

Advancing Affordable Housing Through “Connections”

Louisiana Housing Corporation

Communications: Promotional Materials and Newsletters

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DEFINING CONNECTIONS

Connections are defined as: (1) the act or state of being connected, (2) a link or bond, (3) an association or relationship, (4) a circle of friends or associates, and (5) the association with or development of something observed, imagined, discussed, etc. The Louisiana Housing Conference, better known as **Connections**, embodied each of these important characteristics.

Connections is Louisiana’s first all-inclusive housing conference and **the first conference hosted by the Louisiana Housing Corporation (LHC)**. This inaugural event was designed to help elected leaders and housing professionals learn, share and develop affordable housing strategies to build stronger communities across the state while creating a sense of community and connectivity.

From April 2-4, 2019, housing professionals convened at the Hilton Hotel in downtown Baton Rouge for a unique opportunity to connect with like-minded, mission-driven peers to examine, learn, and discuss how to improve the lives of Louisiana residents recognizing affordable housing as the cornerstone of the community.

LHC offers a wide array of housing services that are intrinsically connected. Therefore, Connections was divided into six tracks that addressed housing from an individual, regional and statewide perspective: Homeownership, Housing Development, Compliance, Energy Empowerment, Homelessness Solutions, and Community Development.

BRANDING CONNECTIONS

Connections was branded to convey the feeling of connectivity while complementing LHC’s recently launched brand. The logo and color scheme were designed to reflect a timeless look and feel that could be repurposed year after year. To further illustrate connectivity, elements of Louisiana’s interstate system were incorporated in the design to add a unique touch and local flare such as the interstate symbols, forward sign, and road maps.

Sponsorship levels were aligned according to the traffic volume of Louisiana’s interstate system from highest to lowest, i.e. I-10 Sponsors, I-20 Sponsors, I-49 Sponsors, I-55 Sponsors, and I-12 Sponsors.

PROMOTING CONNECTIONS

An integrated marketing and communications strategy was vital to rollout and introduction of Connections. The messaging and imagery was consistent and seamless across all mediums. LHC integrated systems and processes to enhance the initial conference experience by:

PROMOTING CONNECTIONS (CONTINUED)

1. Launching LouisianaHousingConference.com to serve as the one-stop-shop for all conference news and information. The website had an eye-catching design, intuitive one-click navigation, captivating images, and concise content.
2. Developing creative messaging that differentiated Connections from other housing conferences within the state.
3. Ensuring all materials were branded and focused on how the conference would benefit housing and community development professionals.
4. Utilizing personal letters to invite elected officials, partners, potential sponsors, and other housing professionals to participate and have their voices heard.
5. Executing drip campaigns to target and attract potential attendees and sponsors.

CONVEYING CONNECTIONS

For communities to be successful, their affordable housing initiatives must go beyond merely putting a roof over someone’s head to incorporating holistic approaches that consider education, health, jobs and transportation opportunities. LHC wanted attendees to truly feel connected to its mission, the employees, and to one another.

Therefore, this message was reinforced throughout the conference in a number of ways:

1. Branded marketing materials were prominently displayed throughout the conference on signage, programs, lanyards, digital screens, and slide decks.
2. The Housing First Roundtable divided attendees into groups of 10 for discussions about breaking down barriers to affordable housing and optimizing opportunities. Groups were randomly assigned to a create diverse mix of professionals. Branded valued tokens were used to help encourage participation and spark conversation. The highest token values were entered into a drawing to win a voice and motion activated home monitoring system.
3. Volunteers wore matching LHC branded shirts in a different color each day to enhance customer service.
4. Attendees voluntarily referenced the word “connections” and “connected” frequently throughout the conference when sharing remarks.

CAPTURING CONNECTIONS

Investing in premium videography and photography solutions helped LHC capture dynamic images and sound to chronicle the event. Footage will be repurposed to promote LHC, affordable housing topics, and future conferences and other events.

ANALYZING CONNECTIONS

Connections received an overwhelmingly positive response and completely surpassed all expectations as illustrated by the quantitative data:

- 601 Attendees (exceeded goal of 400 by 50%)
- 50 of 64 Louisiana Parishes Represented
- 15 States Represented
- 65 Speakers
- 35 Sessions
- 41 Sponsors
- 75 Volunteers (LHC Employees)
- 4 Sold Out Hotel Room Blocks
- 44% Above Revenue Goal
- 400% Above Sponsorship Goal

RECAPPING CONNECTIONS

According to the post-conference survey, 93% of attendees described Connections as inspiring and value-adding. It was more than a conference; it has become a movement that united and energized housing professionals across the state to create innovative and holistic solutions by thinking outside of the box. Ultimately, Connections helped LHC propel its brand momentum and maximize awareness.

SUPPORTIVE DOCUMENTS

- [Brand Guidelines](#)
- [Website](#)
- [Sponsorship Levels](#)
- [Blog Articles](#)
- [Digital Assets](#)
- [Printed Collateral](#)
- [Highlight Video](#) (password = connections)
- [Photography](#)
- [Photo Booth Photos](#)
- [Testimonials](#)
- [Charging Stations](#)