

National Medical Association

bdc STRATEGY GROUP



2024 NMA CASE STUDY

National Medical Association's Annual Convention and Scientific Assembly

PROJECT OVERVIEW:

The National Medical Association's (NMA) Annual Convention and Scientific Assembly took place August 3-7, 2024 in New York. BDC Strategy Group created a cohesive and compelling design theme and accompanying assets for the National Medical Association's annual convention. The assets were utilized on the NMA's event website, emails, apparel, ads and more. BDC's primary goal was to develop a brand concept that encapsulated the essence of the event and resonated with NMA's target audience. Key deliverables included:

- Brand concept and style guide
- Social media and web graphics
- Digital and print designs
- Merchandise artwork and layout

SERVICES PROVIDED:

- Creative Concept Development
- Project Management
- Graphic Design
- Brand Communications

OUR APPROACH:

Our creative approach for the 2024 NMA convention design was to craft a bold, eye-catching, and dynamic visual experience that would captivate African-American physicians and health care professionals attending the event. Inspired by NMA's branding, we seamlessly integrated imagery of diverse individuals and the vibrant energy of New York City, the convention's host city. With a focus on clean lines and minimalist elements, we created a design that was not only visually compelling but also deeply resonant with the event's audience and atmosphere.

PROJECT GOALS & OBJECTIVES:

The primary goal was to develop a brand concept that encapsulated the essence of the annual convention and resonated with the target audience. Client goals included:

- **Expanding Attendance:**
  Attract 4,000 attendees, surpassing the average attendance of 3,200.
- **Engaging New Demographics:**
  Increase engagement among the "new to the profession" demographic, ensuring the event appealed to emerging professionals.
- **Boosting Brand Awareness:**
  Elevate awareness of the National Management Association (NMA) by creating a memorable brand experience that left a lasting impression.
- **Growing Social Media Presence:**
  Increase social media followers and engagement by developing visually striking and shareable content that aligned with the event's theme and branding.

ASSETS:

Digital

- Convention Brand Style Guide
- Email Signature
- PowerPoint Template
- Partnership Toolkit
- Speaker Toolkit
- Website Hero Images (4)
- Social Media Graphics (10)
- Event App Graphics (2)
- Event Invitations (7)

Swag

- T-shirt design (2)
- Tote design

Print

- Convention Booklet
- Exhibit Hall Passport Book
- President's Installation Book
- Convention Name Badges
- Save-the-Date Postcard

Onsite

- Exhibit Hall Signage
- Directional Signage
- Exterior Window Signage
- Convention Poster
- Walking Banner

INSTALLATION OF

DR. VIRGINIA CAINE, M.D.

125th President of the National Medical Association

WEDNESDAY, AUGUST 7
6:00 – 7:30 PM
Trianon Ballroom, Hilton

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ANNUAL CONVENTION & SCIENTIFIC ASSEMBLY



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AUG 3-7, 2024
NEW YORK HILTON MIDTOWN
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