

COMMUNICATING COMMITMENT AND VISION ON BEHALF OF A SMALL GENE THERAPY COMPANY FOCUSING ON RARE DISEASES

CHALLENGE

Small gene therapy company and inheritor of legacy first to market cellular gene therapy for ADA-SCIDS had several clinical trials ongoing but no clinical data to report on. Their goal was to go beyond the usual expectation of discussions just focused on gene therapy, and communicate a greater sense of mission to the global PIDs healthcare community



SOLUTION

- Lead brainstorm session with client to identify demonstrable leadership in efforts to improve multidisciplinary care for all patients with PIDs at a scientific exchange symposia during the leading international biannual conference (IPIC 2019; Madrid, Spain – 700 attendees)
- Designed program to allow interactive discussion among multidisciplinary PIDs faculty members and audience attendees
- Provided memorable high impact, program specific graphics (slide templates, door drops, program handouts, meeting banners and on stage banners) that reflected the clients goals, something other conference corporate sponsors hadn't done in the past
- Provide global medical affairs director/Moderator with industry leading speaker's training (CNN/MSNBC coach)
- Provide meeting logistics to ensure a professional, and engaging interactive gathering

“ Brilliant graphic designs really reflected our vision going into this meeting

– **Global Medical Affairs Director, Orchard Therapeutics**

OUTCOME

Symposium memorable, well-attended and well-received discussions despite early morning slot (150 attendees) with enduring materials for internal use

