

An inviting way to reach clients

ITSO clients needed to stir up excitement for a fun event: a morning of golf, breakfast and prizes at the East Lake Golf Club, where potential clients could learn about communications solutions from IBM and Avaya. They needed a catchy invitation to inspire a strong turnout to their carefully planned event. So, they turned to project manager [Raynell Neal](#) for help.

Raynell organized a team known for exceptional creativity, with [Holly Anagnos](#) as the writer/editor and [Christopher Olson](#) as the graphic designer. Holly used figurative language and wrote entertaining copy that was funny, not “punny.” Chris’ use of color was consistent with the writer’s headline, “go for the green,” and visually helped to convey the message with a bold, clean style. The result was a well-attended event that helped to drive sales. When you need creative collateral, you know the score: The ITSO gets your target audience fired up about engaging your products.

[Back to Top](#)