

Society of Interventional Radiology (Annual Conference)

- Situation** The Society of Interventional Radiology (SIR) gives voice and support to the advancement of the interventional radiology (IR) medical specialty and to its practitioners and educators. One of the most important in-person events SIR hosts each year is its annual scientific meeting, which, due to the pandemic, needed to be reconfigured and conducted entirely online in 2021. SIR asked TDC to create a compelling brand identity and look-and-feel for communications promoting SIR 2021 to help build excitement and interest among prospective attendees worldwide.
- Solution** TDC created a brand identity and overall look-and-feel that conveyed a forward-facing, futuristic perspective that reflected the overall tenor of the programs at the event and also helped to serve as an appropriate “virtual home” theme for the online meeting platform. This graphic foundation, as well as a tagline and core messaging we developed, were incorporated into a campaign with a broad array of executions that included a landing page, online banner ads, social media ads, print ads, an email template, iconography, a style guide, and other materials.
- Result** SIR reported robust registration and attendance levels for the event, surpassing expectations. The SIR marketing team and TDC have already initiated “save the date” communications for next year’s annual event that incorporate many elements from the recent meeting’s brand look-and-feel.

- conference logo
- app graphics
- landing page



INVOLVED. INFORMED. INSPIRED.



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INFORMED.
INSPIRED.

SIR²⁰₂₁

Announcing SIR 2021:
**Innovative education and
leadership for extraordinary times.**

Prepare to be involved, informed and inspired. Whether you're a practicing interventional radiologist, an IR-in-training, a diagnostic radiologist or an IR practice associate, make sure that you plan to join us this March for a full online educational experience.

March 2021

Visit sirmeeting.org
for information and
updates.

Questions? E-mail
annualmeeting@sirweb.org.

 Society of
Interventional
Radiology

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SIR²⁰₂₁

March 20-26

Get involved, be informed, leave inspired.

This year's extraordinary educational experience will feature clinical topics across the spectrum for all practice levels and environments. SIR 2021 will also feature MEDtalks, member-section programming on various topics including PAD, IO and more. Register now and plan to get involved, be informed and leave inspired.

Visit sirmeeting.org to learn
more and **register today**.

Renew your membership today
for **discounted registration**.

Follow #SIR2021 for more updates.

 Society of
Interventional
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- banner ad
- mobile app graphic
- social media graphics

