 27 or credit 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.
• On-site substitutions are permitted. The registered attendee must give written notice of the substitution with their registration fee and by the original registration fee and the on-site rate. That balance will need to be paid at the registration desk, prior to receiving conference materials or attending any sessions.

ATTENDEE INFO
First Name: _____ Last Name: _____
Preferred First Name for Badge: _____
Degree(s): _____
Position or Job Category:
☐ President/CEO ☐ Dean/Chief Academic Officer
☐ Director of Medical Education ☐ Faculty/Research Faculty
☐ Department Chair ☐ Administrator (CFO, Student Svcs, etc.)
☐ Hospital Administrator ☐ Program Director
☐ Practicing Physician ☐ ADOME
☐ Government Relations Staff ☐ Student
☐ Other: _____
Job Title: _____
Institution/Organization: _____
Mailing Address: _____ State: _____ Zip: _____
City: _____
Phone: _____ Fax: _____ Email: _____
Twitter Handle: _____
Dietary Restrictions or Special Accommodations: _____
Assistant's Name: _____ Assistant's Phone: _____
Paid/Registered Spouse or Guest Name(s): _____
Special Needs or Dietary Restrictions - Attendee: _____
Special Needs or Dietary Restrictions - Guest(s): _____

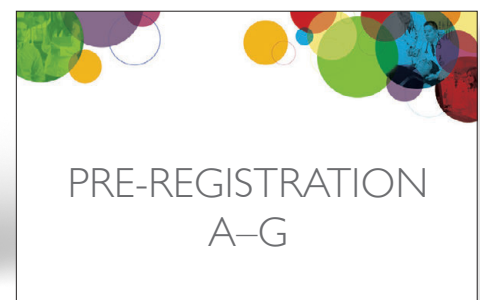
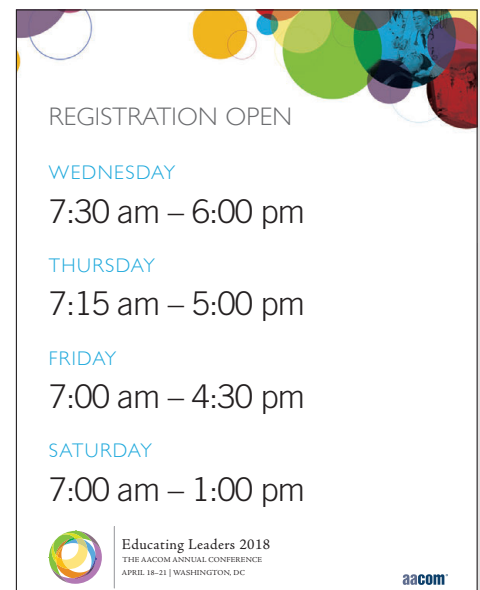
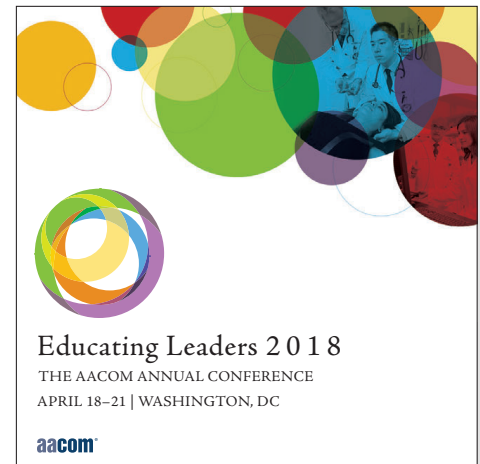
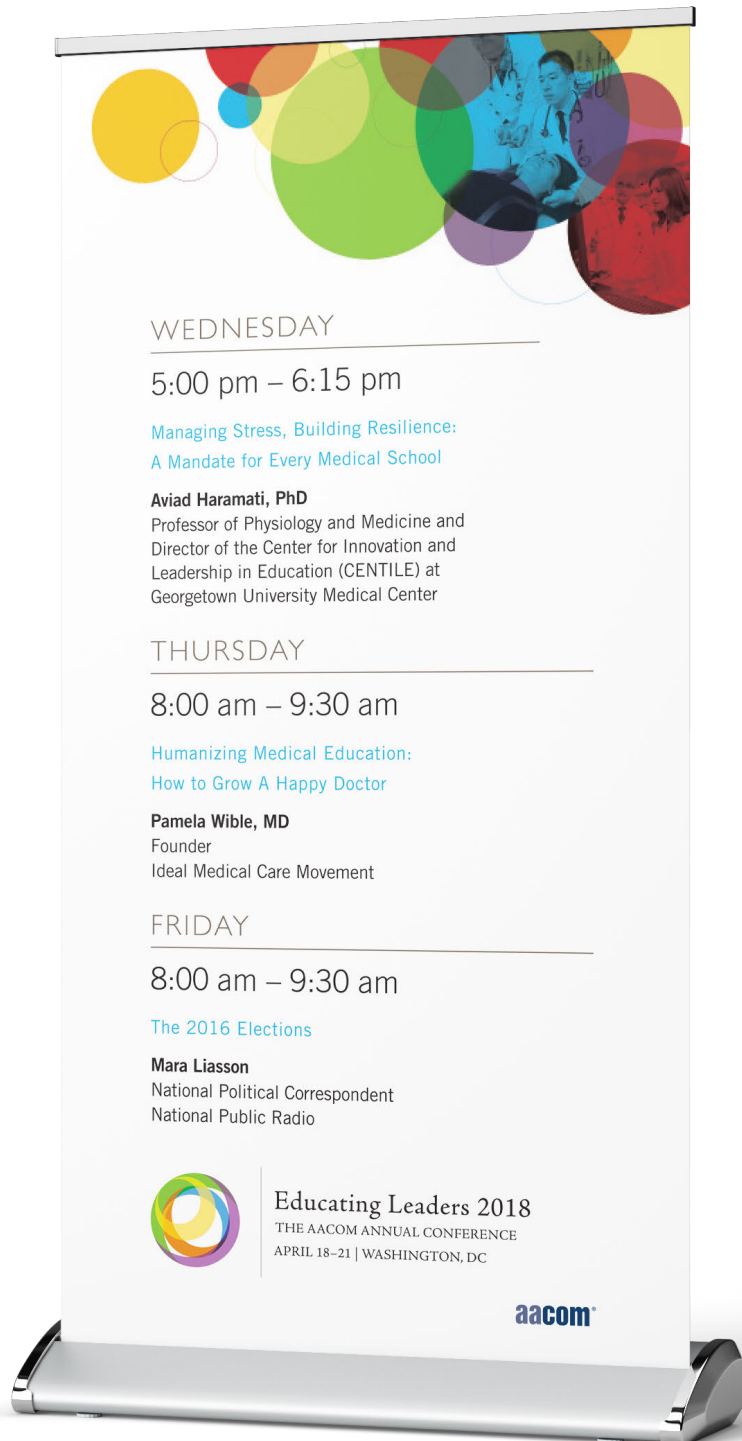
REQUIRED Check one of the items below. Note: ADOME was formerly ADOME.

☐ Member of AACOM & ADOME ☐ ADOME Member ☐ AACOM Participant ☐ Non-Member

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

☐ Wednesday - ADOME General Membership Meeting and Luncheon
☐ Thursday - ADOME 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.

EDUCATING LEADERS 2018
THE AACOM ANNUAL CONFERENCE
APRIL 18-21 | WASHINGTON, DC



- conference app
- attendee badge
- web graphics

