



STRATEGIC DESIGN OPTIMIZES CONFERENCE EXPERIENCE

CHALLENGE

Modernizing Medicine (ModMed) wanted to create an experience that would engage, educate, and assist attendees at Momentum, its annual users conference.

ModMed understood that optimizing attendees' conference experience demanded more than just conspicuous signage. They enlisted Street Level Studio's creative team to create a logo to brand the new event, as well as design

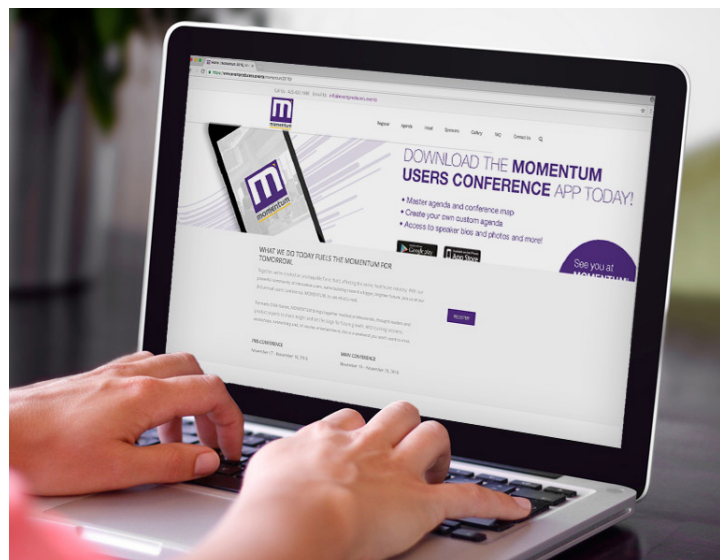
event graphics, collateral, and wayfinding elements. The deliverables needed to help attendees navigate the event and easily access the vital knowledge sharing they need to maximize their user experience with ModMed's healthcare software solutions.

SOLUTION

A strategic combination of thoughtful design and clear signage that increased attendee participation and amplified ModMed brand awareness.

Street Level Studio created an integrated campaign for Momentum, starting with branded event invitations, registration email campaign, and website. For the actual event, we created an intuitive program guide, cohesively designed schedules, distinct directional signage, and

branded onsite promotional event displays. Together, these elements established ModMed's ownership of the conference and enabled attendees to quickly find educational sessions, take advantage of networking opportunities, and feel welcome.



RESULTS

The Momentum conference earned praise for exemplary organization, high-quality content, and participant satisfaction.

The strategic design of the ModMed conference environment drew praise from attendees for the event's overall navigability and attention to user experience. They easily found their way around the venue and accessed scheduling information that helped them prioritize and attend the speakers and sessions of most value to their particular user group. This cohesive approach to event graphics helped streamline the overall flow of the conference and ensured that attendees had optimal opportunities to interact and learn.

