

American Association of Immunologists (AAI)

Situation The American Association of Immunologists (AAI) of Bethesda, Maryland was founded to help expand the frontiers of immunology, and support the interests and advancement of immunologists around the world. The association publishes *The Journal of Immunology*, the leading peer-reviewed journal in the field, and is actively engaged in disseminating immunology news, recruiting new members, hosting and managing meetings and forums for presentation of new research, and bringing immunology research issues to Capitol Hill.

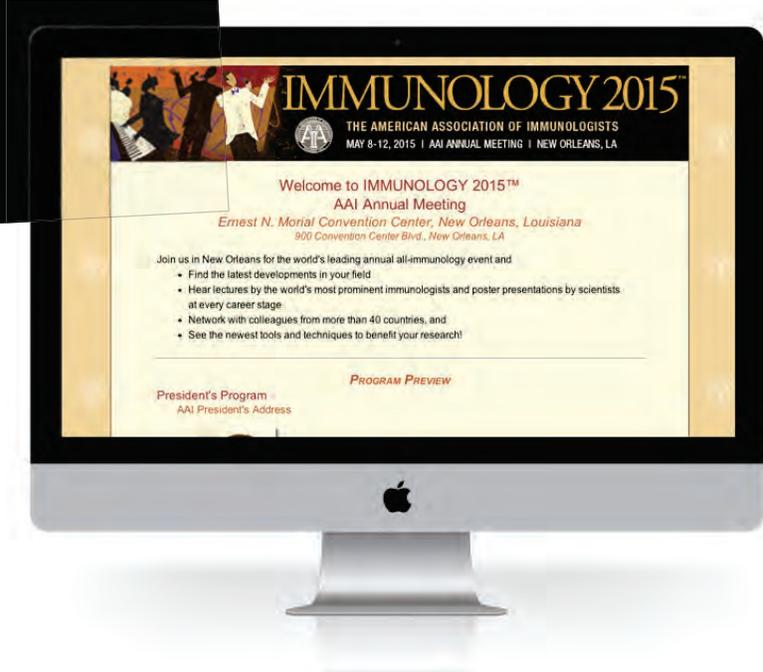
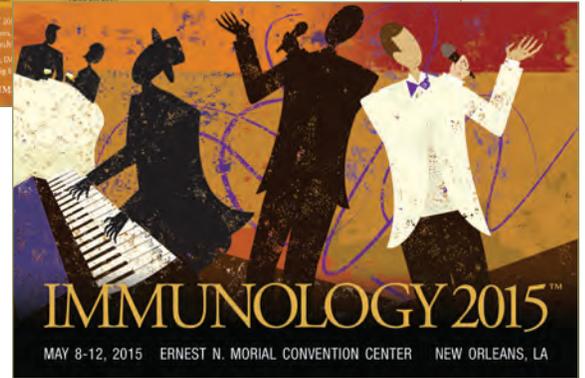
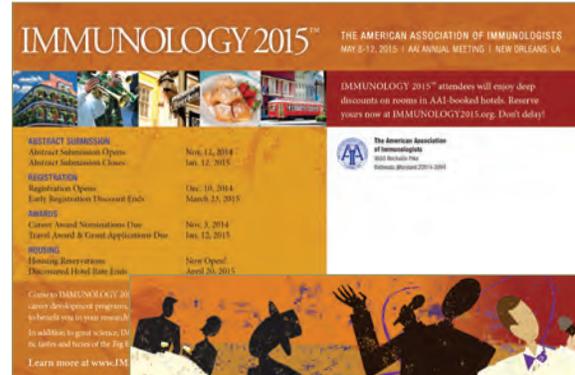
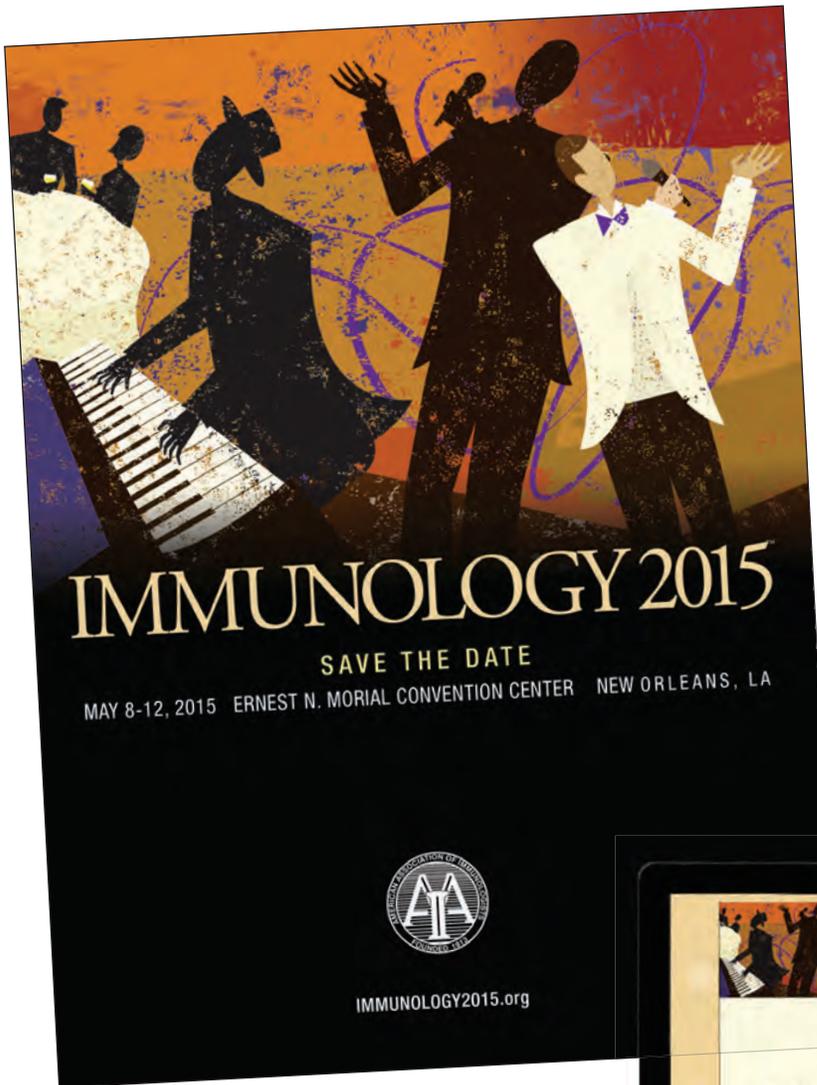
With a limited staff and resources that were stretched thin by its numerous responsibilities on multiple fronts, AAI selected TDC to be its go-to resource for marketing communications design and messaging support.

Solution Much of our work for AAI has involved refinement and design of marketing materials for its 2014 and 2015 annual meetings. For the 2014 meeting, we inherited a number of materials that were already in progress and had a look and feel in place. Accordingly, we refined the existing work and created print ads promoting the meeting as well as events at the meeting; save-the-date ads and mailers; and a program guide cover that all aligned with the established creative foundation.

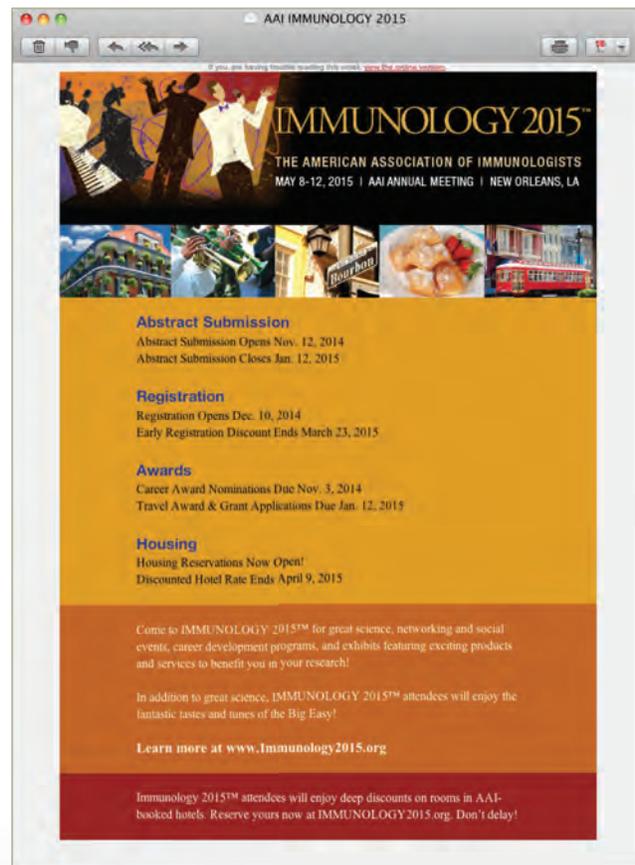
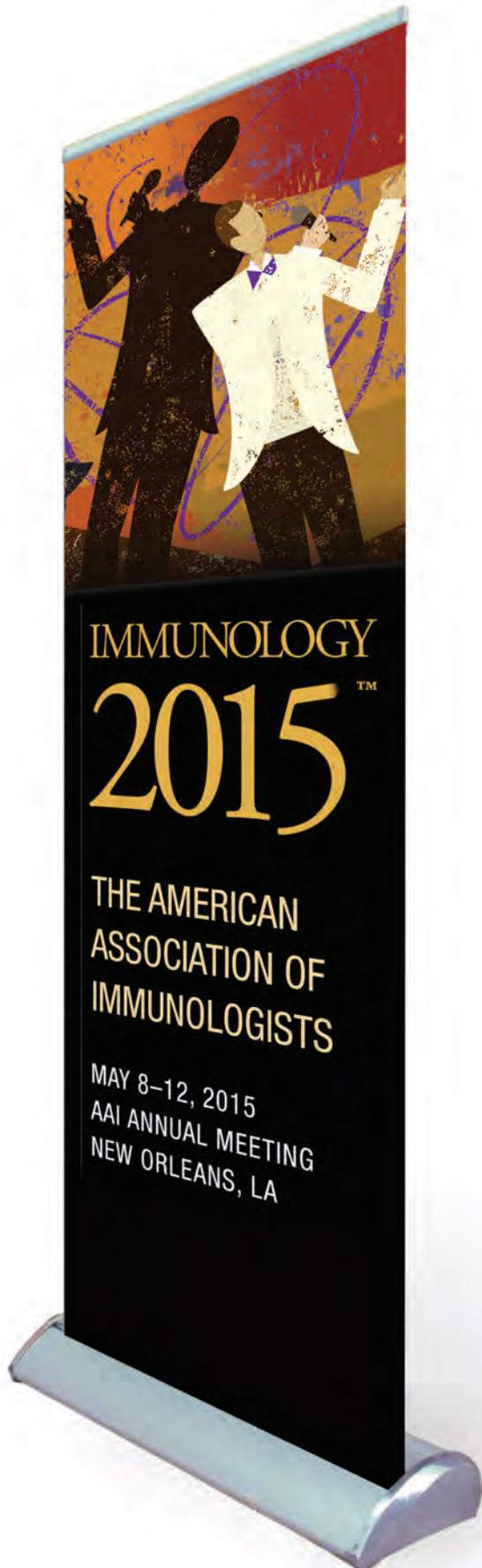
After solidifying AAI's trust in our capabilities and responsiveness, we established a new look and feel for the 2015 annual meeting marketing materials that reflected the spirit of the New Orleans meeting site. We have developed save-the-date ads and hot cards, web banners, and physical banners that carry the new look and feel and will be further involved in the creation of additional materials supporting the 2015 meeting in the months ahead.

Result AAI has continued to lean on TDC for guidance and support in ensuring that its marketing communications needs are met. Our sensitivity to working within AAI's established look and feel framework for its 2014 annual meeting enabled us to earn the trust needed to lead a change in the creative direction for its 2015 meeting. We look forward to applying this new approach to additional materials for the meeting and developing impactful presentations for other program areas within AAI.

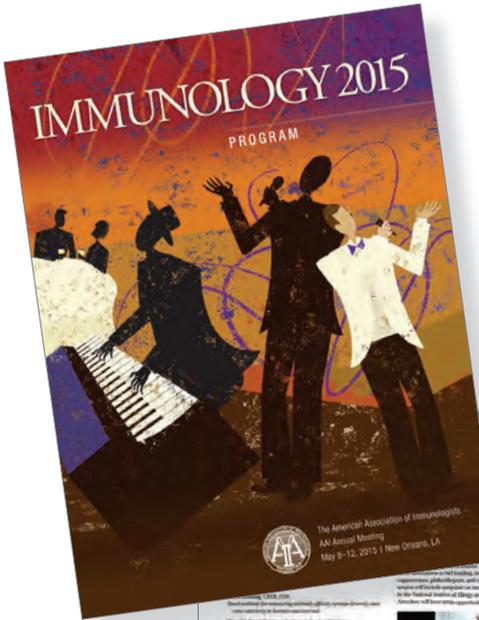
- print ad
- save the date postcard
- website banner



- conference pop-up banner
- html email



- Immunology2015 program
- Immunology2015 abstracts



Booth 848

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IMMUNOLOGY 2015

AAI PRESIDENT'S PROGRAM

AAI President's Address
FRIDAY, MAY 8, 5:30 PM
Plenary, Grand Convention Center, Convention Hall
Linda A. Marzetta
Scripps Research Institute, AAI President
Using Immunotherapy to Improve Cancer Immunotherapy: From Bench to the Bedside

AAI President's Symposium: Partners at Crime and I Call Shots
SATURDAY, MAY 9, 12:30 PM - 2:30 PM
The Grand Hall
Linda A. Marzetta, Scripps Research Institute, AAI President
Suzanne E. Wheeler, University of Minnesota
Programing of novel CAR T cells to identify distinct cell targets
William R. Heath, University of Manchester
Using immunotherapy to improve cancer immunotherapy: From bench to bedside
Linda A. Marzetta, Scripps Research Institute, AAI President
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AAI COMMITTEE - SPONSORED SESSIONS

AAI EDUCATION COMMITTEE & AAI COMMITTEE ON THE STATUS OF WOMEN

Careers in Science Roundtable
SATURDAY, MAY 9, 10:00 AM - 1:00 PM
Chair: Virginia Maguire, Scripps Research Institute, AAI Committee on the Status of Women

At this roundtable, speakers will discuss the opportunities available to women in science, the challenges they face, and the strategies they use to overcome them. The roundtable will be moderated by Virginia Maguire, AAI Committee on the Status of Women Chair. The roundtable will be held in the Grand Convention Center, Convention Hall.

AAI Education Committee
SATURDAY, MAY 9, 1:00 PM - 4:00 PM
Chair: Nancy Rose, Scripps Research Institute, AAI Education Committee

This session will focus on the latest developments in immunology education, including the use of new technologies and the development of new courses. The session will be moderated by Nancy Rose, AAI Education Committee Chair. The session will be held in the Grand Convention Center, Convention Hall.

GUEST SOCIETY SYMPOSIA

Radical Reaction Society (RRS) and National Cancer Institute (NCI) Symposium: Synthesis of Radiolabelled and Immunogenic Peptides and Translational Impact
SATURDAY, MAY 9, 10:00 AM - 1:00 PM
Chair: Michael H. Stupp, Scripps Research Institute, AAI President

Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer
SATURDAY, MAY 9, 8:00 AM - 10:00 AM
Chair: Susan C. Coker, University of Pittsburgh, AAI President

Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer
SATURDAY, MAY 9, 10:00 AM - 12:30 PM
Chair: Susan C. Coker, University of Pittsburgh, AAI President

The Obesity Society (TOS) Symposium: Immunology of Obesity
SATURDAY, MAY 9, 10:00 AM - 12:30 PM
Chair: Barbara S. Skovgaard, Scripps Research Institute, AAI President

Society for Neuroimmunology (SNI) Symposium: Neuroimmunology of Multiple Sclerosis
SATURDAY, MAY 9, 10:00 AM - 12:30 PM
Chair: David M. Mowbray, Scripps Research Institute, AAI President

Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer
SATURDAY, MAY 9, 12:30 PM - 2:30 PM
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