

+1 586-329-9005 | www.diondesign.com



Lisa Dion

Art Director | Sr. Graphic Designer

EVENT DESIGN PORTFOLIO



01 GNA | ACT EXPO



Compuware
THE TECHNOLOGY PERFORMANCE COMPANY

+ CISCO

Strategic Technology Partnership



Integrated Mobile Solutions

**Don't just get in the game
— change it.**

we can turn mobility into opportunity.

**Don't Just Accomplish Mobile Objectives
— Improve Your Business**

"We were launching an innovative app to connect with a new segment and needed it to work right the first time. Compuware delivered for us and we delivered for our customers."

— CTO, Retail Greeting Card Company

- Your mobile app is a 24/7 sales channel that you can't ignore.
- Your mobile app is a 24/7 sales channel that you can't ignore.
- Your mobile app is a 24/7 sales channel that you can't ignore.

THE TECHNOLOGY PERFORMANCE COMPANY

02

APM Reduces Event Risk

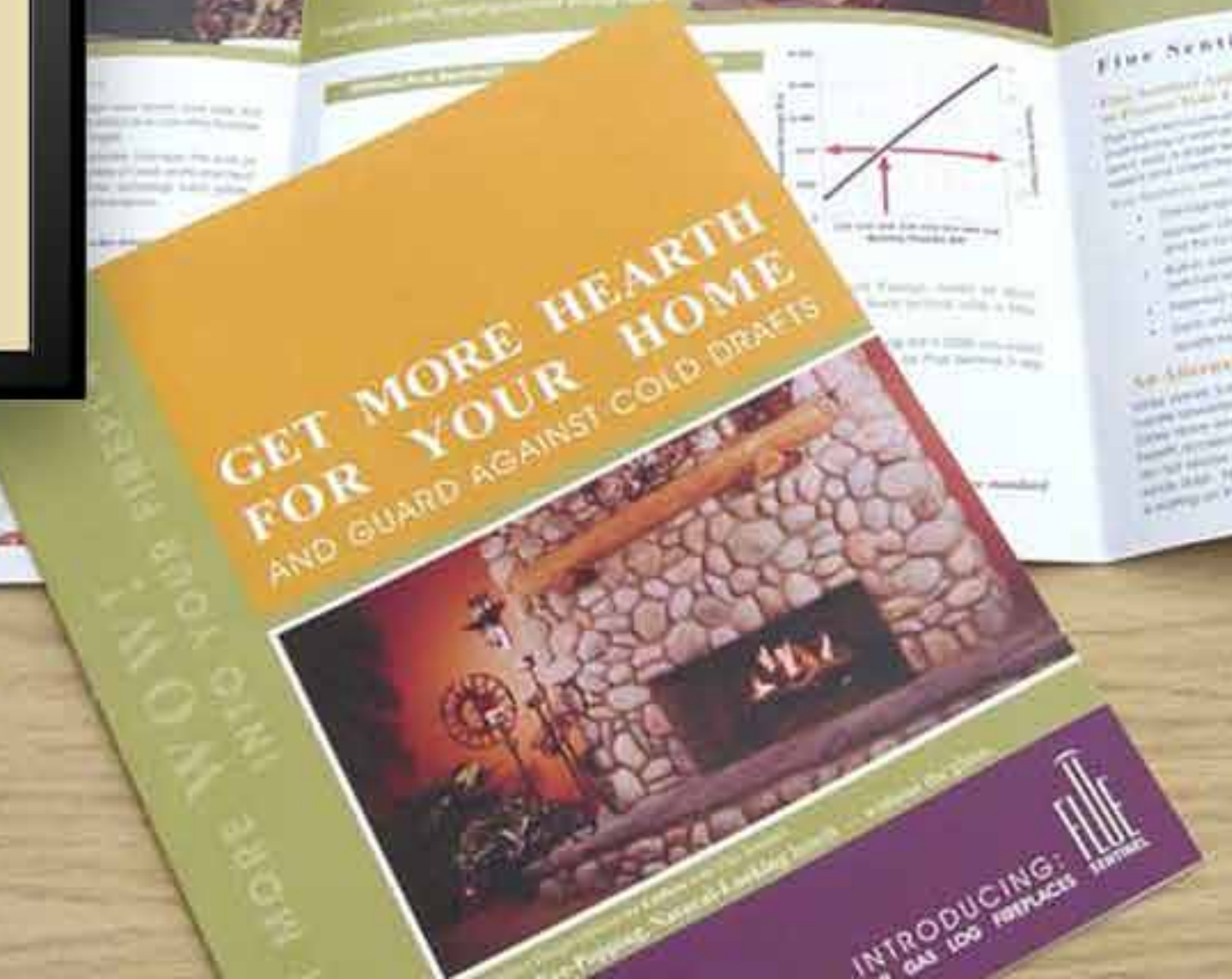
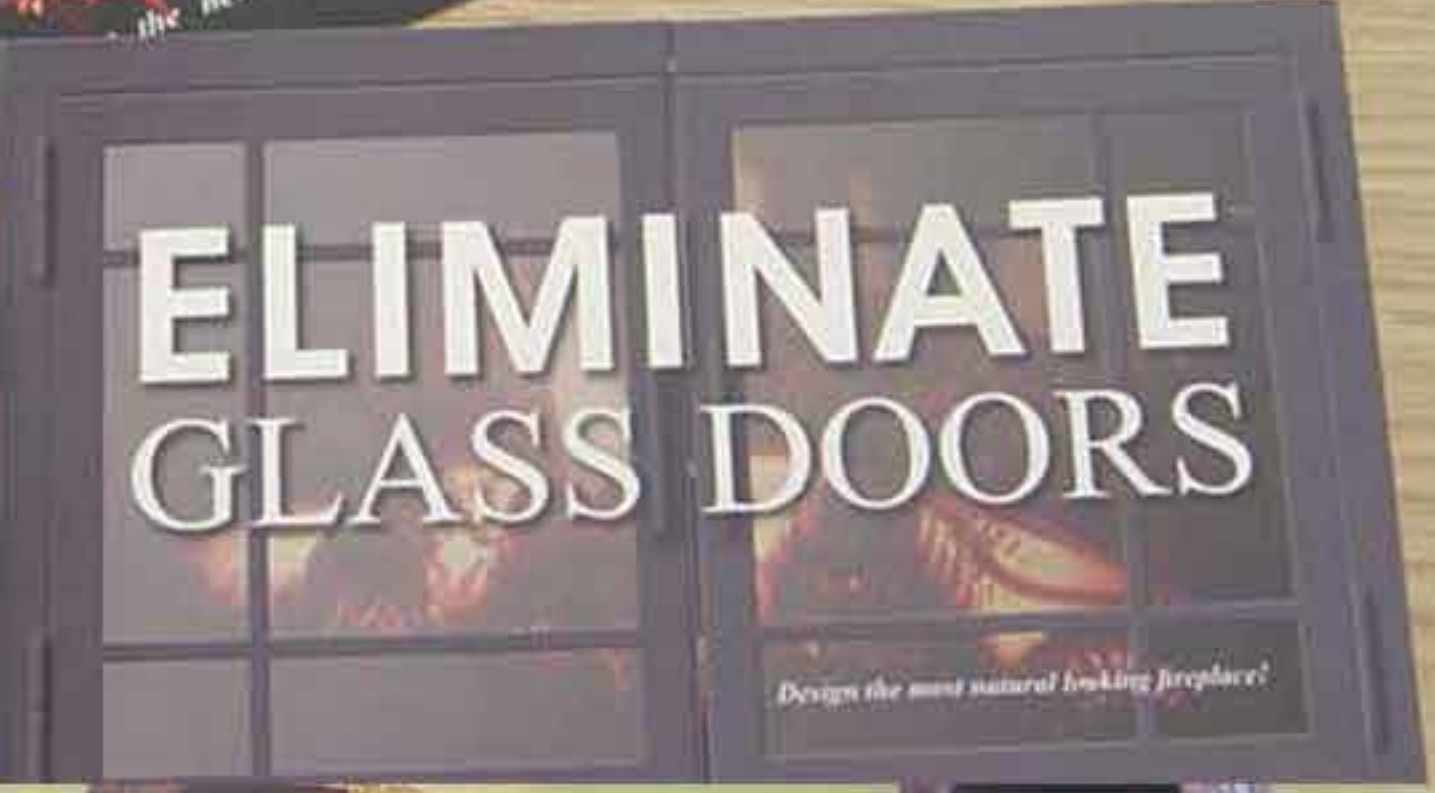
APM Reduces Customer Costs

APM Increases Cisco Sales

COMPUWARE + CISCO

Compuware exclusively ships Cisco UCS servers for delivery of Gomez APM On-Premises Solutions.





FLUE SENTINEL

Here's How Flue Sentinel Works:

- 1 The fireplace is turned on and a signal is sent to the Flue Sentinel.
- 2 The Flue Sentinel damper opens, then signals the fireplace circuit.
- 3 The fireplace circuit ignites the gas logs.

03 FLUE SENTINEL



GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT




GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

Thursday, March 26 2015 | Metro Detroit

HOSTED BY
WTI

THANKS TO OUR SPONSORS!



AGENDA

8:00 AM - 8:50 AM	
8:50 AM - 9:00 AM	
9:00 AM - 10:00 AM	60 minutes
10:00 AM - 10:15 AM	
10:15 AM - 11:00 AM	Setting a Strategic Direction for Big Data 45 minutes SESSION 1
11:00 AM - 11:15 AM	
11:15 AM - 12:00 PM	Ford's Connected Analytics Case Study 45 minutes SESSION 2
12:00 PM - 1:00 PM	
1:00 PM - 1:05 PM	
1:05 PM - 1:50 PM	Data Driven Marketing and Analytics in Michigan 45 minutes SESSION 3
1:50 PM - 2:05 PM	Break 3 (15 minutes) Snacks and Refreshments
2:05 PM - 2:50 PM	Unleashing the Power of Your Data: From Basic Reports to Prescriptive Analytics 45 minutes SESSION 4
2:50 PM - 3:05 PM	Break 4 (15 minutes) Snacks and Refreshments
3:05 PM - 3:50 PM	Big Data - Architecting for Big Data: Trends, Tips, and Deployment Options 45 minutes SESSION 5
3:50 PM - 4:00 PM	Break 5 (10 minutes) Snacks and Refreshments
4:00 PM - 4:45 PM	Keynote: Donald Farmer Breaking Bad for Analytics Adoption 45 minutes Qlik
4:45 PM - 5:00 PM	Closing Remarks 15 minutes

WAYNE ECKERSON,
ECKERSON GROUP

KEYNOTE:
THE FUTURE OF DATA
AND ANALYTICS:
GAME-CHANGERS ON
THE HORIZON

DAY ONE | DATA ANALYTICS
March 9 | 12:00-12:45 P.M.



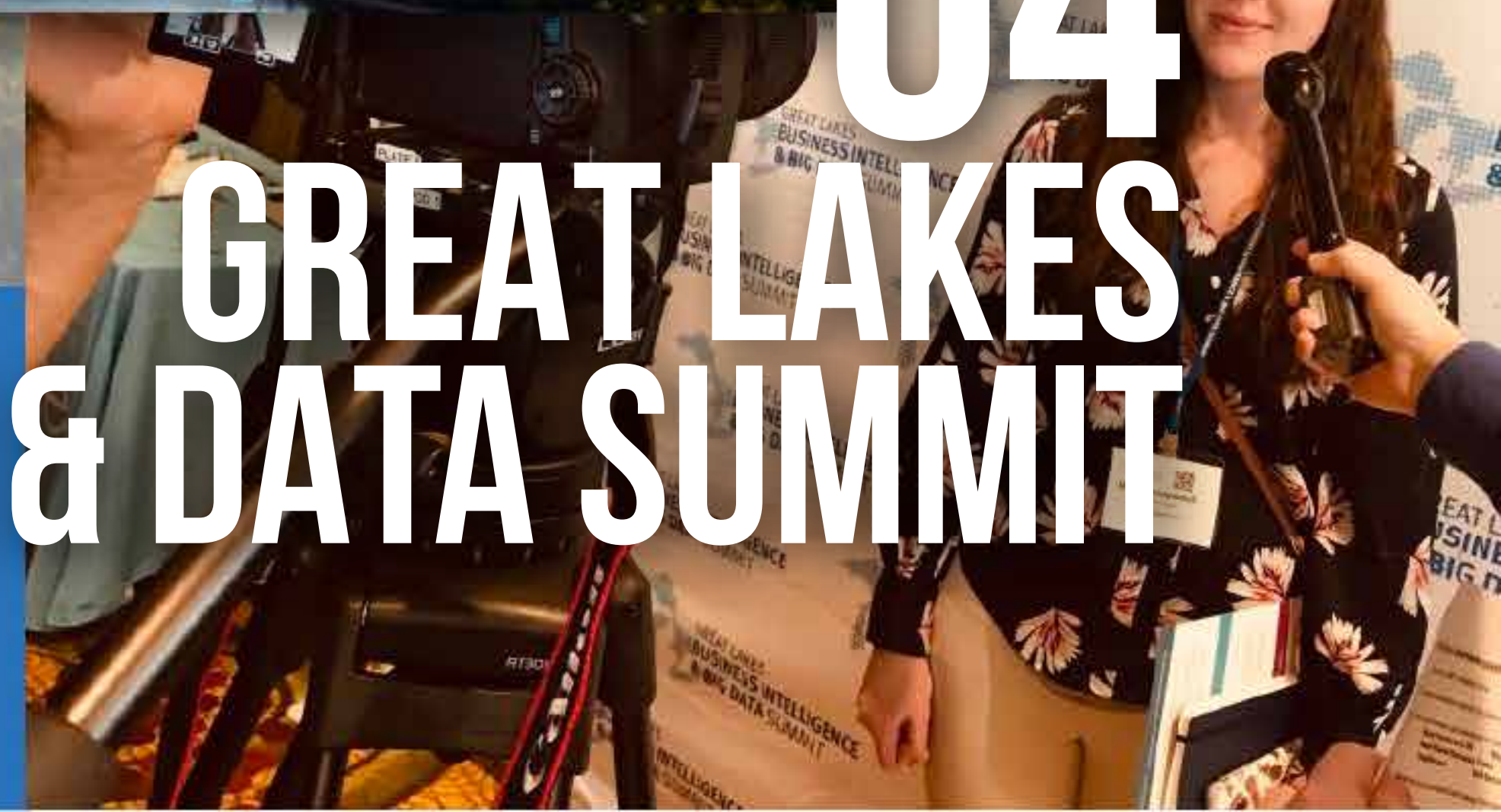

GREAT LAKES
DATA & ANALYTICS
SUMMIT

04

GREAT LAKES
& DATA SUMMIT

KEYNOTE SPEAKERS

	Boris Evelson Vice President, Principal Analyst Forrester Research Topic: Systems of Insights - The Next Generation BI		Donald Farmer Vice President of Innovation and Design Qlik Topic: Breaking Bad for Analytics Adoption
---	--	---	---





05 DIGNITY HEALTH





06
ZONE PERFECT

Give it
a Giggle

FIRST NAME

LAST NAME

ENTER YOUR EMAIL ADDRESS



Give it
a Giggle



touch here to begin

hellojell-o



07

JELL-O
GIVE IT A GIGGLE

CREATING
ON AND
OFF COURT



NBACROSSOVER

**DROPPING DIMES
CHALLENGE**

Nextperience
THE EXPERIENCE DESIGN & DEVELOPMENT LAB

ALL STAR 2024 INDY NBACROSSOVER

TOPPING DIMES CHALLENGE. DOWNLOAD THE NBA EVENTS APP AND CLICK ON THE DROPPING DIMES BUTTON IN

NOW PLAYING
MILES D.

★★★★★

ALL STAR 2024 INDY NBACROSSOVER

★★★★★

**DROPPING DIMES
CHALLENGE**

OPEN THE NBA
EVENTS APP TO PLAY

ALL STAR 2024 INDY NBACROSSOVER

★★★★★

08

NBA ALL-STAR
CROSSOVER



We love to turn great ideas into beautiful products!

09 E-LEAD RESOURCES



CASE STUDY:
Dignity Health Brand Transition

Dignity Health is a California-based not-for-profit public benefit corporation that operates hospitals and ancillary care facilities in 17 states. As such, it is exempt from federal and state income taxes. Dignity Health is the fifth largest hospital system in the nation and the largest not-for-profit hospital provider in California. They have 39 main hospital and dozens of care centers, medical group and foundation entities in various states. Dignity Health was founded in 1886 by the Sisters of Mercy under the name Catholic Healthcare West.

From the time of its founding, and until 2012, the company was an official ministry of the Roman Catholic Church. In 2012, the company's corporate governance structure changed, moving it out of the Catholic Church and resulting in a name change to Dignity Health.

During the fall of 2011, eLead Resources Inc was brought in to manage a brand transition from Catholic Healthcare West to Dignity Health.

When we first started working with Dignity Health, their promotional products management was in disarray. All of their promotional products were ordered from local vendors, therefore paying a premium price and not taking advantage of their purchasing power. They also did not have a brand store for Catholic Healthcare West. We proposed that going sole source with eLead would not only save them money, but also make their promotional products management easier.

savings were then passed on to Dignity Health and they were able to save a considerable amount of money system wide. The agreed upon rate also gave them complete transparency to all costs.

In January of 2012, the brand-store www.dignitypromo.org was launched. The brand-store displays products "virtually" allowing Dignity Health to display a plethora of branded promotional products without having to order thousands of dollars of products upfront, and to have a large amount of inventory. Our goal was to manage the transition of products.

by corporate before moving forward. We also developed a brand store, located at www.dignitypromo.org, to display and distribute all Dignity Health branded merchandise. The site is accessible externally for retail, as well as internally to Dignity Health employees via a login and password.

Implementation of the system, eLead is able to monitor total spend.

- Purchasing power** - eLead is able to leverage volume, and spread system wide. We are an end-quantity-pricing almost all products.
- Ghost card** - Dignity Health allows for vendors to see invoices instantly, importantly it allows facility and department limitations on spend, also providing record purchase.
- Initial launch pack** - eLead helped Dignity Health with an initial launch pack that included a laptop, a reel and a note from the CEO. This package was a great exchange for every facility so eLead was able to get 65,000 employees on a package.
- Phasing out old inventory** - eLead helped implement an urgent process to phase out old CHW items so that Dignity Health products were the only ones available.
- Budgets** - Dignity Health implemented a system that allowed for the "ghost"



Michigan Nonprofit Association

#SUPERCONFERENCE

Nonprofits Catalyzing Community Prosperity

Welcome Mat Detroit

Client: Welcome Mat Detroit | Kellogg Foundation

Michigan Nonprofit Association
#SUPERCONFERENCE
Nonprofits Catalyzing Community Prosperity
ROLE: Art Director, Sr. Graphic Designer
TOOLS: Illustrator, Photoshop, InDesign

Grand Rapids, Michigan
10/15 - 10/16/2013
42 00 51 46

Home News Schedule Features Special Events Sponsors Hotel Registration

Join Us for the 2013 MNA Super Conference!



1 2 3 4 5 6

Don't miss your chance
Register Now!

Keynote Speakers



10

MNA | SUPERCONFERENCE

MEMORY

Match Game

by **Nextperience**
THE EXPERIENCE DESIGN & DEVELOPMENT LAB



BOOTH 322 and 324

Water Treatment

Client: Drummond American

ROLE: Art Director, Sr. Graphic Designer

TOOLS: Illustrator, Photoshop, InDesign



PICK YOUR PBX SPECIAL
Regular price: \$2,500

\$2,250 ONE TIME PAYMENT
(no additional/recurring fees)

5 MONTHS INTEREST FREE FINANCING
(5 monthly payments of \$450)

START UPSELLING WITH MEMORY MATCH GAME
Daren Anderson: d.anderson@youreventstore.com
Lisa Anderson: lisa@youreventstore.com
Bob Schinker: bobs@nextpericnelab.com



11 GROW YOUR BUSINESS BEYOND THE BOOTH

MEMORY MATCH PHOTOBOOTH EXPO



www.TheMemoryMatchGame.com



Lisa Dion

Art Director | Sr. Graphic Designer

ART DIRECTOR
GRAPHIC DESIGNER
DOODLE MOM
ART ENTHUSIAST
PRINT & DIGITAL DESIGN