

American Society of Plastic Surgeons Breast Surgery & Body Contouring Symposium

THE SITUATION:

The American Society of Plastic Surgeons (ASPS) had been hosting their annual meeting in Santa Fe, New Mexico for the past 30 years, and they were looking for a fresh new approach—and change of scenery—to help boost attendance. In 2018 they decided test the waters in Austin, Texas and asked Zeller Marketing & Design to help market the new location. The goal was to generate excitement and see if there was enough interest to host the annual meeting in Austin moving forward.

OUR SOLUTION:

Zeller developed a core theme—“Surround Yourself with Excellence”—and created a visual identity with vibrant, dynamic graphics that captured the vibe of Austin’s eclectic music and food culture. We weaved this lively theme throughout email campaigns, pre-/post-/at-show materials, on-site signage and more.

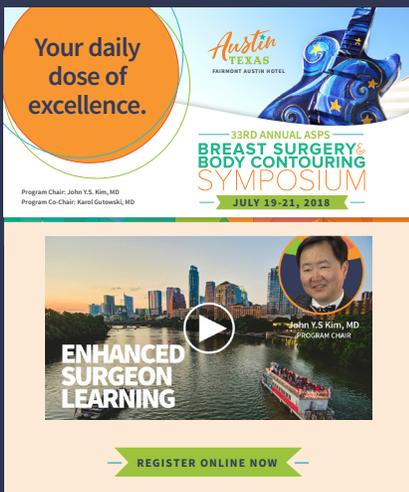
THE RESULT:

ASPS’s 33rd annual symposium was a great success and experienced record attendance. The theme graphics Zeller created will be refreshed for ASPS’s next annual meeting and applied across all future marketing efforts.

33RD ANNUAL BREAST SURGERY & BODY CONTOURING SYMPOSIUM



Austin
TEXAS



“Zeller did a great job capturing what we needed to say about the meeting. There is so much we can do with the messaging and develop a full campaign around the ‘surround’ idea.”

—Integrated Marketing
Communications Manager