



DENTAL TRADE SHOW PREPARATIONS

Meet our client

A well-known dental equipment manufacturer recognized by successful dentists worldwide as a leader in their market. They provide office design services and products known for their modern, sleek silhouette and high-quality materials that integrate perfectly into any dental practice or network.

Project challenges

- 1 Unrealistic deadline: The client was given a tight completion date for 25 graphic designs to be used in an upcoming trade show
- 2 Timing: The client contacted MLC on a Friday, requesting the 25 creative graphic design files to be completed and delivered in five days
- 3 Geographically dispersed team: MLC team members live in various states and time zones, which created a challenge when collaborating to complete the project promptly



Our strategy

Knowing time was of the essence, MLC quickly:

- Utilized our commitment as a partner to team up with our clients and help them achieve their goals within the unrealistic deadline
- Established a web-based team meeting to overcome the challenge of the team living in various states and time zones, allowing the project to flow through the design and proofing process rapidly
- Employed an "all-hands-on-deck" approach to engage all of the team's talents and skill sets
- Rebalanced our workload without disrupting other clients' projects and offered unlimited overtime (including evenings and weekends) to meet the client's in-hand due date



Sweet success

We provided rapid support to our client to meet their trade show in-hand deadline for the 25 graphic designs

Our client had a successful trade show with all of the necessary design graphics in place

The client reported favorable feedback from the Senior Director of Marketing regarding the graphic designs and adhering to deadlines