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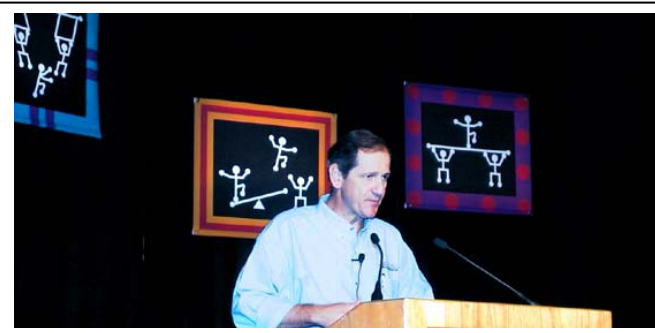
Michael Howell
Creative Solutions

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“Daring” Theme brings added excitement to NMS Conference

For the third consecutive year, Howell & Associates, Inc. partnered with Kennard Design (Boston) to create and produce the theme, promotions, print materials, and multi-media modules for client Natural MicroSystems’ Alliance Partner Conference (APC) in Orlando FL and subsequent APCs worldwide.

Howell & Kennard utilized the company’s trademarked “Circuit Man” symbol in a circus setting, and developed a series of messages and graphics to reinforce the APC’s themes of collaboration, precision, trust, and daring. This carried through the direct mail campaign, website promotion, conference brochure, staging, and signage.



NMS acrobats provide the setting for Natural MicroSystems’ CEO Bob Schechter to address the Alliance Partner Conference.

In addition to his project strategy and copywriting duties, Michael Howell conceived and storyboarded a unique animated Conference opener, then oversaw production at FableVision (Watertown, MA). Howell also provided full-time onsite support in Orlando, including overseeing show flow, directing Conference photographers, and providing daily Conference updates to the NMS website.

By relying on a small, closely-knit, and experienced creative resource, Natural MicroSystems was able to make their 1999 APC events truly effective for the company and NMS partners around the globe.

If your company wants this kind of comprehensive creativity, call 617-630-9091 or email: mh@mhowell.com