

Another happy ending with the ITSO creative team

Vivianne Farmer (Manager, Collaboration Agenda and Industry Marketing, Lotus) contacted the ITSO for help in developing a brochure. Holly Anagnos was the writer and Christopher Olson was the designer on the project. The goal was to help the client demonstrate how social media offers an entirely new realm of opportunities for disseminating information to the public during emergencies. So the ITSO team produced “Gov2.0: Disaster management operations enhanced by social media.” The graphic art and copy clarified and enhanced the client’s ideas, visually and verbally. And when the client was in a jam and needed a title right before the brochure went to print, the creative team came up with a revised title quickly—copywriting over the phone! The ITSO creative team delivered another happy ending to a client in a pinch, leading to new beginnings with social media—and with innovative marketing.

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