

University of Maryland Shock Trauma Center Gala

This gala evening showcased both the global leadership of the R. Adams Cowley Shock Trauma Center and the more intimate details relating to the scores of trauma care professionals needed to save one precious life.

Challenges:

- Infuse this annual event with new life and philanthropic purpose
- Raise funds and awareness to support the mission of the Shock Trauma Center and its Nurses
- Elevate the experience to align with the Center's leadership status and impact on a global scale
- Recognize Maryland's elected officials and EMS system for their efforts on behalf of the Center

Solutions:

- Multi-media program immersed guests in the sights and sounds of trauma care in new, interactive ways
- Trauma Nurses were recognized through patient letters of gratitude and LED bracelets glowing "Shock Trauma pink"
- Images, videos and spoken remarks provided proof points underscoring the Center's impact across the globe



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