



American Hospital
Association

THE CHALLENGE

For this year's installment of their annual conference general sessions, AHRMM, a division of the American Hospital Association, wanted to illustrate the renewed spirit of unity and exploration within their ranks, as well as educate members about key programs that are being initiated. But how do you get an audience of thousands excited at 8am each day? Coffee, donuts and, of course, a series of high end entertaining videos. The western themed video concept merged nicely with the conference location in San Antonio, Texas. It allowed each of the productions to have unique subjects, while still taking on a unified visual theme. This series of videos needed to act on multiple levels. They needed to inform, and entertain, as well as act as introductions for the varied set of speakers.

THE ANSWER

SolidLine worked alongside AHRMM to conceive, write, and create four totally unique videos. The first was quite grand and utilized revolutionary motion graphics to illustrate the pioneer spirit of the organization, while video number two was geared to be more fun and featured humorous 2d animated cows demonstrating the effectiveness of proper supply chain management. Video number three was a live action narrative set in an old west saloon, and number four was a biopic piece and introduction for military hero and keynote speaker Sgt. Matt Eversmann. While each maintained its subject matter and could stand on its own, all four of the finished products worked best as a team, serving to entertain, enlighten and introduce.

THE OUTCOME

Shown to a live audience of over 3,000 attendees and streamed on the AHA and AHRMM websites to thousands more, the videos were a huge success, fitting seamlessly with the look and feel of the general sessions and the overall flow of the conference.

"I received significant feedback from several attendees and board members that the videos were well-received and appreciated for their subject matter. I really appreciate the extra time and effort you put into this project to make it a rousing success. Thanks for your patience and understanding too! Amazing job!"

-Sarah Oaks, AHRMM Deputy Executive Director

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