

Delta Gamma
CONVENTION 2024 BRAND

EVENT BRANDING
2025 FCA AWARD SUBMISSION



EVENT OVERVIEW

Conventions are a unique experience where members from all across North America come together to conduct business, celebrate sisterhood and share their experiences. Delta Gamma's 71st Biennial Convention was also a culmination of the sesquicentennial celebration which kicked off at Convention 2022.

This Convention brand was the first extension of the 2020 Delta Gamma rebrand. Convention 2024 was held in Palm Desert, California at the JW Marriott Desert Springs Resort which has iconic flamingos on-site that were a center for the brand. It was intended to be fun, fresh and connect closely with the Palm Desert aesthetic while having the familiarity of the mother brand. Two original concepts were introduced and the final one was decided and built out to address event and promotional needs, including print and digital/social media, photography style and hotel branding.

The brand features the two main Delta Gamma colors (pink and blue) and two supplemental colors (bronze and green) to provide increased flexibility for different usages. Two new fonts were introduced, and one brand font was included for familiarity. The next pages include excerpts from the Convention brand guidelines. [View the full guidelines here.](#)

LOGO VARIATIONS



BRAND MESSAGING OVERALL FEEL AND TONE

CELEBRATORY OF 150 YEARS OF SISTERHOOD

Remember we are concluding our big biennial milestone!

RELAXED AND REFRESHING

Think how you'd feel after spending a week at this beautiful resort.

FUN AND SISTERLY

We are kicking off with a flamingle party, this Convention screams "fun".

CLEAR AND CONCISE

The mid-century modern vibe was always less is more.

FONTS

PALM CANYON DRIVE

CALLOUT TEXT

Heavy
Regular
Thin

FONCESCA ROUNDED

HEADINGS

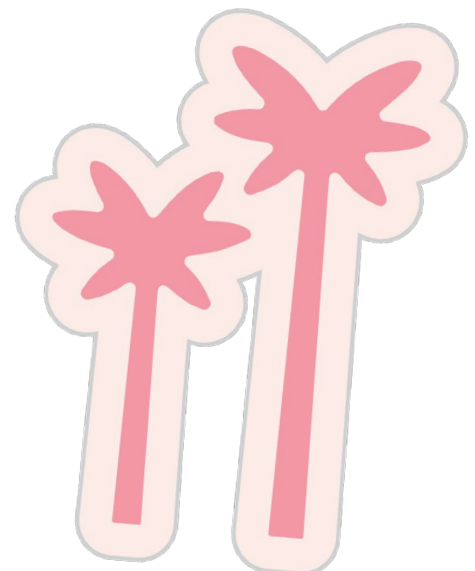
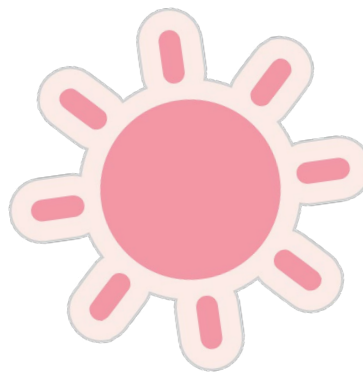
BOLD
REGULAR

MONTERRAT*

Delta Gamma Brand Font

BODY COPY

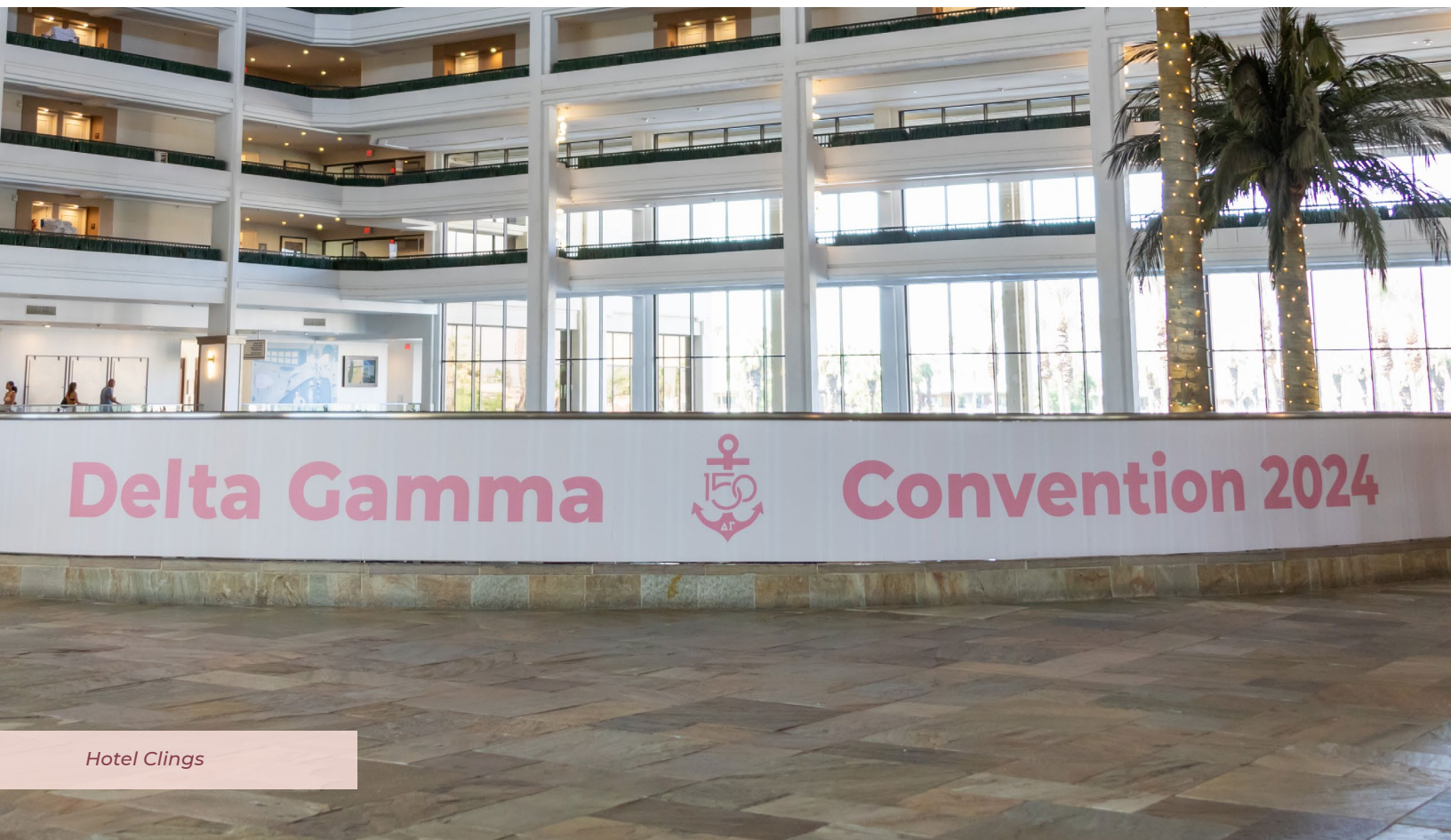
SemiBold
Regular
ExtraLight



BRAND IN-USE

Convention is Delta Gamma's largest event. As such, there were a lot of fun and exciting ways to use the brand leading up to and during the event. Below are a list of items created or used for the event that will be shown in-use in the next pages.

- Archives exhibit and interactive pop-up exhibits
- Convention Adventure program
- Digital/social media and new event microsite
- Giveaways/attendee swag
- On-site branding
- Photo opportunities
- Print Materials
- Videos



ARCHIVES EXHIBIT AND INTERACTIVE POP-UP EXHIBITS

We brought over 100 artifacts spanning 150 years of history to attendees in Palm Desert. A majority of Delta Gamma's most precious and oldest artifacts were on display for the first time for Convention attendees to see. The exhibit connected with other programming, including:

- A passport to collect stamps at activities throughout the week
- A 140th birthday celebration for the Fraternity's quarterly magazine
- A place to share hopes for Delta Gamma's future



Interactive pop-up at the Sesquicentennial Hub



ANCHORA Birthday Party



Interactive pop-up at the Archives Exhibit



ANCHORA Magazine Wall



Archives Exhibit Display



CONVENTION ADVENTURE

Convention Adventure is an exciting Delta Gamma initiative that gives two lucky alumnae the ultimate VIP experience at the biennial Convention—an all-expenses-paid trip filled with celebration, connection and sisterhood. As special guests, the winners are recognized throughout the event, making them ambassadors for the Delta Gamma experience and inspiring lifelong engagement.

DIGITAL MEDIA GRAPHICS



SEE THIS POST [HERE](#)

SEE THIS POST [HERE](#)

SIGNAGE



BINDER INFORMATION AND BUTTON

CONGRATULATIONS, JOY!

Welcome to Palm Desert for Delta Gamma's 71st Biennial Convention as we celebrate 150 years of sisterhood!

As the Convention Adventure winner's guest, it is wonderful to have you join us in this celebration of our sisterhood. We hope you will find yourself inspired by all that is offered—from engaging speakers and educational sessions to the recognition of member achievements and Fraternity's legislative business. It is sure to be a wonderful time full of opportunities to meet and enjoy the company of sisters from across North America, while sharing the experience that will influence the future of Delta Gamma.

The information in this packet is designed to help you navigate your way through the events of the weekend and make the most of your time here. It includes:

- ★ Your Personalized Convention Schedule
- ★ Brand Ambassador Information
- ★ Contact Information

Please also enjoy the "goodies" provided as a small token of our appreciation of your continued commitment to Delta Gamma. They are meant to make your experience even more enjoyable.


We hope you will share your experience with your sisters back home and across the Fraternity on social media using #DGCConvention2024.

If there is anything I can do to assist you during the weekend, please don't hesitate to let us know.

Wishing you a fun-filled time! May it provide you with many amazing lifelong memories.

Thank you for being here!
ITB Always.

Vanessa Milara Alzate
Vanessa Milara Alzate, Epsilon Psi-Rutgers
Council Trustee, Alumnae
Cell/Text: 908-370-5593





WELCOME TO

Delta Gamma

CONVENTION 2024



JOY RICH

CONVENTION ADVENTURE GUEST



Schedule of Events

THURSDAY, JUNE 27

| | |
|------------------|--|
| 3 p.m. | Arrival hotel check-in |
| 4:30 – 5:15 p.m. | Convention for First Timers <i>required</i> |
| 5:30 – 6:30 p.m. | Break/free time <i>get ready for banquet</i> |
| 6:45 – 8:15 p.m. | Opening Banquet <i>seated with Council</i> |
| 8:30 – 10 p.m. | Welcome party |

FRIDAY, JUNE 28

| | |
|---------------------|---|
| 7:30 – 8:45 a.m. | Breakfast |
| 9 – 10:15 a.m. | General Session #1 |
| 9:15 – 9:45 am | Photos and interview with ANCHORA Editor, Jayme Detweiler Crowell |
| 10 a.m. - 2:45 p.m. | ANCHORA Birthday Celebration |
| 11 a.m. – 12 p.m. | Election Forum |
| 12:30 – 2:30 p.m. | Lunch (Foundation Lectureship Speaker) |
| 2:45 – 4:15 p.m. | Foundation Annual Meeting |
| 4:15 – 6:30 p.m. | Free time |
| 6:30 – 7 p.m. | Connection and Networking Social |
| 7:15 – 9 p.m. | Foundation Banquet |

CONVENTION Adventure

DG CONVENTION BRAND AMBASSADOR


Welcome to Convention, Tracy and Joy! We are so excited to have you both here as our Convention Adventure winners. As the winners, we have a special task for you – we'd like you both to be social media brand ambassadors for Convention 2024. What does that mean? Essentially, you will document your experience through pictures and social media. Through this, you will get to bring the Convention experience to our many sisters who aren't able to attend. The checklist below outlines the opportunities we have for you, and tells you how to get started!

- Share your social media handles with the Fraternity, so we can follow you.
- Follow both the Fraternity and the Foundation on our major social media channels, if you have an account.

FRATERNITY
Instagram: @deltagamna_eo
Facebook: k12tagamma

FOUNDATION
Instagram: @dgcfoundation
Facebook: /DeltaGammaFoundation

- Post to social media at least two times a day (on any channel you prefer).
- Share to Facebook or Instagram something new you've learned/experienced each day.
- Add #DGCConvention2024 to all social media posts.
- Record one of your days at Convention (pick any day). Write what you do in a time entry format, like you're writing a "Day in the Life" entry, and email it to Assistant Director for Communications Caitlin Soltesz, caitlin.soltesz@deltagamna.org.
- Meet ANCHORA Managing Editor Jayme Detweiler Crowell, Alpha Psi-Arizona, in the registration area on Friday, June 28 at 9:15 a.m. for your photoshoot!



CONTACT PAGE

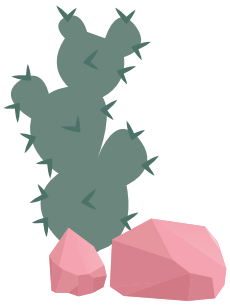
We are so excited to have you both here and hope you have a magical time with all of your sisters! If at any time you need anything or have any questions, please feel free to reach out to any of the below contacts. We are here to help you and look forward to spending time with you this week!

AMY RIESINGER
Assistant Director for Alumnae Services
Cell: 912-660-2694
Email: amy.riesinger@deltagamna.org

KIM CASTELO
Alumnae Membership and Engagement Specialist
Cell: 678-576-7445
Email: kim.castelo@deltagamna.org

VANESSA MILARA ALZATE
Council Trustee; Alumnae
Cell: 908-370-5593
Email: councilalumnae@deltagamna.org

HANNAH TICE
Assistant Director for Events
Cell: 614-859-0503
Email: hannah.tice@deltagamna.org

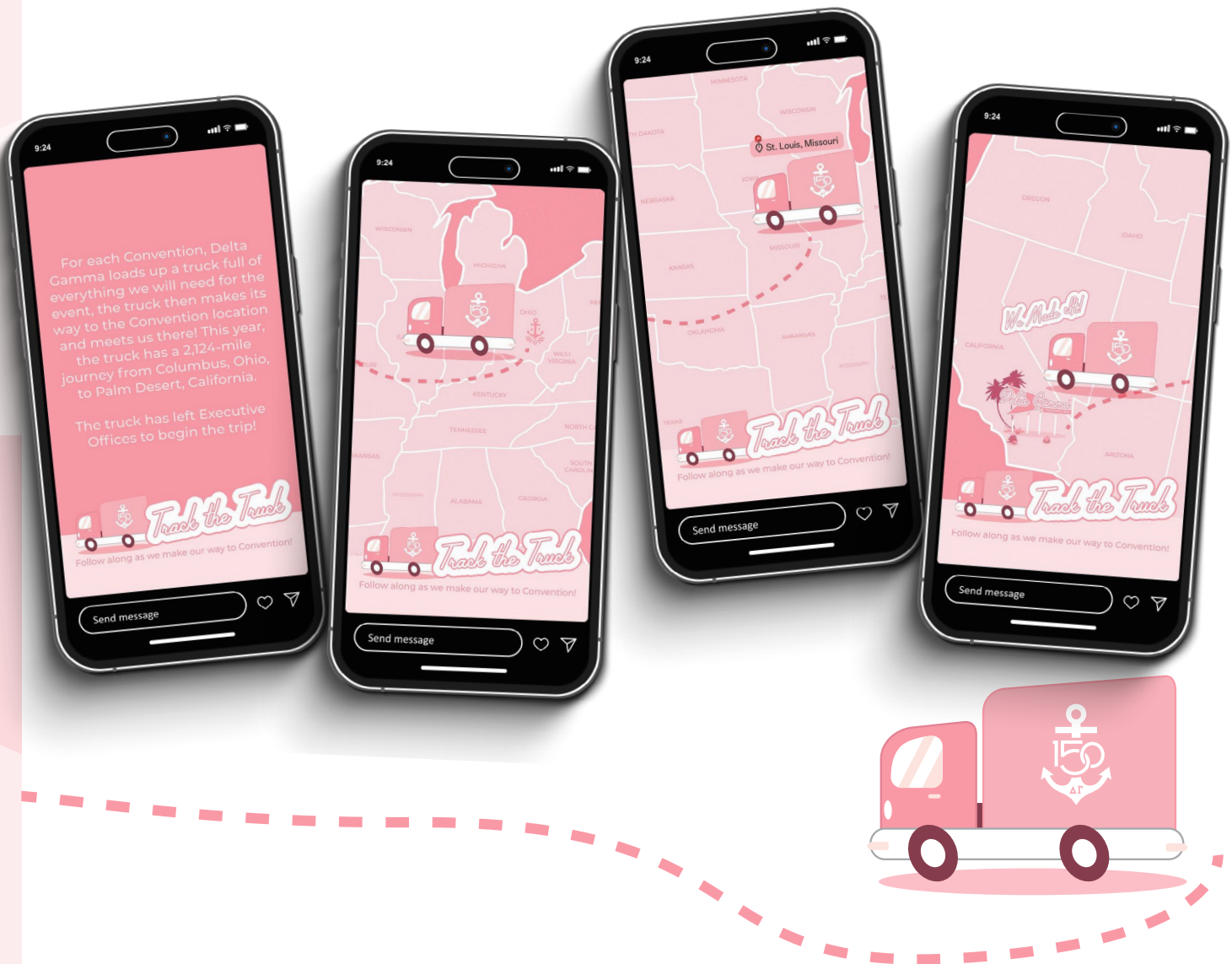


DIGITAL, SOCIAL MEDIA AND MICROSITE

Digital and social media were a huge part of the overall Convention brand and communications strategy before and during the event.

TRACK THE TRUCK

As part of our 2024 Convention, we introduced a fun and engaging “Track the Truck” series on social media, allowing our community to follow Delta Gamma’s truck packed with event materials, décor, and more on its 2,124-mile journey from Columbus, Ohio, to Palm Desert, California. This post kicked off a six-part series that provided exciting updates on the truck’s cross-country adventure and its grand arrival at Convention 2024, all while maintaining a cohesive theme through our Convention branding.

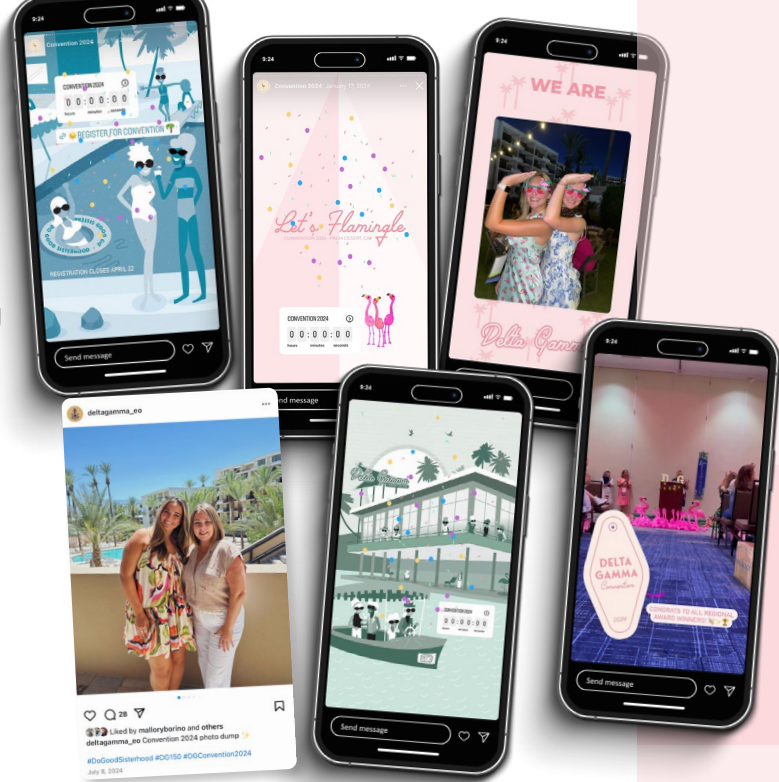


SOCIAL MEDIA

We engaged with on-site attendees and followers through social media throughout the event using branded stories and resharing posts from attendees throughout the event.

REELS

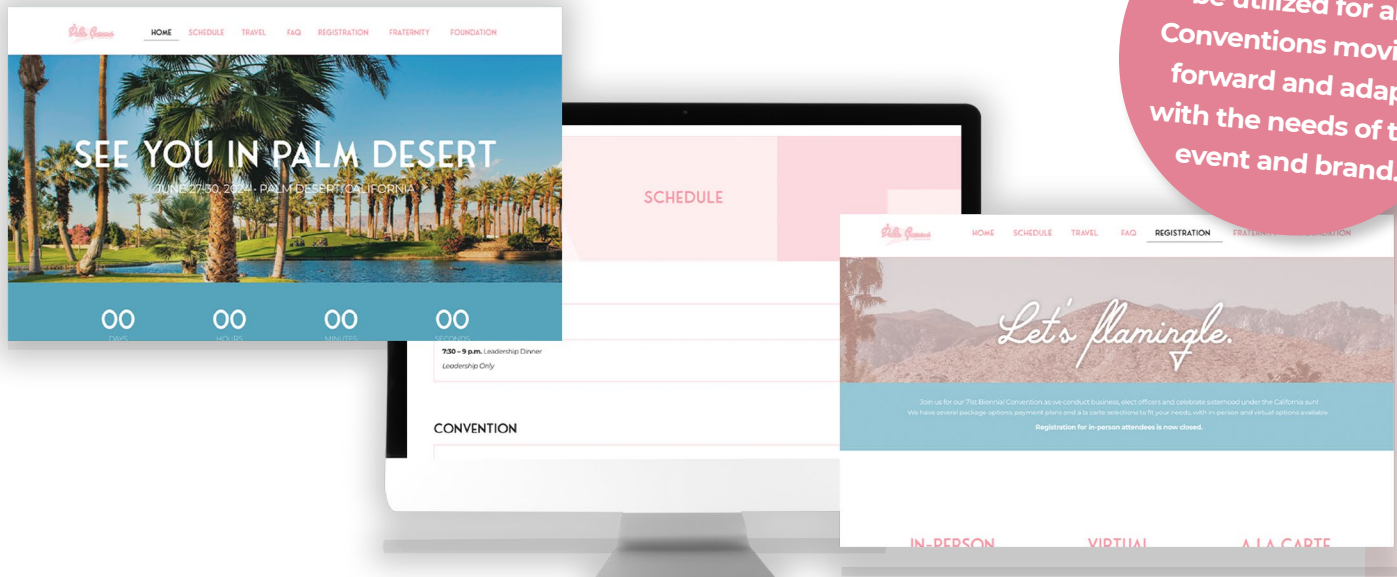
- Day 1
- Day 2
- Wrap Video
- What's better...?
- When DGs Understand the Assignment



CONVENTION MICROSITE

A Convention microsite was created to serve as a one-stop shop for all event-related communications and information, including business, delegate, registration and travel information and frequently asked questions.

Since implementing the microsite, the events team saw a 100% registration rate among Delta Gamma Leadership, and a significant decrease in the number of event-related questions. As of the microsite received over 13,000 users and 44,000 total page views since launching in October 2023.



GIVEAWAYS/ATTENDEE SWAGS

Attendees of every Delta Gamma event receive a variety of branded items and merchandise and have additional Items available for purchase. Convention 2024 featured branded coasters and keycards of Palm Desert-style mid-century scenes used throughout the event, stickers, totes, keychains and pins and a t-shirt was available for purchase in two brand colors.

COASTERS



STICKERS



TOTE



KEYCHAIN



TSHIRT



ROOM KEYCARD



ON-SITE BRANDING

We branded everything we possibly could on-site, including:

- Boat toars, with three boats named after our Founders
- Decor, including pillows and rented foyer furniture, key cards, photo ops, pool balloons and centerpieces
- Flamingle welcome event
- Branded clings throughout the event space, including hotel elevators, lobby, registration and session doors



ON-SITE BRANDING CONTINUED



Hotel Clings



Banquet



Elevator Clings



Branded Tablescapes



Hotel Clings



Floor Directional Signage

Flamingle Welcome Party



Branded Furniture



Hotel Clings



Hotel Clings

Hotel Clings



Branded Boat Tours



Closing Banquet



PHOTO OPPORTUNITIES

A Delta Gamma event staple, we intentionally crafted photo opportunities for attendees throughout the event that aligned with the overall Convention brand and specific event themes.



Awards Banquet



Mid-Century Scenes



Flamingle Welcome Party Photo Booth



Mid-Century Scenes

PRINTED MATERIALS

Printed materials were used In a variety of ways to inform and engage attendees.

PROGRAM

The 56-page program book provided on-site logistical and operational information, Including the full schedule, proposed Constitutional Amendments, speaker bios and other event programming.



[View The Full Program Here](#)

CARDS

Postcard-sized handouts were used in a variety of ways throughout the weekend. At the banquet celebrating the conclusion of our sesquicentennial, guests found a card at their place setting where they could share a message to future sisters and drop it in the time capsule to be opened in 50 years.

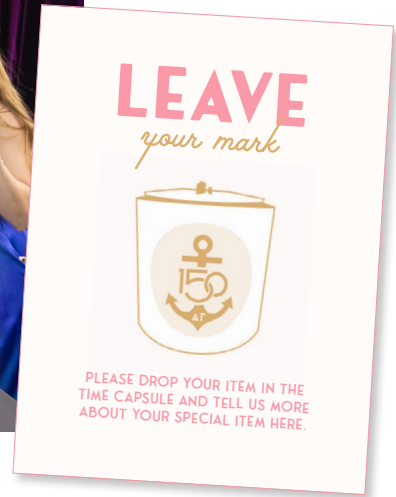


Opening Banquet Table Setting



Adding to the 150 Timecapsule

SIGNAGE



OTHER

Other printed materials included signage, nametags and a passport was designed to collect stamps at activities throughout the week, encouraging attendees to explore DG history.

PASSPORT BOOK



TRIVIA HUNT GAME



NAMETAG



VIDEOS

As part of our sesquicentennial conclusion, there were many exciting messages to share with attendees and the overall membership through videos played on-site and later shared on social media.

VIDEOS

- [Welcome to Palm Desert](#)
- [I Am A Sorority Woman Luncheon](#)
- [Unveiling of the Digital Archives](#)
- [State of the Fraternity](#)
- [Sesquicentennial Conclusion](#)
- [Looking to the Future](#)

