

2021-2022 National Club Achievement Competition

Category of Entry: Programs

INTRODUCTION

After a hiatus from virtual events with continued COVID restrictions, in the 2021-2022 year the Ad 2 Austin programs team looked to continue to leverage momentum and insights from virtual events from last year while safely reintroducing in-person events. This proved to be tougher than expected, with new COVID variants arising in the winter months, and continuous new restrictions and protocols for in-person events. Despite these ever changing circumstances, the programs team planned to elevate our events by providing new venues, introducing new sponsors and aligning with relevant topics to attract a more diverse audience of both professionals and students. Our team's flexibility allowed us to pivot to virtual events vs. in-person as needed.

GOALS FOR THE 2021-2022 YEAR

One of Ad 2 Austin's core purposes is to provide quality programming that fosters actively interested membership, well-attended meetings and membership growth. To measure our success, we set out to achieve 3 goals:

1. Implement more structure to tracking event success by setting attendance benchmarks for events, goals for social engagement and % sign up to attendance rate.
2. Safely pivot back to in-person events after a year of virtual events, including expanding the 32 Under 32 event to an in-person event for the first time in club history.
3. Find ways to collaborate more closely with other committees by joining other team's monthly meetings and slack channels.

Our Goals for 2021 will be executed through the following annual and special events:

- Bi-Monthly Happy Hours - Find safe ways to engage professional and inclusive ways to entice student attendance as we make our way back to in-person events for networking.
- Diversity Speaker Series: The Value of the Black Professional in Advertising Ft. Eric Collier - Engage young professionals and students in the conversation about diversity in our industry.

- Education Speaker Series: The Building Blocks to a Successful Career ft. Jenifer Sarver - Entices students in the area to attend our events by focusing on topics surrounding career development.
- Annual Event: 32 Under 32 - Strive to set event attendance benchmarks and help fill the elevated venue by pushing submissions for nominees given previous events have been virtual.

Bi-Monthly Happy Hours

Event Details: The programs team reached out to over 15 venues in efforts to lock in locations for our sponsored happy hours for the year, including YETI, Radio Coffee Bar and Brew & Brew. Our first happy hour in July was hosted at Native Hostel which provided a central location for all invited as well as helped us save on costs given there was no fee to secure the location. We collaborated with the Ad 2 Austin communications team by crafting a brief for assets and aligning on timelines for delivery (Exhibit 1) and rallied the sponsorship team to help us find sponsors for the event. Our sponsors provided free drinks to the first 25 attendees at the event. For our happy hours, we wanted to target not just young professionals who are part of advertising agencies across Austin, but also those in adjacent career fields like public relations, communications and marketing.

Method of Promotion: We promoted our happy hours heavily on social media across Facebook, Instagram and LinkedIn in order to drive registrations prior to the event via an Eventbrite link (Exhibit 2). Our comms team did a great job designing multiple options of graphics to select from for our happy hours (Exhibit 3). We posted on Facebook, Instagram and LinkedIn 12 times across the 4 happy hours. We sent 2 emails per event to Ad 2 Austin's and AAF Austin's email lists. We also had board members share on their personal social media accounts to promote registration on the Eventbrite link.

Execution: Upon arrival, our team set up a check in our table with appropriate sponsor branding. We provided drink tickets to the first 25 attendees and had name tags available at check in. We tracked emails and names of attendees in order to add them to our outreach lists. And after the events, we sent a follow up survey to garner feedback from attendees for future events.

Results: Our first happy set a new standard for the year, as we ventured back into in-person events after a year of virtual events for Ad 2 Austin. We had 65 registrations, and of those 30 attendees, giving us a 46% turnout rate. Previous year event average attendance was between 46-60 people, showing that we had a good turnout for our first event. The event was well received and both students and professionals were eager to network; we even had one of our attendees land a job because of the event!

Leading into our second happy hour, we wanted to host the event at a coffee bar so that underaged students didn't feel excluded from the event. We hosted at Radio Coffee Bar and had 12 attendees. Although not as successful as the first happy hour, it was good to see more students attend, but we quickly understood we were still feeling the impacts of COVID. We also only promoted our second happy hour two days before impacting registrations and attendance. Our second happy hour was also two days after the AAF Big Wigs event (Exhibit 4), which proved to impact attendance. Moving forward we recommended to the team that we space out our events to be at a minimum only one event per week.

With the above learnings from our happy hours in mind, and results from a survey we sent to members (Exhibit 5), while keeping a close eye on updates with growing COVID numbers, we pivoted our focus for the second half of year to education events.

Diversity Speaker Series: The Value of the Black Professional in Advertising Ft. Eric Collier

Event Details: Hosted by Jarrett Way, Content & Digital Marketing Manager at Mighty Citizen, Ad 2 Austin was excited to welcome Eric Collier for our diversity speaker series. We engaged in a conversation about his career, experience, and expertise while discussing the value of Black professionals in the industry. At the end, attendees also had the opportunity to participate in a Q&A. We chose to host the event at the Austin Public Library to maximize inclusion of students, and to give attendees exposure to our beautiful library!

About Our Speaker: Eric is in the business of personal and professional transformation. He is the President & CEO of Bottom Line Solutions and has changed many lives through his work as a Personal

and Professional Transformation Coach. He also serves as the board president of E4 Youth. Eric believes you can meet all of life’s challenges with calmness, determination, and enthusiasm; that you can bring mastery over whatever circumstances you encounter, and that you can live a transformed life—with complete satisfaction and fulfillment in your relationships and your work.

Method of Promotion: We promoted the speaker series similar to our happy hours via social channels and organic outreach to urge people to sign up via the Eventbrite link (Exhibit 6). We posted on Facebook two times per week over two weeks leading up to the event. This proved to be a good learning for promotion, as attendance was less than our first happy hour when we had more posts over a longer amount of time.

Results: We had 22 registrations, and of those 20 attendees, giving us a 91% turnout rate! Attendees were engaged and fostered a good flow of conversation and Q&A throughout the event.

Education Speaker Series: The Building Blocks to a Successful Career ft. Jenifer Sarver

Event Details: Every professional experience – good and bad – is a building block for your life and your career. It’s what you choose to take from those experiences and how you mold them together that determine the shape your career will take. In this session, Jenifer Sarver shared lessons learned from a career that has taken her from a modest upbringing in the Rio Grande Valley to a thriving career that has allowed her to visit 48 countries, work with world leaders and take on professional challenges that fulfill her mind and soul. She gave practical tips for young professionals on building their personal brand and shared stories from her own personal journey.

About Our Speaker: Jenifer loves stories and helping people develop and tell theirs. At Sarver Strategies, she works with corporate and nonprofit clients to develop their story – and then train them to effectively tell it. She is a sought-after corporate coach, working with executives and their teams to build and refine their communication skills. She leads classes, workshops and one-on-one sessions on media

training, advocacy and engagement, public speaking, executive presence and virtual engagement. She brings more than two decades of professional experience in the corporate, nonprofit and political worlds to bear on behalf of her clients. She is passionate about civic engagement, promoting civil discourse and helping more women get elected to public office. In 2018, Jenifer came in fifth in an 18-way Primary for the 21st Congressional District in Texas. She continues to use lessons learned and firsthand experiences from that campaign to help encourage and promote others.

Method of Promotion: We promoted the speaker series via social channels and organic outreach to urge people to sign up via the Eventbrite link. We posted on Facebook two times per week over two weeks leading up to the event (Exhibit 7).

Results: Although we promoted the event in a similar fashion to the diversity speaker event, we saw about half as many attendees - one reason being that the events were within the same weeks (Tuesday and Thursday). As we saw with the happy hours, when two AAF/Ad 2 Austin events were held in the same week, the second event had about half as many attendees.

Education Series: Ad 2 Connect

Event Details: Ad 2 Austin, Ad 2 Dallas, and AAF Texas State collaborated together for an event with the goal of educating college students on the transition after graduating and the various paths in the industry, this event was equipped with several speakers who imparted their wisdom and expertise in advertising. The event had a total of 5 panelists that spoke about topics ranging from Account/Project Management, Strategy, Creative, SEO/Web and Social Media Management. From there, the group would have breakout groups where students could jump and ask questions to different professionals in the Dallas and Austin area (Exhibit 8).

Method of Promotion: Both Ad 2 clubs collaborated with each other to post to their social networks (Exhibit 9). We also boosted the event directly to students via the Texas State Advertising Club professor and president.

Results: The event was wildly successful with 69 registrations, 60 attendees, and high engagement with students. Afterwards, the Ad 2 president who spoke had experienced huge engagement with students from Texas State (Exhibit 10).

Annual Event: 32 Under 32

Event Details: The 32 Under 32 event honors the top 32 advertising professionals under the age of 32 in the Austin area as nominated and voted for by their peers. Each year we get to recognize young professionals from many different disciplines in advertising – account service, creative, strategy, media, production, and more. Judging will be done by a couple of senior professionals. The target audience of 32 Under 32 is advertising professionals under the age of 32 in all disciplines of advertising. This year we engaged more industries by branching out to local public relations and marketing agencies, with a focus on outreach to our corporate sponsorships/members.

We want this year’s Ad 2 Austin 32 under 32 event to steal the spotlight and make our guests feel like movie stars with a Hollywood-themed event hosted by the Austin Film Society. The glitz and glamor of the Hollywood theme set a stage perfect for an awards night such as 32 under 32. We want everyone there to feel as if they are on the red carpet for a big-budget, star-studded, movie premier, or backstage at an exclusive Oscar’s party. And with that, we kicked off our comms team with some design ideas to start posting to recruit sponsors for the event (Exhibit 11).

Execution: The team secured the venue first, locking in a contract with the Austin Film Society after touring the space in-person (Exhibit 12). We are continuing to keep tabs with updated restrictions as COVID updates continue to evolve throughout the year (Exhibit 13) and are considering a backup location (the Austin Public Library) as we solidified our budgets and expectations for attendance.

As the event approaches, the team is meeting twice a week to ensure all pieces for the program across teams are tracking to the deadlines put in place. Members from the executive team, programs, sponsorship, membership, and comms all took on roles and responsibilities (Exhibit 14).

Projections: With the last 32 Under 32 being a virtual event, it's hard to predict how many attendees can expect in person. We anticipate responses for nominations will be a good gauge and because we have backup locations have built in ways to pivot the size of the event to a smaller scale if needed. We are also cautious of budget implications, as we want to ensure we break even at a minimum on an in-person event. Luckily, we have six different companies interested in sponsoring which will allow us to to guarantee some of the costs be covered, like the bar tab, food and decorations.

CONCLUSION

Although the year wasn't as we envisioned at the beginning of the year, we learned to pivot between in-person events and virtual, as well as the types of programs we put on to increase the value toward the future of the club. We learned that the way we space out our events on the calendar impacts our overall involvement, and that ample time for promotion was crucial to our success. Ad 2 Austin is excited to see how the 32 Under 32 event comes to fruition, and the learnings we will take forward into the future from all the programs we have put on throughout the year!

EXHIBIT 1

AD 2 Austin **CREATIVE BRIEF**

Welcome to the 2021-2022 Creative Brief!
Before jumping to PAGE 2 here's a friendly message from your MarComm Friends:

STEP 1
Fill out Creative Brief on following Page (page 2)
6+ weeks prior to the event date.

STEP 2
Email completed Creative Brief to devenwilson@me.com & jestran18@gmail.com

STEP 3
Provide feedback on Artwork/Copy once emailed out to you for review.
4 weeks prior to the event date.

STEP 4
Approve Final deliverables so they are "In-Market"
3 weeks prior to the event date.

STEP 5
Celebrate! Because you're about to have an awesome event!

AD 2 Austin **CREATIVE BRIEF**

Native will have a table we can use as a check in booth, and to hold down the sponsor logo paper; might as well bring a laptop to do the check-ins with and place the paper under it by the edge of the table. IIRC we would use someone's laptop for check in

Should include Ad 2 Logo, unique color scheme that complements existing Ad 2 branding.

Venue look and feel:



DESIGN REQUIREMENTS

| | |
|-------------------------|---|
| EVENT NAME | Ad 2 Austin July Happy Hour |
| DATE OF EVENT | 7/29/21 |
| TIME | 6:30 - 8pm |
| LOCATION NAME & ADDRESS | Native Hostel and Bar & Cafe 807 E 4th St, Austin, TX 78702 |
| PRICE FOR ADMISSION | FREE |
| SPEAKERS/PANELISTS | N/A |
| SPONSORS FOR THE EVENT | Viant |
| PARTNER LINKS NEEDED | https://www.viantinc.com/ |

EXHIBIT 2



JUL 29

July Happy Hour hosted by Ad 2 Austin and AAF Austin

by [AAF Austin](#)
86 followers [Follow](#)

Free

Sales Ended [Details](#)

Join us for our in-person Happy Hour at Native Hostel Bar & Cafe

About this event

Join us for our first in-person event since last year, helping bring young professionals and students together for networking. We'll be offering free drink tickets to the first 20 people to join so get there early and enjoy a free drink on the house!

Ad 2 Austin is a not-for-profit organization whose purpose is supporting Austin's marketing & creative community. Our members are part of marketing, media, and advertising agencies across Austin and we're finally going to start doing in-person events!

Date and time
Thu, July 29, 2021
6:30 PM – 8:00 PM CDT

Location
Native Hostel and Bar & Cafe
807 East 4th Street
Austin, TX 78702
[View Map](#)

EXHIBIT 3

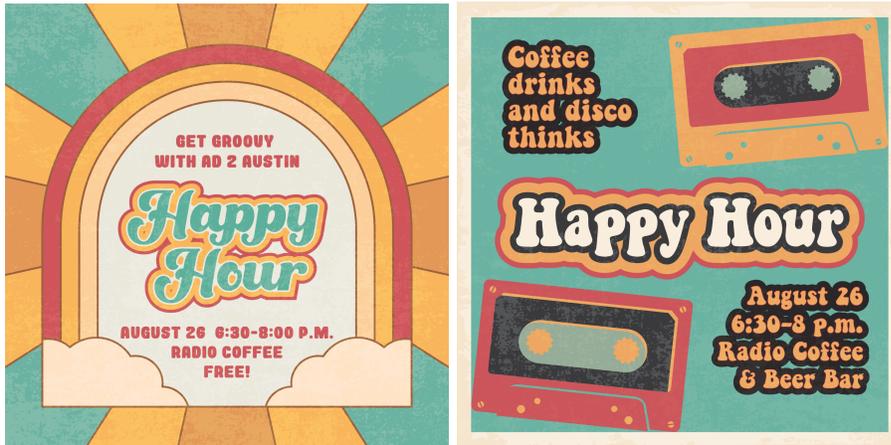


EXHIBIT 4

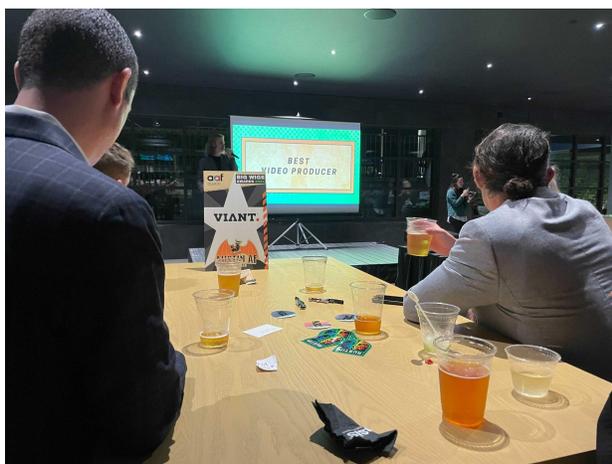


EXHIBIT 5

 **Deven Wilson** 3:15 PM
Hey y'all!
Putting together a quick survey we can send out for these events, what questions would y'all want to have on it?
Was thinking the main things are:

- Did they like it
- Would they like more events like these
- How likely would they be to recommend going to future ad 2 events

 **7 replies** Last reply 3 months ago

Ad2 Austin Member Survey

The Ad2 Austin web team is working to revamp our website experience. As a current member, your feedback is SO valuable to us. We appreciate you taking a few minutes to share your honest thoughts with us below.

 victoria.garciagalarza@gmail.com (not shared) [Switch account](#) 

* Required

1. How long have you been a member of Ad2 Austin? *

This is my 1st year of membership

1-3 years

3+ years

2. Where are you in your advertising career journey? Check all that apply. *

Current student

Recent graduate

Post-graduate

Intern

Working professional – Junior level

Working professional – Mid level

Working professional – Senior level

EXHIBIT 6

AD2 Austin
THE VALUE OF BLACK PROFESSIONALS IN ADVERTISING
Ft. Eric Collier

NOV 16

Ad 2 Austin Diversity Speaker Series Ft. Eric Collier

by AAF Austin
86 followers [Follow](#)

Free

Sales Ended [Details](#)

An in-depth interview and discussion about the value of Black professionals.

About this event

About our Event:
Hosted by Jarrett Way, Content & Digital Marketing Manager at Mighty Citizen, Ad 2 Austin is excited to welcome Eric Collier! We'll engage in a conversation about his career, experience, and expertise while discussing the value of Black professionals. At the end, attendees will have the opportunity to participate in a Q&A.

About our Speaker:
Eric is in the business of personal and professional transformation. He is the President & CEO of Bottom Line Solutions and has changed many lives through his work as a Personal and Professional Transformation Coach. He also serves as the board president of E4 Youth.
Eric believes you can meet all of life's challenges with calmness, determination, and enthusiasm; that you can bring mastery over whatever circumstances you encounter, and that you can live a transformed life—with complete satisfaction and fulfillment in your relationships and your work.

Thank you to our sponsors:
Thanks to our sponsors [ATD Partners](#) and [Sherry Matthews Group](#),

Date and time
Tue, November 16, 2021
6:30 PM - 7:30 PM CST

Location
Austin Public Library
710 West Cesar Chavez Street
Austin, TX 78701
[View Map](#)

EXHIBIT 7

AD2 Austin
THURSDAY, NOVEMBER 18

The Building Blocks to a Successful Career

JENIFER SARVER
PRINCIPAL, SARVER STRATEGIES

Sponsored by
atd partners
The Advertising & Marketing Training Center

AD2 Austin
THE BUILDING BLOCKS TO A SUCCESSFUL CAREER
FT. JENIFER SARVER

Sponsored by: **atd partners**
The Advertising & Marketing Training Center

EXHIBIT 8



EXHIBIT 9


Ad 2 Austin
 833 followers
 2w · 🌐

We love a good connection. Join us as we team up with Ad 2 Dallas for our first meeting in the Ad 2 Connect series. There will be valuable information shared for every career path and breakout rooms for questions! Be sure to register here: <https://lnkd.in/gNQFJuVX> to receive the Zoom link on the day of the event. We look forward to seeing everyone there!



EXHIBIT 10

FRIDAY


Owen Eyestone (He/Him) · 11:00 AM
 Hi Jessica, I just wanted to say thank you for your time yesterday and that I enjoyed hearing about your role in project management!

Kindly,
Owen Eyestone


Jessica Tran (She/Her) · 4:24 PM
 Hey Owen! Yes great meeting you as well. Let me know if you have any other questions I can help answer.

Emma Jeffers (She/Her) · 1st
 Texas State University student studying Advertising

FRIDAY


Emma Jeffers (She/Her) · 12:06 PM
 Appreciated your time and advice during the AD 2 meeting tonight, thanks so much!


Jessica Tran (She/Her) · 4:23 PM
 Yes of course! Great meeting you Emma.

Gemma Hurtault (She/Her) · 12:06 PM
It was great meeting you today via Zoom! :)

Jessica Tran (She/Her) · 4:22 PM
Yes great meeting you!

Mikayla Dinkins (She/Her) · 12:05 PM
I really enjoyed hearing you speak today at the Ad2 Connect zoom event! I'm excited to connect and learn more about yourself and the ad industry!

Jessica Tran (She/Her) · 4:23 PM
Hi Mikayla! Great to meeting you yesterday.

Mikayla Dinkins (She/Her) · 4:52 PM
Yes, I loved hearing your insight!

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EXHIBIT 11

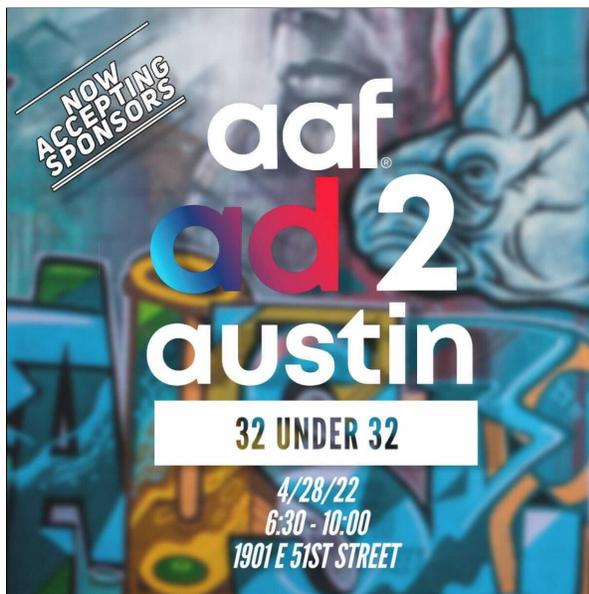


EXHIBIT 12



EXHIBIT 13

Re: [External] Re: Rental Inquiry ← ↶ ↷ →

CR ○ Chandra Reyes <chandra@austinfilm.org> Today at 12:19 PM

To: Jessica Tran; Cc: Victoria Garcia Galarza; Deven Wilson; Kate Kuykendall; Jakleen Yaqoob; niclouis@icloud.com

EXTERNAL EMAIL

This email originated from outside Viant. Do not click links, open attachments or provide personal information or login credentials unless you validate the sender and know the content is safe.

Please perform additional validation if this email is related to fund transfers, payment changes or direct deposits.

Hi Jessica,

We were just discussing your event actually! We feel that due to covid cases decreasing at a steady rate, we can confirm 80% capacity for Theater 1 which raises the capacity to 220. If we happen to go into Stage 2 or lower a week out from 32 under 32 we can go up to 100% capacity (265). We are also a go with lobby activations including outside catering, photobooth or balloon arch.

I've attached our most recent menu that lists our prices for concessions. If you decide to do drink/food tickets, we would need to run a tab the day of the event and there would be a \$30 fee if you decide to use our tickets (no fee if you bring your own!)

Let me know if you have any additional questions!
Chandra

.....

Chandra Reyes / Cinema Coordinator
pronouns: she/her/hers
T: 512.322.0145 x 3230








On Wed, Mar 2, 2022 at 7:46 PM Jessica Tran <jestran18@gmail.com> wrote:

Hi Chandra,

Hope all is well! I wanted to check-in to see if capacity of the theatre has changed at all? Will you triple confirm the max number of people? Any updates to the COVID protocols we should be aware of?

Are you also able to pass along info on bar costs and costs for popcorn & candy? We're allocating sponsorship dollars at the moment and want to see how much we're able to spend on bar and popcorn/candy costs.

Thanks!
Jessica Tran

On Thu, Sep 16, 2021 at 4:59 PM Chandra Reyes <chandra@austinfilm.org> wrote:

Hi team!

Thanks so much for signing the contract and sending it over. I'm so excited for your event! Please let me know if you have any questions about the deposit. Just a reminder we need the signed contract **and** the deposit to secure the date.

Thanks again!
Chandra

.....

Chandra Reyes / Cinema Coordinator
pronouns: she/her/hers
T: 512.322.0145 x 3230




EXHIBIT 14

32 Under 32

SCHEDULE

3/16 - Nominations out

3/31: Nomination closes, and judging starts

4/7: Judging finishes

4/9: Announce winners

4/28: Event

- **Event space: Austin Film Society JESSICA**
 - Check in with venue contact - @Jessica Tran will take point on this
 - If the Client cancels the event 21 days in advance of the Term, a full refund.
 - Total cost of venue \$2,500
 - Send comms out and see how many nominees we get before we decide to cancel or not
 - Backup plan: Austin Public Library to save on venue costs (discounted rate)
 - @Jessica Tran to check on cancellation policy

- **Comms: Nominations and Event Promo DEVEN/MIRA/NIC**
 - Check with Mira on how much time she can allocate
 - If needed, Deven will help with the lift
 - 1st get nomination comms out in 2 weeks from now (drop dead: 3/15)
 - Don't post where event will be and just focus on other details
 - Use examples from last year to help guide, and [comms brief here](#)
 - Nominations will be captured in a Google Form
 - @niclouis@icloud.com to take lead on this (support from Membership team)
 - Get form from last year
 - Determine what qualifiers judges will use for voting (5 or less)
 - Blast on social and through networks 2x/week
 - 2nd get promos for event with full details (drop dead: 3/30)
 - Blast on social and through networks 2x/week
 - Include dress code
 - 3rd get posters templates ready for winners (drop dead: 4/8)
 - What does Mira need from us to create these?
 - Pricing for picture frames for winner posters
 - @niclouis@icloud.com to take lead on this
 - Printing costs for in-person event posters

- **Judges and nominations JESSICA**
 - Jessica to lock down judges and ask from AAF
 - Judges [packet](#) and judging coordination

- **Decorations NIC**
 - Winner posters costs of printing