

## Highlights

- GE's healthymagination campaign launch included a media press conference, panel discussion, products showcase and VIP events.
- GE Healthcare hosts supplementary events surrounding annual meetings and conventions to showcase new products and services and to thank their customers.
- More than a product launch, GE's "Inspired By You" event was a complete networking and experiential marketing event.



## CLIENTPROFILE: GE



"The event created positive and immediate feedback from customers and a sense of excitement for employees."

- Katherine Patterson

*Global Marketing Communications Manager, GE*

GE is one of Event Architects' favorite clients. Together, we have produced various events from press conferences to product launches across North America from Hawaii to Toronto. Event Architects enjoys developing event marketing strategies with the GE team.

## GE's healthymagination Launch Event

Most recently, Event Architects assisted GE in

announcing their new initiative and investment in global healthcare – healthymagination. Hosted at the Newseum in Washington DC, the event included a media press conference with CEO Jeff Immelt, a panel discussion consisting of healthcare professionals, a VIP luncheon hosted by NBC for their customers, two exhibit areas showcasing GE Healthcare's newest products and a VIP dinner overlooking the capital for top GE customers.



## GE Healthcare

In December 2008, GE Healthcare's "Inspired By You" event helped launch three new imaging products from GE Healthcare during the Radiology Society of North America (RSNA) Scientific Assembly and Annual Meeting in Chicago. Through a smart use of fabric and lighting, Event Architects was able to transform Union Station's Great Hall into an ideally branded networking experience.

The goal of the GE Healthcare Summit at the 2007 RSNA was to educate radiologists from all over the world about new features and developments in magnetic resonance imaging (MRI). Traditionally, events similar in nature had been held in theater-style hotel ballrooms. In effort to attract more attendees and generate a buzz around the MRI developments and GE Healthcare as a brand, the Summit was hosted in an artfully elegant world-class gallery space for a change.

Event Architects continues to work closely with GE Healthcare and has also produced auxiliary events for the company during the International Society for Magnetic Resonance in Medicine ISMRM convention in Toronto 2008 and Hawaii in 2009.

## GE Healthcare's "Inspired By You" Product Launch

To kick off three new products and celebrate collaboration with its customers, GE Healthcare hosted a spectacular event called "Inspired By You" during the 2008 RSNA Scientific Assembly and Annual Meeting in Chicago. Customers and employees attended the experiential event, held at Chicago's Union Station in December 2008.

GE Healthcare partnered with Event Architects to ensure the event met GE's goals and fell within a prescribed budget. According to Katherine Patterson, GE Global Marketing Communications Manager, "The event's purpose was to celebrate our customers' collaboration and input on product innovation that had led to the development of three new diagnostic imaging products – Optima, Brivo, and Discovery – as well as launch its unified branding to customers."



Being mindful of budget, Event Architects helped GE Healthcare create a rich and robust space through the use of fabric and light, which also created an environment that was friendly and social for customers and salespeople to naturally interact and discuss business.



The “Inspired By You” theme of the event was projected throughout Union Station. Event attendees entered Union Station in true style on a blue carpet lit up with a GE logo. This was the first time GE hosted a group event for more than one product line. Color and imagery played a crucial role in the design of the event space to ensure success in communicating the three products’ specific brands under the overall general GE brand.

The overall space was completely white with beautiful flowing drapery featured throughout and subtle images of the GE logo lit up on the walls. A color scheme for each brand – purple, green and blue - was developed and incorporated throughout the event space and in all event materials from the website to the invitations. Three separate lounge areas for customer networking were set up each representing one of the new GE brands. Each lounge area, with a unique look and feel, displayed color lights depicting the specific brand and featured videos educating viewers on the particular product. The wait staff in each specific lounge adorned ties depicting the brand colors.

The event kicked off with a networking cocktail hour followed by executive GE speakers who briefly highlighted exciting news taking place at GE Healthcare as well as top medical professionals. After, guests continued to network and enjoy cocktails and hors d’oeuvres. Throughout the evening, a crew from PixMan Media® captured photographs of the guests, which were then projected throughout the event space.

According to Patterson, “The event created positive and immediate feedback from customers and a sense of excitement for employees.”

Leading up to the event, customers were asked to RSVP through a GE website developed for the event which depicted the three brand colors and included key messages. Those who registered for the event online were asked to pick up their ticket at the GE Healthcare booth at the RSNA Scientific Assembly and Annual Meeting.



