

The Clinical Psychiatry Network (CPN) is a communication and educational platform for mental health practitioners in Belgium – including psychiatrists, psychologists, psychotherapists and general practitioners.

Background

CPN is an independent initiative of PsyPluriel, a Belgian multidisciplinary medical center specialising in psychiatry and psychotherapy. PsyPluriel has partnered with Connected Concepts to help create, develop and manage their educational platform.

Multiple tasks

For this on-going project our team was entrusted with multiple tasks. The tasks included planning and strategic advice on sponsorship and business development, logo design, and brand creation. We also advised on positioning and communication, website development and event organisation.

Launching proposal

Connected Concepts prepared the launching proposal for potential sponsors and organised the event launch in September 2012.

Together with a specialised web design agency, we created a custom website that became the online gateway to the CPN educational platform. We also coordinated the creation of the visual identity, developed by graphic designer Tracey Cove from Cove Creative Australia. The new logo and identity is used across stationery, presentation and marketing materials.

An ongoing relationship

We now work with CPN and Psypluriel on the preparation of their annual marketing and communication plan and the development of their educational activities in Belgium and abroad.



Top: CPN website – the online gateway to the CPN educational platform

Middle: CPN stationery **Bottom:** Strategic planning meeting

“Connected Concepts are a remarkably available, dedicated and efficient team. Cristina, Laurence and Yves have been actively involved in developing our project from the very beginning, bringing in the perfect combination of creativity and precision. I could particularly appreciate their capacity of putting ideas into practice. These past two years of collaboration with Connected Concepts have been a wonderful professional and personal experience.”

Dr. Daniel Souery