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**Association Forum launches new product website for meeting planners and suppliers
designed by McKenna Design Group**

[Chicago, IL November 21, 2019, McKenna Design Group] – McKenna Design Group is pleased to announce the launch of a new product website for its client, Association Forum. This product, Association Industry Meetings Metrics (AIMM), which can be accessed at <https://aimmforum.org/>, enables meeting planners, DMOs, CVBs and supplier partners to access actionable event intelligence about participants in the Chicagoland events market. Association Forum engaged McKenna Design Group (MDG) to develop an updated front-end website and develop marketing collateral for AIMM.

For this project, MDG kept the content short, punchy and conversational to be both scannable and comprehensive. Writing the copy was a challenge, in that it needed to appeal to both meeting planners and event suppliers. MDG tackled this problem by adding the “AIMM is for business event pros” section, which explicitly addresses the value that AIMM brings to each audience. Featured headlines were incorporated in each section to help visitors navigate the page and find relevant information quickly. Several calls-to-action were also included to encourage meeting planners and suppliers to engage with the product, and AIMM higher.

For the design, MDG opted for simple graphics and clear calls-to-action to reinforce the messaging. The overall design has a clean, graphic look that uses white/light gray as the base color, red and blue as the primary accent colors, and yellow as the secondary accent color. Perhaps the most striking feature of the homepage is the colorful red, yellow, and blue graphic of the Chicago skyline that directly references AIMM’s Chicago roots. MDG also incorporated the AIMM “pin” into the image, which reinforces the idea of “aim.” The remaining pages portray a clean look that uses large graphics and accordion elements to clearly communicate key messages.

The design of the website and supporting marketing materials were a great success, and the leadership at Association Forum was especially pleased with MDG’s work. Michelle Mason, FASAE CAE President and CEO at Association Forum, was delighted with the outcome. “A big thank you to the McKenna Design Group team on the branding of AIMM. We are very

appreciative of the quality of work and your responsiveness. We look forward to engaging MDG in future phases.”

Established in 2002, MDG aligns Big Idea strategy, brand-led design and online technologies to help organizations find their competitive edge. Warren McKenna, MFA CAE adds “it was an honor to support Association Forum and its member-companies in such an important initiative. Using data-driven metrics to shape the future of Chicago associations’ slice of America’s meeting market is historic and positions Forum to remain relevant and at the leading edge of technology for meeting planners, DMOs and CVBs.” To learn more about MDG, view case studies, or connect about future projects, visit www.wmdesigngroup.com.

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McKenna Design Group (www.wmdesigngroup.com) is a full-service marketing communications and technology firm, committed to developing integrated, results-driven solutions. The agency serves associations, non-profits and B2B companies that understand the power of marketing and technology. Return on Experience® delivers powerful results.

Association Forum (www.associationforum.org) is dedicated to advancing "the professional practice of association management." Founded in 1916, Association Forum serves 47,000 association professionals whose efforts serve more than 37 million members and generate \$22 billion in global annual expenditures.