

## white space

Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

### Conferencing-"truly creative approach"

#### For Cheri Amour, it's that time of year.

If someone even mentions the word "signage", she has to sprint to the spa. Or, if asked one more time whether she sent out the latest email blast, her head could blow off into the stratosphere with enough force to knock out a satellite. And when the unfortunate inquirer asks, "When does the truck leave?" she immediately starts sifting through different methods of torture. As a matter of fact, around this time, it's not uncommon for Cheri to spend most of her spare time running in circles, constantly thinking of what else needs to be done.

It wouldn't be irrational to inquire, "With a name like Cheri Amour, what could possibly be so stressful in her life?" As it turns out, Cheri is in charge of conference materials, among many other things, working as the Conference Coordinator for the "Smart On Fitness Association" (SOFA). And as difficult as it is to get these people off the couch, it is even more difficult getting materials ready for their annual conference.

Over the last few years, Cheri has had some near misses in the planning and execution of the annual conference due to mishaps with the conference materials. In preparation of the very first SOFA conference, there was a mix up at the mail house. All of the conference invitees received a "save the date" for the Smith Family Reunion instead of the SOFA conference. Needless to say, there were a lot of confused people being coaxed into running on a treadmill and even more making feeble attempts at singing the Smith family ballad.

The following year, SOFA rented out a building that happened to be double booked. Both parties were content with sharing the facility, but neither could have imagined what would eventually happen. It seems that the program for the SOFA conference had listed the incorrect room for a lecture on the second day. As a result, conference goers with the SOFA organization walked into a room full of members from the "I Overreact in Most Situations" conference, who immediately jumped to the conclusion that someone had waged war on them and went straight into battle mode. Luckily, no one was severely injured during the chaos - only three near heart attacks, two black eyes and 468 apologies from "I Overreact in Most Situations" members.

These are examples of why Cheri's head is spinning this time of year. However...right now it's three o'clock in the morning and she's snoring so loudly the neighbors think a swarm of Chewbaccas is invading them.

#### How is she able to sleep so well?

Two reasons. She's either gotten some great outside assistance for getting the materials ready for the conference or her herbal tea has put her into a REM trance. I'm going with the former.

It's not unusual for others in Cheri's situation to look for outside assistance. More often than not, a graphic design company is called to produce conference materials. This would normally alleviate an enormous amount of stress for the person in charge of conference materials, but sometimes it doesn't. Unfortunately, many graphic design companies promise a "truly creative approach" to the consumer's needs, and then pull out a frequently used cookie cutter strategy from the file cabinet in the back room. Thus leading to a conference that has a typical and average appearance with no quintessential essence and an ultimately weak message.





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These are explanations of why people in charge of conference materials, like Cheri, end up pulling out a good portion of their hair before a conference even begins. An enormous amount to do means an enormous amount that can go wrong. A competent graphic design firm will help ease your worry by producing the promotional materials you need in order to have a successful conference.

At the Enterprise Community Partnership's 2007 Annual Conference, Rottman Creative Group provided an original design of promotional material that complemented the regional area of the conference site. The outcome was a distinctive, award-winning and visually powerful creative that provided complete conference coverage. In addition, all printed materials adhered to Enterprise Community Partnership's strict green guidelines.

**See for yourself.**

