Florida Hospital
Nicholson Center Brand Summary

The goal of this project is to create a cohesive brand for the Nicholson Center across all print and digital platforms. The following concept is inspired by the spirit of innovation that is at the heart of the Nicholson Center. It is designed to speak to both physician and business audiences while simultaneously conveying a unified brand message. This concept requires the existing website to be altered to match the new look.

Final
April 17, 2014
Flexible Education Centers
Cutting-edge Surgical and Clinical Training Labs
Simulation, Research and Development
World-class Learning Facilities
Digital and Interactive Support
Customizable Lab Space

Take advantage of the technology-enhanced operating techniques that are becoming the mainstay of tomorrow’s health care by training with the Florida Hospital Nicholson Center. We are one of the largest and most experienced medical learning and simulation incubation centers of its kind in the country dedicated to advancing next-generation clinical knowledge.

Mastering tomorrow's technology and techniques is what the Nicholson Center is all about. Our labs are supported by a multispecialty inventory of the latest medical and surgical equipment, full audiovisual integration and digital services, and a highly skilled team of trainers and lab staff.

Laboratory Space Highlights
• 50 multidisciplinary training stations available for hands-on clinical training
• Cutting-edge technology for robotic, laparoscopic, open and orthopaedic procedure training
• Monitors throughout the lab that allow presenters to give simultaneous, live direction to all participants
• 26 telementoring cameras that allow for transmission of live demonstrations throughout the building or around the world
• Full-time laboratory staff with more than 30 years of medical training experience

Multifunctional Operating Room Highlights
• Two state-of-the-art training rooms for mock operating setups of any medical specialty
• Operating room efficiency courses available
• Fully equipped endoscopy suites
• Camera systems imbedded in overhead surgical lights for recording of training procedures
• Telementoring cameras that allow for transmission of live demonstrations around the world

Sterile Processing Room
• Convenient, onsite surgical equipment cleaning services available
• Packaging and shipping services available for your equipment at the conclusion of your event

World-class Surgical and Clinical Training Labs

The Nicholson Center offers thousands of square feet of meeting space across two campuses, equipped with the latest, high-definition conference center technology. This gives our clients the ability to host laboratory or training lessons, lectures and intimate classroom sessions all in one location and to broadcast them to any place in the world. Our lecture halls and meeting rooms can be configured in a variety of ways to accommodate your needs.

Featured Amenities
• 500 person lecture hall that can be divided into 3 separate halls
• Lecture hall with adjoining, customizable, breakout session space that accommodates up to 155 people
• Multiple conference rooms of various sizes, ranging from plush, lakeview and executive boardrooms to casual suites
• Private observation boardrooms overlooking laboratories and operating rooms
• State-of-the-art presentation technology, including a 16-monitor video wall, high-definition projectors and live internal and multisite broadcast capabilities

Our Executive Events Team
Planning Executive
Provides overall planning and logistics services for your event
Event Coordinator
Assists with curriculum development, acquiring continuing medical education credits for courses taught and acquiring grant sponsorships

Concierge Team
Assists with booking hotels, transportation and catering services to those using our facility
Marketing Manager
Assists with all aspects of promoting your event, including meeting packages, brochures, flyers, email blasts, social media applications and more

Customizable, Didactic Training Facilities

Rely on the Nicholson Center to provide a flexible space for your meeting needs.

Sales Kit Folder (outside)
Sales kit folder (inside)
Sales kit flyers (two versions)

Sales Kit Folder (outside)
Sales kit flyers (two versions)

Florida Hospital Nicholson Center Branding

This sales kit is inspired by the current CME invites but uses a different sans serif headline and body font. It features a die-cut pocket folder and a series of inserts that offer the flexibility to customize content for different audiences. Each flyer details one of the Nicholson Center’s unique services and is differentiated by a secondary accent color at the top. The slogan “Transforming Global Health Care” is borrowed from the Nicholson Center’s vision statement.
Objectives
(2) Discuss the technical aspects and patient-selection process associated with sacral nerve stimulation and newer procedures for bladder control
(3) Describe the multimodal approach and expertise required for the management of locally advanced and recurrent rectal cancer
(4) Discuss the role of systemic therapy and the role of biological drugs in the treatment of inflammatory bowel disease
(5) Discuss the potential role for surgery and biologic drugs in the treatment of inflammatory bowel disease

Friday - November 1, 2013
8:00 am – 10:00 am COLON CANCER
7:00 – 8:00 am Breakfast and registration
8:00 – 10:00 am Is there a real advantage to laparoscopic and robotic colorectal cancer? How did you learn about event? 12:15 – 12:45 pm Lunch
10:15 – 11:00 am Are perineal procedures the answer?
10:30 – 10:45 am Is anterior rectopexy the answer?
10:15 – 10:30 am The rectal prolapse dilemma
9:15 – 10:00 am Fisulas in anorectal Crohn’s - Can we do any better than Setons?
9:00 – 9:15 am Are fistula plugs the answer to anal fistulas?
8:30 – 8:45 am How to treat hemorrhoids with full mucosa prolapse
10:45 – 11:00 am Are perineal procedures the answer?
10:30 – 10:45 am Is anterior rectopexy the answer?
10:15 – 10:30 am The rectal prolapse dilemma
9:15 – 10:00 am Fisulas in anorectal Crohn’s - Can we do any better than Setons?
9:00 – 9:15 am Are fistula plugs the answer to anal fistulas?
8:30 – 8:45 am How to treat hemorrhoids with full mucosa prolapse
10:45 – 11:00 am Are perineal procedures the answer?
10:30 – 10:45 am Is anterior rectopexy the answer?
10:15 – 10:30 am The rectal prolapse dilemma
9:15 – 10:00 am Fisulas in anorectal Crohn’s - Can we do any better than Setons?
9:00 – 9:15 am Are fistula plugs the answer to anal fistulas?
8:30 – 8:45 am How to treat hemorrhoids with full mucosa prolapse
10:45 – 11:00 am Are perineal procedures the answer?
10:30 – 10:45 am Is anterior rectopexy the answer?
10:15 – 10:30 am The rectal prolapse dilemma
9:15 – 10:00 am Fisulas in anorectal Crohn’s - Can we do any better than Setons?
9:00 – 9:15 am Are fistula plugs the answer to anal fistulas?
8:30 – 8:45 am How to treat hemorrhoids with full mucosa prolapse

Innovations in Colorectal Surgery
Florida Hospital Nicholson Center Branding
October 21 - November 1, 2013
Surgical Training Lab, Orlando, FL 32801 USA

Headline 1

Florida Hospital Nicholson Center Branding

The existing CME invite has been given a fresh cover. The medical illustration has been replaced with a close-up photo with a high-tech, abstract feel. The layout has been turned vertically, but otherwise maintains the same content. Each conference can be differentiated with an accent color from the secondary color palette.

CME invite