**Headline Suggestions**

* **We are your one ideal agency partner**
* **Your One Ideal Partner for Oncology Excellence**
* **We deliver unforgettable**
* **We deliver unforgettable training experiences**
* **Delivering best in class scientific content and training in NEW ways.**
* **[Differentiate] Axiom**
  + **[Differentiate] how we approach current training methodologies**
  + **[Differentiate] how we built an oncology pillar of excellence**
  + **[Differentiate] how we deliver best in class scientific content for life sciences**
  + **[Differentiate] how we leverage emerging technology to create unforgettable**
  + **[Differentiate] how we engage audiences through the creation and delivery of live and virtual experiences**

### ****Possible Objectives****

* **Axiom applies modern learning principals to deliver best in class scientific content for the life sciences {*encompasses our scientific expertise and latest adult learning methodologies*}**
* **Axiom delivers unforgettable using the latest in emerging technologies {*encompasses video, AR, VR, interactive modules, ect from all TCEG agencies*}**
* **Axiom can engage audiences through the creation and delivery of live and virtual experiences. {*encompasses WRG & Moment event capabilities}***

**Booth/Event Ideas**

* **AR Targets on wall to deliver some “how we [Differentate]” content (video, images, text/testamonials, demos, etc). – leverage part for learning lab.**
* **Video Sting (TCEG video, Oncology Sting, Axiom/WRG/Moment latest collaboration.**
  + **DSI NSM**
  + **BMS Simulation Center**
* **Pre printed backdrop with “How does Axiom [Differentiate] for you?”**
  + **Photobooth testimonial with chackboad in front of backdrop.**
  + **Create photo montage for next day on our booth display**
* **Could The Moment Record our workshop to leverage next day in booth or post event online (pending permissions)?**
  + **I would have The Moment capture video of our booth, workshop & learning lab to leverage for a “Thank You For Joining Us” video post event and to provide a reminder of what’s new and demonstrate sustainability.**