

2021-2022 National Club Achievement Competition

Category of Entry: Cornerstone Initiatives & Events

INTRODUCTION

In a year framed by dialogue regarding The Great Resignation, demand for change in office culture dynamics, and a continued focus on Diversity, Equity & Inclusion, Ad 2 Dallas knew it had an opportunity to lead conversation among young Dallas-Fort Worth professionals and students. We were challenged to be agile in the development of our Education and Diversity initiatives given the ups and downs of the pandemic and wavering city guidelines, yet we remained steadfast knowing that we had an obligation to create a safe and open space to connect with and educate our community. Cornerstone initiatives of 2021-22 focused on cultivating the future of the DFW advertising industry, expanding DEI initiatives within Ad 2 Dallas and within the community, and educating our membership on advertising trends and topics.

GOALS FOR THE 2021-2022 YEAR

- Expand: Raise awareness and membership of Ad 2 Dallas' among constituents at Dallas community colleges, trade organizations, start-ups and small businesses (beyond 4-year institutions).
- Inspire: Focus on programming that introduces students to the full range of career possibilities within advertising and marketing professions post-graduation.
- Educate: Create content and programming that is reflective of the local advertising industry while highlighting individuals in the DFW area who identify with a variety of diverse perspectives and backgrounds; equipping them with knowledge and skills to improve Diversity and Inclusion at their current or future employers; and relevant trends.

Advertising Education

1. Level Up Your Allyship

Event Details: Whereas 2020's COVID restrictions forced our hand to commit to virtual events, 2021 offered a new hand, one which our committee strategically played to launch our first in-person event in over a year. Level Up Your Allyship sought to continue the conversations from last year's Level Up Your Workplace event. We invited three DE&I practitioners (Exhibit 1.0) to share their experiences and insights from their organizations, careers and lives to explore how each of us can live and serve as better allies to our colleagues, friends and families.

Target Audience: College students, young professionals, professionals with 5-10 years of experience, DE&I practitioners and anyone interested in being an ally for their family, friends and/or coworkers

Strategy: We simultaneously scoured event websites to locate a space and sent cold call emails to DE&I practitioners to secure our panelists. Then, we developed a creative brief (Exhibit 1.1) to outline the reasons to believe and provide inspiration to the marketing communication team to deliver an omnichannel campaign across Facebook, LinkedIn, Instagram, word of mouth and the Ad 2 Dallas website (Exhibit 1.2). Our social ads generated 26K impressions, with an average CTR of 1.29%.

Execution/Tactics: With the state of COVID waxing and waning, we kept our estimates of attendees conservative. We had 28 sign-ups: 18 free through membership and 10 paid, generating \$100 in paid tickets. We also had 2 people sign up to become Ad 2 Dallas members as a result of the event. We used our non-profit status to reserve the rooftop patio of Dallas restaurant TNT Tacos 'N Tequila for \$50, as opposed to their normal \$500 fee (Exhibit 1.3). We charged non-Ad 2 Dallas members \$10 per entry, while members had free admission. Included within the cost of one's ticket was 30 minutes of networking, admission to a one-hour panel discussion with Q&A around allyship in the workplace, and one alcoholic beverage.

2. Ad 2 Connect

Event Details: With this event, we aimed to provide insight into the different career paths and options within the advertising and marketing industry. We put together a panel of Ad 2 Dallas and Ad 2 Austin members, moderated by Texas State professor, Dr. Clay Craig (Exhibit 2.0). Our panelists represented a full range of backgrounds and career experience, from Account Service, Project Management, Strategy,

SEO, Social Media, and Creative. Our discussions focused on navigating the transition from college to career, interview tips and tricks, and industry types within advertising. After the panel, we opened up breakout rooms for discipline-focused discussion between students and panelists.

Target Audience: Students from Texas State and surrounding area colleges interested in the advertising profession post-graduation. This event was an opportunity to partner with the Ad 2 Austin chapter and reach students who may fall between the two locations.

Strategy: We partnered with Ad 2 Austin and the Texas State AAF Chapter, combining networks and resources, to create a virtual event promoting post-graduation career options in advertising. We met virtually with all teams to discuss timeline and event flow and then Ad 2 Dallas developed a creative brief (Exhibit 2.1) to outline the overall event and provide creative direction for a social campaign. The event was promoted on the AAF Texas State social channels (Exhibit 2.2) and shared by Ad 2 Dallas and Ad 2 Austin and their members.

Execution/Tactics: We started planning this event in October 2021, but due to holidays, school closings, and COVID measures, the team worked tirelessly to pull off this event in February 2022. The first hour of the event was marked by a panel featuring Ad 2 Dallas and Ad 2 Austin board members across various advertising disciplines while Texas State University and the university's AAF advisor Dr. Clay Craig moderated. The final 40 minutes of the virtual event were breakout rooms whereby students could ask any of the Ad 2 representatives open and honest questions. Fifty-five students joined the call (Exhibit 2.3), resulting in a string of LinkedIn connections, and more importantly, a long-term connection with another Texas institution.

3. Dallas Ad Summit

Event Details: Historically, Ad 2 Dallas and its older professionals affiliate, AAF Dallas, hold professional networking events at the same time of year. Rather than competing for attention and resources, both organizations sought to combine their programming into a singular event—The Dallas Ad Summit—to be more inclusive of all people in the job market. To be held in-person on March 23, 2022 in partnership with Southern Methodist University, the event will share career development insights and

networking opportunities through a resume workshop, a panel discussion with Q&A featuring local professionals, and networking with local agencies.

Target Audience: Given the combined efforts with AAF Dallas, the event will cater to current college students, recent graduates, and professionals of all experience levels.

Strategy: We used our combined resources and networks to secure an event space at the Hughes-Trigg Student Union at SMU's campus as well as to obtain a moderator and speakers for the panelists, including an SMU professor and Chief Talent and Culture Officer from The Richards Group. The event will be advertised on both Ad 2 Dallas and AAF Dallas' websites and social media pages. The plan is to send an email to local agencies providing them with a free table at the main event so they can network with students and professionals, like a job fair.

Execution/Tactics: Ad 2 Dallas and AAF Dallas anticipate 20 local agencies to participate in the job fair and networking event, as well as 40 students and 40 professionals.

Diversity & Multicultural Initiatives

1. No Filter Event: Challenging Bystander Apathy Aka The Bystander Effect

Event Details: This event featured powerful conversations about Bystander Apathy in the workplace from a DE&I perspective. We had three sponsor agencies: Omnicom Media Group (Jordan Jones Associate Director, D & I), Vaquero Advertising Agency (Fernando Alvarez, CEO) and The Richards Group (Nikki Wilson, Chief People Officer). The keynote presentation was led by Veronica Reed aka The Learning Queen. Veronica's powerful presentation shed light on what exactly the bystander effect is and how it can manifest in a work environment. The event equipped leaders and even lower management with the tools to make sure every individual feels confident about speaking up in their work environments. Veronica also created interactive scenarios in which teams were able to discuss and act out solutions in real time.

Target Audience: College students, young professionals seeking to gain experience, professionals with 5-10+ years of experience.

Strategy: In promotion for this event, we used a cross-channel marketing strategy incorporating promotional content across Facebook, LinkedIn, Instagram, Twitter, and word of mouth. (Exhibit 3.1)

Execution/Tactics: The Facebook event had 50395 total impressions, and CTR of 0.39% (Exhibit 3.2). The event was executed through a scheduled Zoom event on Thursday, Jan. 27, 2022, from 6:00 pm – 8:00 pm CST.

CONCLUSION

Considering an array of moving parts, we believe we had a successful transition from a virtual-only programming and awareness-raising plan to one that is hybrid. Our team was able to reach students and young professionals alike through panels, guest speakers and networking events. After 2020's virtual Level Up Series, we sought to consolidate the event into a single, in-person experience. Thus, Level Up Your Allyship was born in which we checked in on how the industry was working against its DEI goals from 2020. We fostered a new relationship with the University of Texas at Dallas' Gender Center and Marketing departments and generated 2 new memberships. Our event created an open space to discuss the difference between being a bystander versus an upstander in the workplace, shedding light on shifting organizational practices amid shifting employee sentiments. Additionally, we reached across the aisle to partner with Ad 2 Austin to host Ad 2 Connect, a personalized event with Texas State University advertising students. Ten Ad 2 Dallas and two Ad 2 Austin board members served on a panel and within breakout rooms where students could freely ask us questions. And now, our team is in the process of finalizing preparations for our Career Workshop, catering to students and professionals of all ages. Through this year's events, the Education and Diversity committees have been the driving forces of fostering connections with college students and young professionals to create opportunities to learn and grow together, further advancing the Dallas advertising community.

EXHIBITS

Level Up Your Allyship:

Exhibit 1.0 - Panelist Headshots

Evan Wooten, Technical Solutions Manager at PMG



Matt Winser-Johns, Assistant Director for LGBTQ+ Programs at The University of Texas at Dallas



Thandi Montgomery, Strategy Director at Hawkeye



Exhibit 1.1 - Creative Brief

CONTACT DETAILS	
BOARD MEMBER	Justin Rubenstein, Sydnie Schroeder, Kevin Cooper
EMAIL ADDRESS	justinrubenstein@gmail.com sydnie summers7@gmail.com kevincooper25@gmail.com
TEAM	Education + Diversity

EVENT DETAILS	
EVENT NAME	Level Up Your Allyship
DATE OF EVENT	October 21, 2021 (Thursday)
TIME	6:30pm – 8:00pm
LOCATION NAME & ADDRESS	TNT Tacos N Tequila (rooftop patio) The Quadrangle 2800, Routh St #155, Dallas, TX 75201
PRICE FOR ADMISSION	Free for Ad 2 Members \$10 for non-members
SPEAKERS/PANELISTS	<i>Evan Wooten</i> , Technical Solutions Manager at PMG Advertising Agency <i>Thandi Montgomery</i> , Strategy Director at Hawkeye <i>Matt Winner-Johns</i> , Asst. Director of LGBT+ Programs at University of Texas at Dallas
SPONSORSHIP OF EVENT	Pride Vodka
PARTNER LINKS NEEDED	TNT Tacos N Tequila — https://tacosandtequilatnt.com/ Pride Vodka — https://www.pride.vodka/

DESCRIPTION OF EVENT

Please use this area to describe the event in as much detail as you can provide. Our copywriters will benefit from a thorough understanding of its main objectives, who will be attendance, and the general proceedings.

Research suggests that employees of organizations that foster strong allyship and inclusion are more likely to improve performance and recommend their organizations as great places to work (Source: Bentley University's Gloria Larson Center for Women and Business).

But what is allyship? How can organizations achieve similar results?

Level Up Your Allyship continues the conversations around diversity, equity and inclusion in the workplaces. We've invited three DE&I specialists to share their experiences and insights from their organizations, careers and lives to explore how each of us can live and serve as better allies to our colleagues, friends and families.

What's Included with Your Ticket:

- Admission to a one-hour panel discussion with Q&A around allyship in the workplace
- 30 minutes of networking with peers and professionals from DFW agencies, universities, and organizations
- One drink (limited to the first 50 attendees)

Why You Should Attend:

- Learn how some of DFW's advertising/marketing organizations are pioneering the development of inclusive workplaces for their employees
- Learn how to become and educate others on how to become a better ally for marginalized coworkers, friends, and family
- Meet industry leaders in the DEI space and network with future mentors or colleagues

Content Objectives:

- How have companies and people continued the conversations sparked in 2020 from the murder of George Floyd, Black Lives Matter and the 2020 election?
- How are companies creating sustainable processes and procedures in their acquisition and retention of diverse talent?
- How do they foster inclusivity and allyship within and beyond their walls?
- What does allyship in the workplace look like in the hybrid work environment?
- When allyship is at its best, what does that look like?

CREATIVE CONSIDERATIONS OR NOTES

Please use this area to denote any details not covered above. I.e. sponsor logos, speaker headshots, colors, imagery, or specific language/tones.

We're hoping to have the same look and feel across the entire event. We're aligned with whatever color scheme your team sees fit but we will need to include the Ad 2 Logo, TNT Tacos N Tequila logo and Pride Vodka logo, of which the Education Committee will send the latter two.

Post Ideas:

- General Series Promotion
 - Social Post with the date, name, and short description of the event
 - Panelist headshots
 - Link in bio
- 4-square post
 - Squares 1-3: Panelist headshots + short bios
 - Square 4: Events details + sponsor logos
- 2021 DEI Facts - opportunity to cross-promote on Diversity's Content Calendar
 - Employees of organizations that foster strong allyship and inclusion cultures are 50% less likely to leave, 56% more likely to improve their performance, 75% less likely to take a sick day, and up to 167% more likely to recommend their organizations as great places to work (Bentley University's Gloria Larson Center for Women and Business)
 - "Curiosity and allyship drive inclusion for people of color in the workplace," says [Catalyst](#) study.
 - Majority of BIPOC employees report feeling on guard at work as they are wary of being biased for their race or ethnicity. (Catalyst)

DELIVERABLES

- Social Posts: Promote the series, each event, and post promotion for the event
 - Facebook, Instagram, Twitter (if we think this is effective), LinkedIn
- Email Blast: Promote the event
- Facebook Event
- Newsletter plug
- Website homepage banner/takeover

Exhibit 1.2 - Social Assets

EVENT ANNOUNCEMENT

TAGOS AND TEQUILA **AD2 DALLAS** **PRIDE VODKA**

LEVEL UP YOUR ALLYSHIP

Learn from three Diversity, Equity, and Inclusion experts about how you can live and serve as a better ally in your workplace and beyond.

EVAN WOOTEN **MATT WINSER-JOHNS** **THANDI MONTGOMERY**

JOIN US OCTOBER 21ST | 6:30PM-8:00PM

EVENT REMINDER

TAGOS AND TEQUILA **AD2 DALLAS** **PRIDE VODKA**

LEVEL UP YOUR ALLYSHIP

EVAN WOOTEN **MATT WINSER-JOHNS** **THANDI MONTGOMERY**

21ST OCTOBER **6:30-8:00PM**

Learn from three Diversity, Equity, and Inclusion experts about how you can live and serve as a better ally in your workplace and beyond.

FACT POST

RESEARCH BY: BENTLEY UNIVERSITY CENTER FOR WOMEN AND BUSINESS

THREE FACTS ABOUT BUSINESSES THAT FOSTER STRONG ALLYSHIP AND INCLUSION CULTURES

● ● ● ●

THEIR EMPLOYEES ARE 50% LESS LIKELY TO LEAVE THEIR JOB

● ● ● ●

THEIR EMPLOYEES ARE 56% MORE LIKELY TO IMPROVE PERFORMANCE

● ● ● ●

THEIR EMPLOYEES ARE 176% MORE LIKELY TO RECOMMEND THEIR COMPANY

● ● ● ●

Exhibit 1.3 - TNT Tacos N Tequila Rooftop Patio



Exhibit 1.3 - Level Up Your Allyship Panel





Ad 2 Connect:

Exhibit 2.0 - Ad 2 Connect Panelists

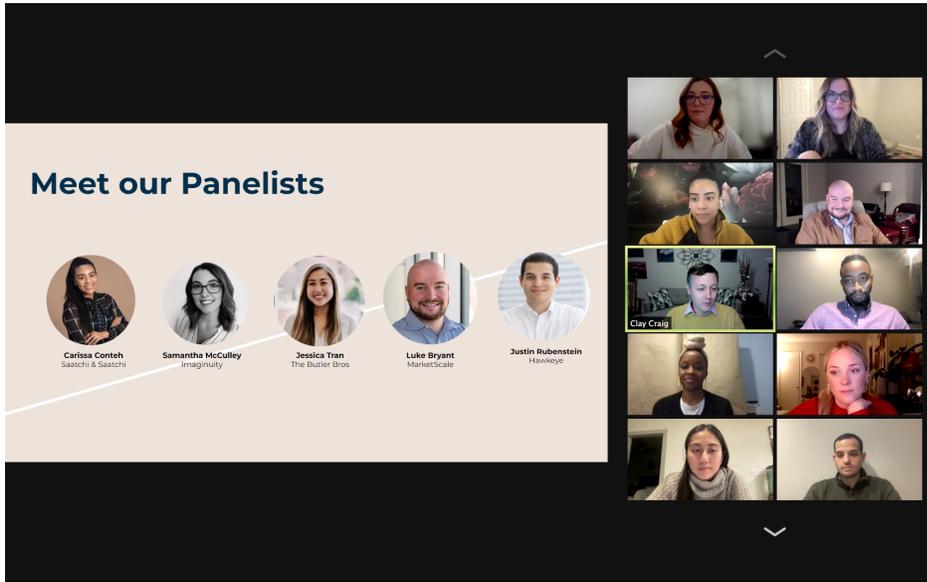


Exhibit 2.1 - Ad 2 Connect Creative Brief

CONTACT DETAILS	
BOARD MEMBER	Carissa Conteh + Sam McCulley
EMAIL ADDRESS	carissakelley13@gmail.com , smcculley@imaginity.com
TEAM	Membership
EVENT DETAILS	
EVENT NAME	Ad 2 Connect
DATE OF EVENT	Wednesday, 2/16 or Thursday, 2/17
TIME	7-8:30 pm
LOCATION NAME & ADDRESS	Virtual Zoom Event
PRICE FOR ADMISSION	Free for Texas State students
SPEAKERS/PANELISTS	TBD but it will be Ad 2 Dallas and Austin board members
SPONSORSHIP OF EVENT	N/A
PARTNER LINKS NEEDED	N/A

DESCRIPTION OF EVENT

This event will be an opportunity for Ad 2 to show Texas State students the different areas of advertising/marketing. We will be discussing how the different panelists got into their current positions and then give Texas State students the opportunity to join breakout sessions with the panelists to ask them more specific questions. Leaving this event we hope they will have a better understanding of their different options for careers after graduation, some new connections in the Dallas and Austin areas, and know a little about Ad 2 and how joining will help to connect them with other industry professionals.

Exhibit 2.2 - Ad 2 Connect Social Post (Instagram and LinkedIn)



10 likes

aaftxtst The only thing better than networking and making connections is being able to do it fro... more



Exhibit 2.3 - Ad 2 Connect Attendees

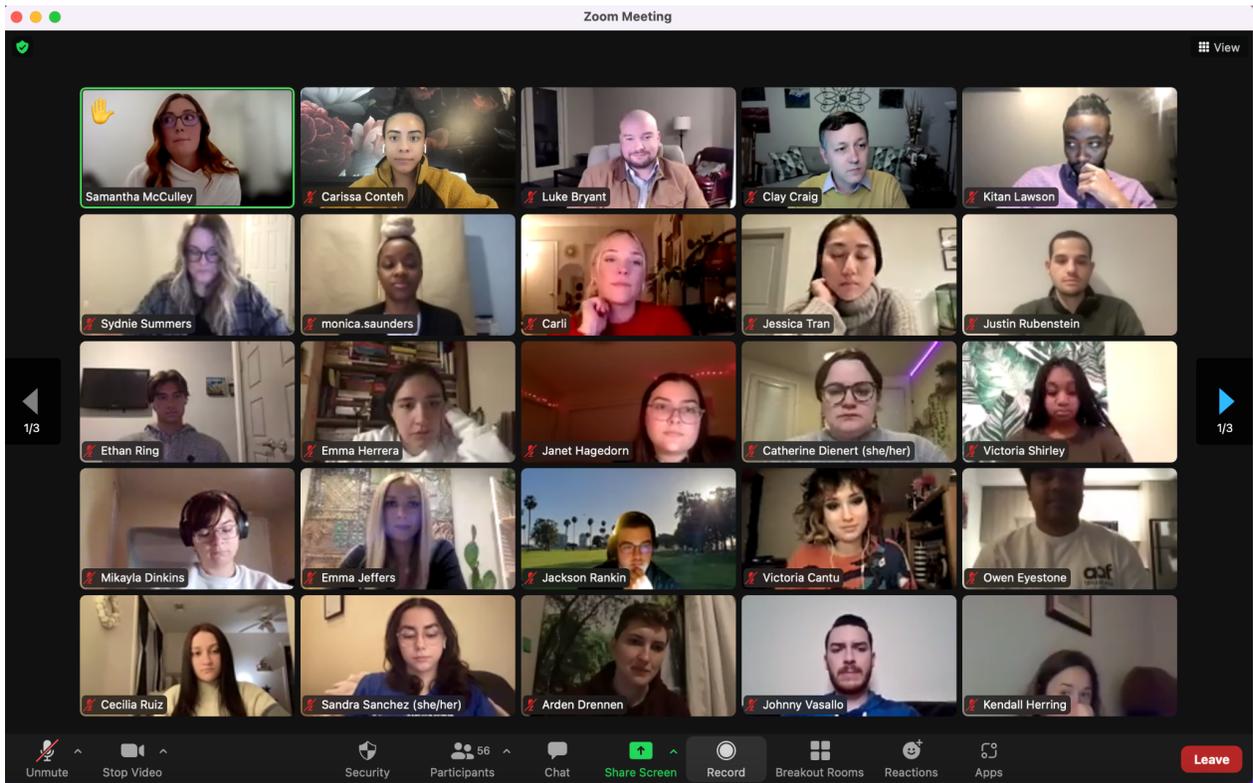


Exhibit 3.1 - No Filter Social & Promotional Content

The image is a screenshot of a social media post from the account 'Ad 2 Dallas'. The post features a large graphic with a dark background and light blue text. At the top left of the graphic is the 'ad 2 dallas' logo. The main text in the graphic reads 'NO FILTER' in large, bold, light blue letters. Below this, it says 'Challenge Bystander Apathy aka "THE BYSTANDER EFFECT"' in white. Underneath, the text 'WHAT YOU' is visible, followed by a blue arrow pointing to the right. Below the arrow are three vertical panels, each with a small 'ad 2 dallas NO FILTER' header and a paragraph of text. The first panel discusses inclusive workplaces in DFW, the second discusses speaking up techniques, and the third discusses creating an environment for speaking up. At the bottom of the post, there are icons for Like, Comment, Share, and Send, along with the text 'Kyra Maryland and 13 others'.

ad 2 dallas Ad 2 Dallas
851 followers
1mo · Edited ·

Diversity has entered the chat....

How will you ensure inclusion in your workspace? Join us for our No F ...see more

ad 2 dallas
NO FILTER
Challenge Bystander Apathy aka
"THE BYSTANDER EFFECT"

WHAT YOU

ad 2 dallas NO FILTER
How some of DFW's advertising organizations are pioneering the development of inclusive workplaces for their employees.

ad 2 dallas NO FILTER
Techniques for speaking up in the workplace when you see the bystander effect in action.

ad 2 dallas NO FILTER
How to create an environment that fosters individuals to use their voice to speak up without fear of retribution.

Kyra Maryland and 13 others

Like Comment Share Send

Exhibit 3.1 Continued - No Filter Social & Promotional Content

ad 2
dallas
NO FILTER

How some of DFW's advertising organizations are pioneering the development of inclusive workplaces for their employees.

Decorative elements: A grid of 20 small blue dots (4x5) in the bottom left, and three dots (white, blue, blue) in the bottom center. The slide has a black background with cyan borders on the top-left and bottom-right corners, and a cyan diagonal striped pattern in the top-right corner.

ad 2
dallas
NO FILTER

Techniques for speaking up in the workplace when you see the bystander effect in action.

Decorative elements: A grid of 20 small blue dots (4x5) in the bottom left, and three dots (blue, white, blue) in the bottom center. The slide has a black background with cyan borders on the top-left and bottom-right corners, and a cyan diagonal striped pattern in the top-right corner.

Exhibit 3.1 Continued - No Filter Social & Promotional Content

ad 2
dallas
NO FILTER

How to create an environment
that fosters individuals to use
their voice to speak up without
fear of retribution.

Decorative elements: a grid of small blue dots in the bottom left and three blue dots in the bottom right.

SPONSORS: **THE RICHARDS GROUP** **OMG** **Vaquero**

REGISTER NOW!

ad 2
dallas
NO FILTER
Challenge Bystander Apathy aka
"THE BYSTANDER EFFECT"

JAN 27 | 6 PM
zoom
REGISTER TO
ATTEND

[LINK IN BIO](#)

Exhibit 3.1 Continued - No Filter Social & Promotional Content

SPONSORS: **THE RICHARDS GROUP** **OMG** **VAQUERO Advertising**

ad 2 dallas
NO FILTER
Challenge Bystander Apathy aka
"THE BYSTANDER EFFECT"

WHAT YOU WILL LEARN →

JAN 27 | 6 PM | **zoom** REGISTER TO ATTEND

ad 2 dallas
NO FILTER
Challenge Bystander Apathy aka
"THE BYSTANDER EFFECT"

JAN 27 | 6 PM
zoom
REGISTER TO ATTEND

VERONICA REED
Learning Experience Designer aka The Learning Queen

JORDAN JONES
Associate Dir, D & I Omnicom Media Group

FERNANDO ALVAREZ
CEO of Vaquero Advertising

NIKKI WILSON
Chief People Officer, The Richards Group

SPONSORS: **THE RICHARDS GROUP** **OMG** **VAQUERO Advertising**

Exhibit 3.2 - No Filter Results

Campaign name	Link clicks	Reach	Frequency	Impressions	CPC (cost per link click)	Amount spent
No Filter	199	14,709	3.43	50,395	\$1.51	\$300.00
Total results 1 / 1 row displayed	199 Total	14,709 People	3.43 Per Person	50,395 Total	\$1.51 Per Action	\$300.00 Total Spent