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PHILIPS

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STORIES THAT MOVE

PHILIPS HEALTHCARE AT RSNA

# Philips Healthcare at RSNA

A HUMAN APPROACH TO HEALTHCARE

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## Challenge

To select a single venue to host an auxiliary series of Philips events in conjunction with the annual Radiological Society of North America (RSNA) meeting and design a cohesive brand experience that reinforced the company's commitment to their customers and the future of radiology and healthcare.

# Solution

An immersive series of innovative events that felt less like a medical conference and more like a TED Conference.





In years past, the different Philips Healthcare divisions have participated in RSNA's annual meeting separately, with each hosting their own events. For this year, they pooled their resources together to create one united experience.

With no time for logistical changes between events, the space had to accommodate everything from a casual breakfast for 12 to a keynote dinner for 300.

**Philips chose Chicago's historic Navy Pier to serve as the backdrop. With 80-foot ceilings and panoramic views of Lake Michigan and the city's skyline, Navy Pier is more than a space; it's a destination.**

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The design for the space used Philips' signature white and blue colors and a specially engineered logo hanging overhead. We used half the venue to share Philips' unique brand stories and reserved the large ballroom space for the keynote event. This ensured that the small, intimate events didn't get lost in the shuffle and that the larger, more elaborate events maintained their grandeur.

**Philips takes a human approach to healthcare, so it was important to create multiple, versatile areas that would encourage conversation and ideation.**





Natural lighting and warm materials like wood and carpet created a welcoming space for guests to linger and chat with colleagues, while light boxes and display cases told stories of Philips' innovation and real-world successes.

In the Healthy Living Kitchen, the Philips chef demonstrated the company's kitchen appliances to guests looking for a respite from the larger medical environment. Air-fried French fries, pasta with fresh herbs and juicing demonstrations affirmed Philips' holistic commitment to patient health—from hospital to home.

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**Over the course of four days, Philips enjoyed the largest turnout it had ever seen at RSNA, hosting more than 900 attendees.**

The pinnacle event, Global Innovation Night, quickly reached capacity with nearly 300 leading radiologists from all over the world attending.



**Say hello.**

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