

## **2019-2020 Club Achievement: Programs**

### **AAF-Fort Worth, Division IV**

Submitted by: Chelsea McCall – Social Activities Chair



## **OVERVIEW**

The core purpose of the Fort Worth Chapter of the American Advertising Federation is to connect, educate, and inspire our community members. We do this by bringing together local advertising and marketing professionals and students to create a network that helps our industry flourish and thrive. One of the key ways this is accomplished is through club programs, coordinated by the Programs and Social Activities Chairs and supported by their committee members.

Last year was a big year for our chapter. We were battling declining attendance in programs and American Advertising Awards entries and were open to new ideas and suggestions to boost our attendance at monthly luncheons. We took some risks around the American Advertising Awards Gala, increasing our budget for the event to make up for the overwhelming disappointment that was expressed the prior year – which paid off in terms of member retention.

## **GOALS**

This year was about keeping the momentum going and continuing to push the club on an upward trajectory. With this in mind, we crafted three goals for programs that were established during our board retreat in early August 2019:

1. Educate our members about the many different facets of the Advertising Industry, and raise awareness of emerging trends and technology
2. Provide fun networking opportunities for members and students from local universities
3. Raise funds for the club with profitable events

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## **Program 1: July Mixer – The Bearded Lady**

### **Event Details**

Each month the Social Activities Chair is responsible for coordinating a mixer for both current and prospective members to attend. These events let members to get to know each other outside of work, allowing for cross-communication between the different agencies and companies that support the organization. It also allows for members of the board to communicate the benefits and value of membership to those interested in learning about the club.

In July, the Happy Hour Mixer was hosted during the grand re-opening of a popular restaurant called The Bearded Lady. Attendance was \$5 for both members and non-members and funds were used to cover the cost of appetizers. Attendees were required to purchase their own drinks and additional food.

### **Target Audience**

The target audience is both current members and local professionals interested in joining the club.

### **Methods of Promotion**

Methods of promotion included posts on social media, emails sent through StarChapter, and announcements made at the previous month's luncheon. **(Exhibits 1.1-1.2)**

### **Average Attendance**

The average attendance for this event was 45 members.

### **Feedback Mechanism**

Word-of-mouth

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### **Results**

This mixer was our highest attended to date. Not only was the club able to come together to support a popular, local business, but we helped strengthen our community by providing a fun event for current and prospective members to socialize. It also help build awareness and anticipation for the next mixer, which saw a higher than average attendance as well.

### **Program 2: October Luncheon – Travis Dillon, VP of Marketing, Texas Rangers Baseball Club, Presenting “Together We Celebrate the Final Season at Globe Life Park”**

#### **Event Details**

The guest speaker for our October Luncheon was Travis Dillon, VP of Marketing for the Texas Rangers Baseball Club. This luncheon attracted a lot of attention because the Texas Rangers had just completed their final season at Globe Life Park in Arlington. Dillon’s presentation explained their internal marketing campaign “Together We Celebrate the Final Season at Globe Life Park” and the preparation behind generating excitement for the opening of Globe Life Field. The lunch was held in the La Paloma room at Joe T. Garcia’s and each member paid \$25 to attend. This fee covered the cost for a buffet style Tex-Mex lunch and AV provided by Athans Audio and Visual.

#### **Target Audience**

Since the Texas Rangers are our local MLB team, we knew that the presentation would appeal to all members of the club – regardless if they were big sports fan. The timely connection to the farewell of the old ballpark and opening of the new was also a big interest to members.

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The presentation also allowed for agency professionals to get a glimpse inside the world sports and how an in-house marketing department works in that industry. This interested both the accounts and creative departments.

### **Methods of Promotion**

Methods of promotion included posts on social media, emails sent through StarChapter, and announcements made at the previous month's luncheon. **(Exhibits 2.1-2.2)**

### **Average Attendance**

The average attendance for this event was 60 members/non-members.

### **Feedback Mechanism**

Printed surveys and pens were placed on the table before the event. During announcements, the Programs Chair asked those in attendance to complete the surveys once the program was complete and to leave them on the table. Members of the board then collected the surveys after the luncheon. Feedback from the luncheon was included in the next month's Programs Committee Report and discussed by members of the board.

### **Results**

This luncheon was especially successful because of the guest speaker. The opportunity to get an inside look into the world of sports marketing combined with the timeliness of the campaign, significantly boosted attendance for the event, and left our members looking forward to future speakers.

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## **Program 3: January Luncheon – SharpSpring**

### **Event Details**

Our January Luncheon was sponsored and paid for by SharpSpring – a marketing automation software company that sells directly to agencies. The lunch was held in the La Puertita room at Joe T. Garcia’s and was free for members of AAF-Fort Worth to attend. Additionally, SharpSpring invited some of their own prospective clients to the luncheon, which allowed us to introduce them to our club in hopes to grow membership. The presentation discussed different features and benefits of marketing automation and how SharpSpring was a viable tool for agencies to achieve better results for clients.

### **Target Audience**

The target audience was all members and non-member followers of AAF-Fort Worth and other local businesses that may have need for marketing automation.

### **Methods of Promotion**

Methods of promotion included posts on social media, emails sent through StarChapter, and announcements made at the previous month’s luncheon. **(Exhibits 3.1-3.2)** SharpSpring also reached out to their prospective client list to invite them to the luncheon.

### **Average Attendance**

The average attendance for this event was 90 members/non-members.

### **Feedback Mechanism**

Word-of-mouth

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### **Results**

This was a different approach to our typical luncheons because rather than securing a guest speaker, we brought a resource to our members. It was also successful because expenses were paid for by SharpSpring – alleviating a monthly luncheon cost from our budget that resulted in more revenue than usual to go toward other initiatives and events. Further, we were able to use it as a recruitment tool to educate non-member attendees about AAF-Fort Worth and actually had several interested in membership following the event who have been added to our communications.

### **Special Event: Bowl Your Brands Off**

#### **Event Details**

Each Fall we host our annual “Bowl Your Brands Off” bowling event where members of the club are invited to create teams and go head-to-head in a bowling tournament dressed as their favorite iconic brands. Bragging rights and gag-gift awards are given to the team with the best score, worst score, and best costume. The event serves as a fun team building exercise, and friendly competition between local agencies and organizations. It’s also an opportunity for student chapters of AAF at the local universities to participate and get to know some of the professionals.

The price for a 6-person Member Professional Team was \$150. Single bowlers could sign up and be placed on a team for \$25. Students could pay \$120 for a team of 6 or \$20 as an

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individual. We also had a \$10 option for those that wanted to observe and eat. The ticket price covered pizza, soft drinks, shoe rental and 2 hours of bowling.

### **Target Audience**

Agency partners and all members of the club, plus student chapters of AAF.

### **Methods of Promotion**

Methods of promotion included posts on social media, emails sent through StarChapter, and announcements made at the previous month's luncheon. **(Exhibits 4.1-4.2)**

### **Average Attendance**

The average attendance for this event was 30 members.

### **Feedback Mechanism**

Word of mouth

### **Results**

Bowl Your Brands Off is an event that many of our members look forward to each year. This year was especially successful because we were able to cover all of our costs and make a profit of about \$200. While it seems like a small return, it allowed us to have a little extra padding in the budget to plan additional social events outside of our typical monthly mixer.

### **Conclusion**

The American Advertising Federation – Fort Worth (AAF-Fort Worth) Chapter set some ambitious goals this year in terms of programming. Each event needed to be planned strategically in order to align with our goals and support the club's efforts – like membership

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growth and retention. We're proud to report that our membership increased from 62 in March 2019 to 78 in February 2020 for a 26% growth (**Exhibit 5.1**). Non-members also grew by 300 people, from 1294 to 1594 in the same time period, providing a larger audience to continue work to convert those interested individuals and groups to members (**Exhibit 5.2**). As a board, we've felt like we did a good job to support and maintain the growth that resulted from the prior year and continue to focus on and brainstorm different ways we can improve our events to generate more registrations for profitability and to serve our membership.

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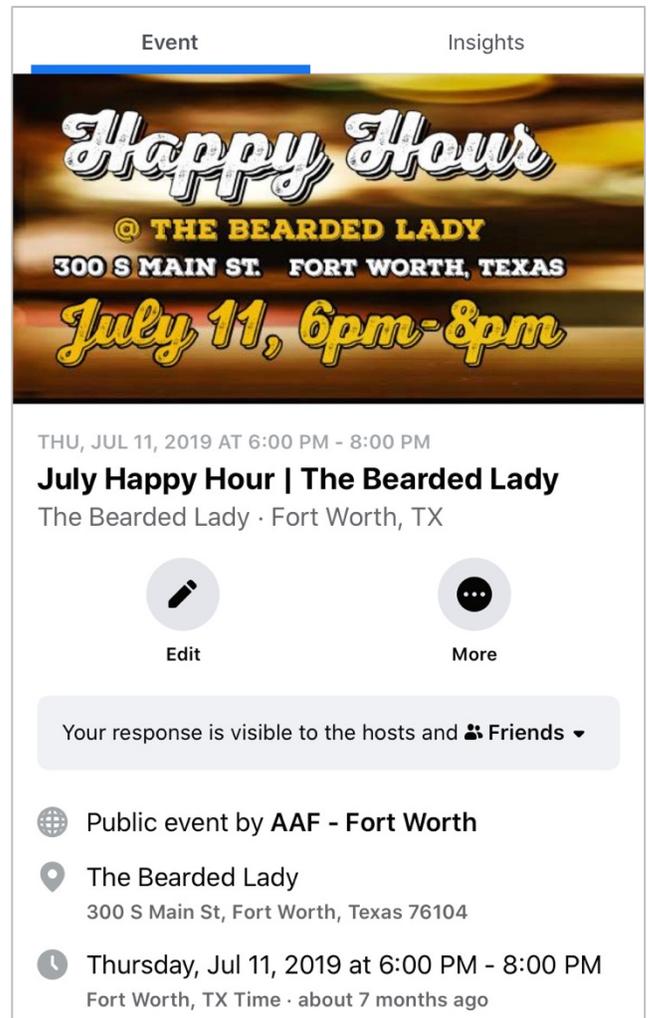
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**EXHIBITS**

**Program 1: July Mixer – The Bearded Lady**

**Exhibit 1.1: Social Media**



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**Exhibit 1.2: Email**



AMERICAN ADVERTISING FEDERATION  
FORT WORTH

July Happy Hour | The Bearded Lady

**WHEN**

July 11, 2019  
6:00 PM - 8:00 PM

**TICKETS**

\$5 AAF Fort Worth  
Member Registration

\$5 Non-Member  
Registration

[Register Now](#)

**DIRECTIONS**

The Bearded Lady  
300 S Main St  
Fort Worth, TX  
76104

[Get Directions](#)



*Happy Hour*  
**@ THE BEARDED LADY**  
300 S MAIN ST. FORT WORTH, TEXAS  
*July 11, 6pm-8pm*  
AAF

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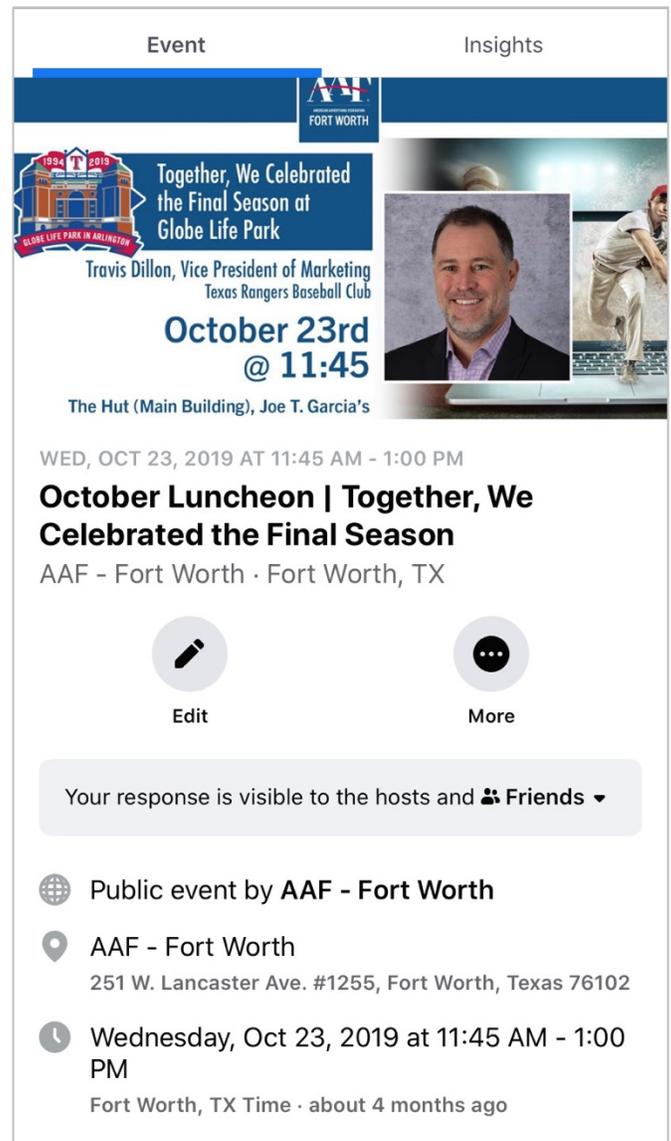
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**Program 2: October Luncheon – Travis Dillon, VP of Marketing, Texas Rangers Baseball Club, Presenting “Together We Celebrate the Final Season at Globe Life Park”**

**Exhibit 2.1: Social Media**



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**Exhibit 2.2: Email**

**AAF**  
AMERICAN ADVERTISING FEDERATION®  
FORT WORTH

October Luncheon | Together, We Celebrated the Final Season at Globe Life Park

**WHEN**

October 23, 2019  
11:45 AM - 1:00 PM

**TICKETS**

\$15.00 Guest Ticket  
Student & Student  
Intern

\$40.00 Guest Ticket  
Non-Member

\$25.00 Member  
Ticket AAF  
Professional  
Member

\$0.00 Member  
Ticket Executive  
Level Member

\$0.00 Member  
Ticket Executive  
Level Corporate  
Member

\$25.00 Member  
Ticket Professional  
Corporate Member

\$25.00 Member  
Ticket Corporate  
Member

\$25.00 Guest Ticket  
Non-Members,  
Corporate Member

Together, We Celebrated  
the Final Season at  
Globe Life Park

Travis Dillon, Vice President of Marketing  
Texas Rangers Baseball Club

**Oct. 23rd  
@ 11:45**

The Hut (Main Building)  
Joe T. Garcia's

Join us in The Hut at Joe T. Garcias on Wednesday, October 23 to hear Travis Dillon, Vice President, Marketing for Texas Rangers Baseball Club speak about how the Texas Rangers built and executed their 2019 marketing campaign: Together, We.

After 20+ years in the agency world working with clients such as AT&T, GM, Pepsi Co, and FedEx, Travis made the move to the Texas Rangers as their Vice President of Marketing in September of 2018. Since then he has utilized his agency experience to encourage a cross-functional and innovative mentality within the marketing team over the past year. He and his team are the architects and the ambassadors of the Rangers' brand. It is their challenge to tell the Rangers' story via traditional, digital and emerging media platforms. Knowing that not every platform is created equal, Travis believes in using a balance of marketing art and science to target and engage fans both authentically and organically. When he's not at the ballpark, Travis is

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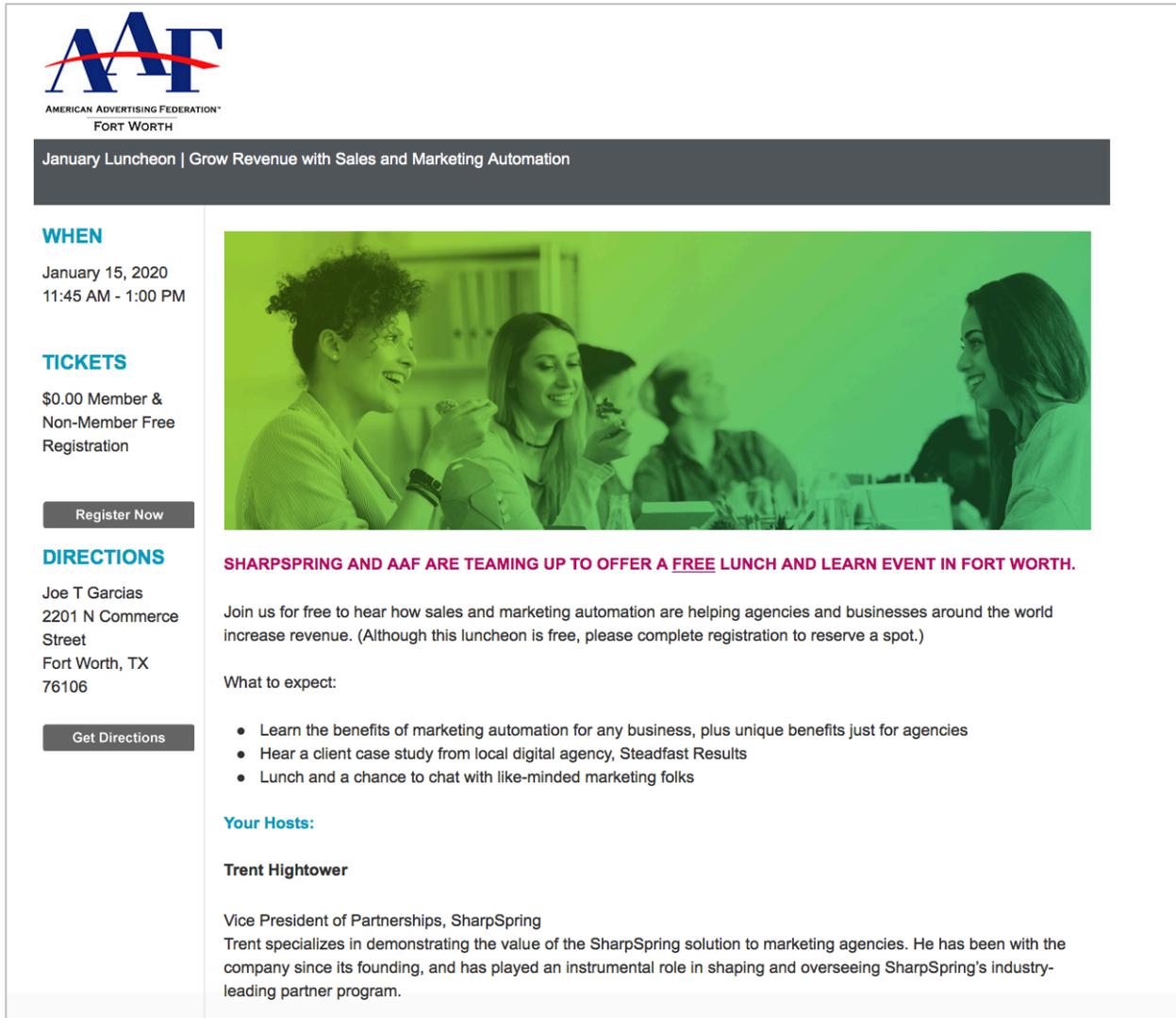


**Program 3: January Luncheon – SharpSpring**

**Exhibit 3.1: Social Media**

The image is a screenshot of a social media event listing. At the top, there are two tabs: 'Event' (which is selected and highlighted with a blue bar) and 'Insights'. Below the tabs is a green-tinted photograph of four people sitting at a table and talking. Underneath the photo, the event details are listed: 'WED, JAN 15, 2020 AT 11:45 AM - 1:00 PM', followed by the event title 'January Luncheon | Grow Revenue with Marketing Automation' in bold, and the location 'AAF - Fort Worth · Fort Worth, TX'. There are two circular icons: one with a pencil icon labeled 'Edit' and one with three dots labeled 'More'. Below these is a grey box containing the text 'Your response is visible to the hosts and Friends' with a dropdown arrow. At the bottom, there are three icons with corresponding text: a globe icon for 'Public event by AAF - Fort Worth', a location pin icon for 'AAF - Fort Worth' with the address '251 W. Lancaster Ave. #1255, Fort Worth, Texas 76102', and a clock icon for 'Wednesday, Jan 15, 2020 at 11:45 AM - 1:00 PM' with the note 'Fort Worth, TX Time · about 1 month ago'.

**Exhibit 3.2: Email**



The image shows a screenshot of an email invitation for a luncheon. At the top left is the AAF logo. Below it is a dark grey header bar with the text 'January Luncheon | Grow Revenue with Sales and Marketing Automation'. The main content is divided into two columns. The left column contains details about the event: 'WHEN' (January 15, 2020, 11:45 AM - 1:00 PM), 'TICKETS' (\$0.00 for members, free registration for non-members), and 'DIRECTIONS' (address: 2201 N Commerce Street, Fort Worth, TX 76106). There are buttons for 'Register Now' and 'Get Directions'. The right column features a green-tinted photo of people at a luncheon, followed by the headline 'SHARPSRING AND AAF ARE TEAMING UP TO OFFER A FREE LUNCH AND LEARN EVENT IN FORT WORTH.' Below this is a paragraph about the event's purpose and a list of topics to be discussed. At the bottom, it identifies the host as Trent Hightower, Vice President of Partnerships at SharpSpring, and provides a brief bio.

**AAF**  
AMERICAN ADVERTISING FEDERATION®  
FORT WORTH

January Luncheon | Grow Revenue with Sales and Marketing Automation

**WHEN**

January 15, 2020  
11:45 AM - 1:00 PM

**TICKETS**

\$0.00 Member &  
Non-Member Free  
Registration

[Register Now](#)

**DIRECTIONS**

Joe T Garcias  
2201 N Commerce  
Street  
Fort Worth, TX  
76106

[Get Directions](#)

**SHARPSRING AND AAF ARE TEAMING UP TO OFFER A FREE LUNCH AND LEARN EVENT IN FORT WORTH.**

Join us for free to hear how sales and marketing automation are helping agencies and businesses around the world increase revenue. (Although this luncheon is free, please complete registration to reserve a spot.)

What to expect:

- Learn the benefits of marketing automation for any business, plus unique benefits just for agencies
- Hear a client case study from local digital agency, Steadfast Results
- Lunch and a chance to chat with like-minded marketing folks

**Your Hosts:**

**Trent Hightower**

Vice President of Partnerships, SharpSpring  
Trent specializes in demonstrating the value of the SharpSpring solution to marketing agencies. He has been with the company since its founding, and has played an instrumental role in shaping and overseeing SharpSpring's industry-leading partner program.

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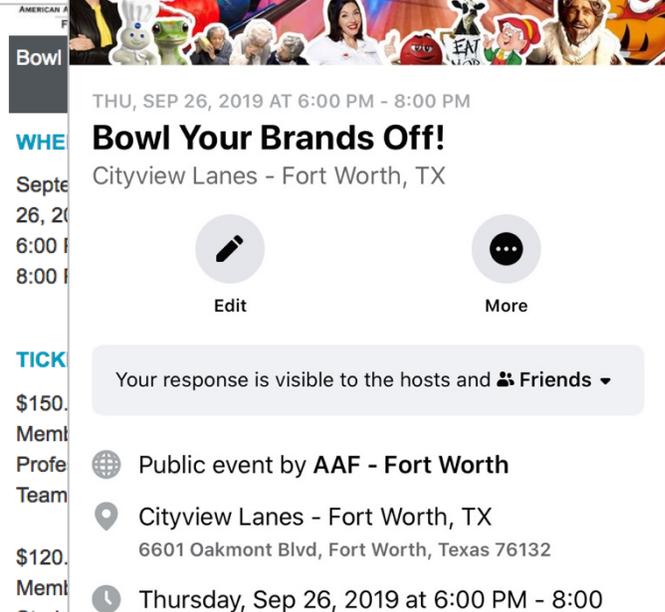
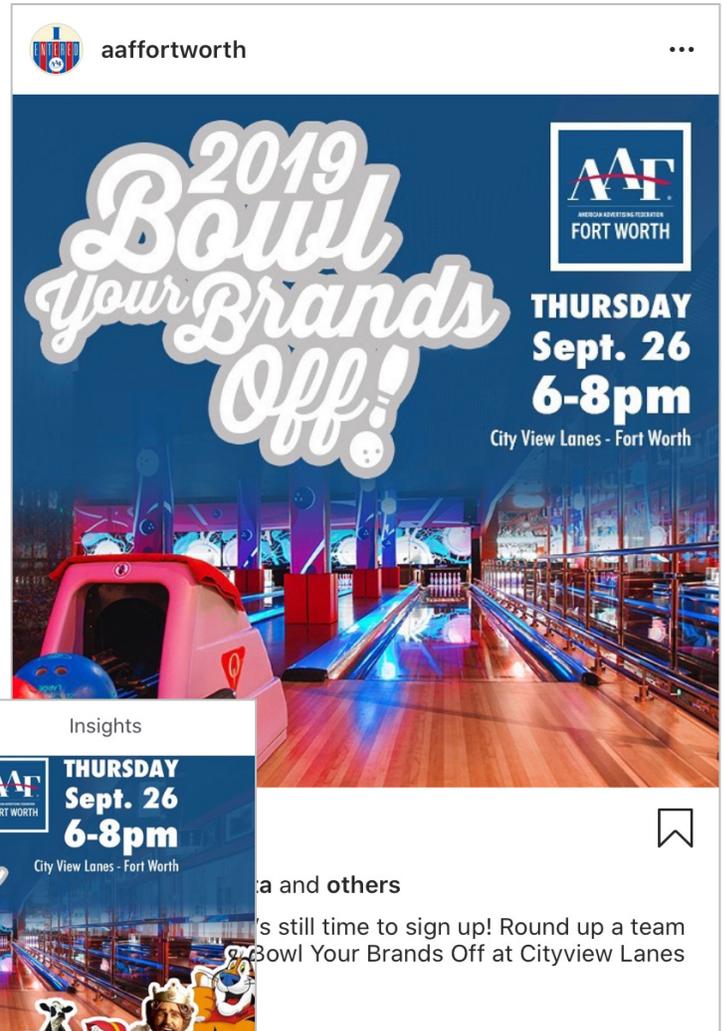
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Special Event: Bowl Your Brands Off

Exhibit 4.1: Social Media



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## Exhibit 5.1: Monthly Membership Levels increased

from 62 in March 2019 to 78 in February 2020 (+26%)



Date	Total Members
March 2019	62
April 2019	63
May 2019	71
June 2019	69
July 2019	69
August 2019	68
September 2019	69
October 2019	71
November 2019	74
December 2019	77
January 2020	85
February 2020	78

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## Exhibit 5.2: Monthly Non-Member Levels increased

from 1294 in March 2019 to 1594 in February 2020 (+300)



Date	Total Non-Members
March 2019	1294
April 2019	1317
May 2019	1328
June 2019	1343
July 2019	1383
August 2019	1384
September 2019	1398
October 2019	1421
November 2019	1438
December 2019	1439
January 2020	1466
February 2020	1594