

2020 - 2021 Club Achievement - PROGRAMS

The heartbeat of Ad 2 Tampa Bay is to provide quality programs and well-attended events that provide value to our members, bring credibility to the club, and generate revenue to support operations and conference participation. Reflecting on previous years, we felt it was essential to maintain relevance through consistent programming - at least one event each month. Deciding to make all major programming virtual, Ad 2 Tampa Bay challenged ourselves this year with creating a full roster of events that put a spin on the typical Zoom meeting.

Programming goals for the year:

1. Host at least one event each month.
2. Strive for a full calendar of creative and virtual events.

Career-focused Gathering: Behind the Ad Scenes

Event details: With widespread concern over the economy and the current job market, we wanted to provide an event that offered the space for our members and other young professionals to discuss their concerns with local advertising industry leaders. (1.1) The event, which served as our monthly event for November, was held through the virtual event platform, *Lunchpool*. (1.2) Attendees were able to video chat around virtual tables, moving freely from table to table just like in real life. Our panel speakers were Alex Abell, the CEO of *Lunchpool*, Chris Mohrman, President of *Markentum*, Jermaine Weathersby, HR Executive at *Land's End Property Management, LLC*, and Geoff Nevins, Controller at *SPARK* advertising agency. (1.3) Event attendees were able to submit anonymous questions to the panel regarding our

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industry-related job markets and hiring. After the panel discussion, attendees were paired up with industry leaders to be mock interviewed.

Target audience: Young advertising professionals and advertising students aged 18-32.

Method of promotion: We promoted Behind the Ad Scenes as a casual format to discuss meaningful shifts in the advertising industry and hone interview skills (1.1). Promotion had a classic Hollywood theme, drawing inspiration from The Wizard of Oz's 'man behind the curtain.' (1.4) The event promised the reveal of honest opinions on the ad industry from local industry leaders. To further promote the educational aspect of the event, some of our social media and landing page copy highlighted the skill-building opportunity of virtual mock interviews.

Average attendance: We had 23 faces that came together for Behind the Ad Scenes. There were also enough mid to senior advertising professionals present to assist with the mock interviews (1.3).

Feedback mechanism: Increasing attendance was our main goal in planning this particular event. With our membership recruitment goals in mind, event attendance was recorded and followed up with a thank you email and 10% membership discount offer (1.5).

Results: There was a 100% increase in event attendance from the previous event. Questions were submitted both before and during the event, signifying engaged attendees. This event was free for both members and non-members, which aided in increased attendance. We hit our goal of one event per month for November, and working with our event sponsor *Lunchpool* made for an interesting virtual experience. Our event page reached 95 views and 23 registrants (1.6).

Interactive Virtual Gathering: Advertising Sprint (2020)

Event details: For young individuals trying to break into the creative side of Advertising or even continuing their existing career, a portfolio of work is essential for obtaining a job. This was the premise of our next event, the Advertising Sprint. (2.1) In this event, which served as our monthly event for December, three teams of students and young professionals were given a real client, *Happy Wag Designs*, and a creative brief in order to create an ad campaign concept to promote the client's upcoming winter collection (2.2). Participants were given 24 hours to team up, create their concept, and present it to the client who ultimately helped choose a winner (along with a panel of judges from local advertising agencies) and used the winner's materials (2.3).

Target audience: Young advertising professionals and advertising students aged 18-32.

Method of promotion: We promoted Advertising Sprint as a fast paced challenge that would not only provide portfolio materials but real client experience and exposure. Promotion had a "work in progress" theme, using surrounding shapes to mimic working designs while the illustrated characters are piecing each part together to represent teamwork and creation (2.4). The landing page and copy for social posts included verbiage about teamwork and incorporated sports references like "team" and "sprint" to play on the name.

Average attendance: In total we had three teams participate. Out of 10 registered participants, each team consisted of 2-6 students and young professionals (2.5).

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Feedback mechanism: Participants were reached out to on an individual basis for feedback (2.6).

Results: Each team created a phenomenal presentation that was presented 24 hours after receiving the initial brief. Not only did attendees get real world experience with a real business, they were able to network with peers while completing the project. We hit our goal of one event per month early in December with this event, freeing us up for a second December event later in the month. The competitive nature of the event made for a unique virtual experience for attendees and competition judges. We received positive feedback during the presentation and had two new memberships come from the event.

Student-Focused Gathering: Internship Speed Dating

Event details: Internship Speed Dating is a highly anticipated event we do every year. However, this was the first year that we made the event virtual. This served as our monthly event for February, and we used *Lunchpool* again to help counter Zoom fatigue (3.1). Each virtual table represented an organization that was seeking candidates for internships. Attendees were split into groups of 3 to 6 and would have 20 minutes at each table to be part of an intimate group interview. In the final round, students were able to revisit a table of their choosing in order to complete a final touch base with an agency representative they connected with. The entire event had a chat group as well where attendees could share their LinkedIn profiles and connect with their peers as well as agency representatives.

Target audience: We host this event for advertising agencies and advertising students of the Tampa Bay area to come together and find their perfect match.

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Method of promotion: Promotion for Internship Speed Dating was bright and inviting. It is always a balance for us to promote ISD as a professional event, but also play up the speed dating aspect of it (3.2). We promoted on social media as well as created a unique event page for the event that invited users to put themselves out there and sign up. Additionally, we utilized our faculty contacts with local universities as well as their ad clubs to reach out to advertising students (3.3). Both audiences were directed to one landing page for event details and sign up, which was broken out by agencies, non-Ad 2 students, and Ad 2 student members, the latter of which received free access to ISD in an effort to show the value of membership (3.4).

Average attendance: We secured 6 organizations: large ad agencies, small boutiques, and even our event host, *lunchpool*, who were looking for marketing assistance. Each company had 1-3 representatives for the attendees to connect with. In total, we had 32 attendees (3.5).

Feedback mechanism: For this event we had a live chat going where students could comment on their experience and touch base with others in real time (3.6). Additionally, we had students reach out to us over social media to provide positive feedback (3.7). Lastly, since this event is extremely logistic-heavy, we implemented two robust follow-up surveys: one for students and one for organizations (3.8). This provides our team with concrete, quantifiable feedback to continue improving year after year. In this year's survey we were particularly interested in how attendees felt about the virtual platform we used.

Results: Overall it was a huge success! Attendees were able to build up their network and learn more about local agencies and companies, all while getting real interview practice. We were able to hit our

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monthly event goal for February, raise money for our organization, as well as expose Ad 2 Tampa Bay to a new crop of advertising students. By partnering with *Lunchpool* and eliminating expenses, charging non-Ad 2 members \$15 and each agency \$50 for a table, we were able to raise about \$500 (3.9)! Importantly, we were able to make this event free for Ad 2 student members, showing a great benefit of membership to both current and potential members. We hope to have our next ISD in person, but it was amazing to have found a perfect match in a virtual platform for such a unique and popular event.

Special Event: THRIVE Mentorship Program

Event details: Ad 2 Tampa Bay joined forces with our sister organization, AAF Tampa Bay. THRIVE Mentorship Program is a virtual mentorship designed to provide meaningful connections and support to our community of young professionals. The ideation of this program came soon after the onset of the COVID-19 Pandemic. With many agencies foregoing their summer internship programs due to COVID-19, we wanted to provide students and recent graduates a resource to gain experience, stay in the know, and have guidance as they transition into the real world during such unprecedented times. Over the course of about two months over the summer, mentors and mentees met virtually for career advice and optional projects (4.1). To further encourage positive and productive experiences, we offered the team who completed the most projects together a winning prize of a \$1,000 Scholarship for the Mentee, as well as a free Ad 2/AAF membership for the Mentor (4.2).

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Target audience: For Mentees, our desire was to provide a sense of career guidance for entry-level advertising professionals and students. With the opportunity to provide advice and guidance to local youth, the ideal Mentor was a mid to senior advertising professional.

Method of promotion: Though we had two distinct target audiences, we really stressed the aspect of making connections within your community. This was done in an effort to tap into a shared desire for human connection during this socially-distanced new normal. We leveraged our partnership with AAF Tampa Bay as a way to reach a wider audience through cross promotion on social media. AAF Tampa Bay was tagged in Ad 2 Tampa Bay Facebook and Instagram event posts and vice versa to encourage more likes and followers to each organization (4.3). Audiences were directed to apply to one of two Google Form applications specific to Mentors and Mentees in order for us to match applicants based on skill set (4.2).

Average attendance: We received, in total, 39 Mentee applications and 25 Mentor applications (4.4)! 15 matches were created from the applications we received from both potential Mentors and Mentees (4.5).

Feedback mechanism: Our plan was always to create a partnered mentorship program with our sister organization that could be replicated year after year. In order to provide our team with concrete, quantifiable feedback so that we continue improving the experience, a brief survey was sent to all participants after the program ended (4.6).

Results: Our promotion method paid off as we received more applications than what we anticipated. Though it was more of a challenge to secure qualified Mentors, we quickly determined that we would

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focus more on attracting people from a wider variety of career backgrounds the following year. Our survey results were positive among both mentors and mentees. Even after the program ended, we reached out to the 39 Mentee applicants to invite them to join our Public Service Committee as an additional opportunity (4.7). We gained 3 committee members, and Ad 2 memberships, from that effort alone!

CONCLUSION

By challenging ourselves to provide a full calendar of creative and virtual events, we were able to breathe new life into the organization. Planning at least four months ahead at the onset of the Ad 2 year and mid-way through ensured consistent monthly events. Regular events resulted in high activity in all of our communication methods. Our event pages averaged 135 views throughout the year. We were able to host both paid and free to attend virtual events at little to no cost to us through our partnership with *Lunchpool*. Utilizing a podcasting studio and the virtual platform of Ad 2 Tampa Bay agency sponsors, many of our virtual events offered more polished Zoom experiences or Zoom alternatives altogether that attendees appreciated. At least 5 memberships attained throughout the year had previously attended one of our monthly events. Through this all, we have become a more recognized name within our city and continue to grow exponentially, one heartbeat and program at a time.

/View calendar on next page



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2020-2021 Programs Calendar

July 2020

AAF & Ad 2 Tampa Bay Board Inductions, July 23

August

Ad 2 Tampa Bay Board Retreat, August 16

September

Ad 2 + You, September 17

October

Just Be*Cause Tampa Bay, October 10

Transforming Brands Workshop, October 15

November

Behind the Ad Scenes, November 19

December

Advertising Sprint 2020, December 5-6

How to Enter the Student ADDYs Workshop, December 15

January 2021

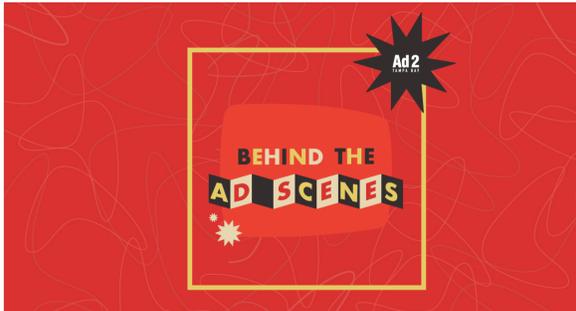
Members-Only Meet Up, January 19

February 2021

Internship Speed Dating, February 24

EXHIBITS

1.1 Behind the Ad Scenes: Landing Page & Event Description



Hop on this call if you're currently on the job hunt!

Join us Thursday, November 19 at 6:30 pm - 8:00 pm for a cool brew and the opportunity to hear from HR leaders on the current state of the job market and hiring.

Interested participants can also get paired up with industry leaders to be mock interviewed, virtually. Identify your strengths, weaknesses, and learn opportunities for improvement.

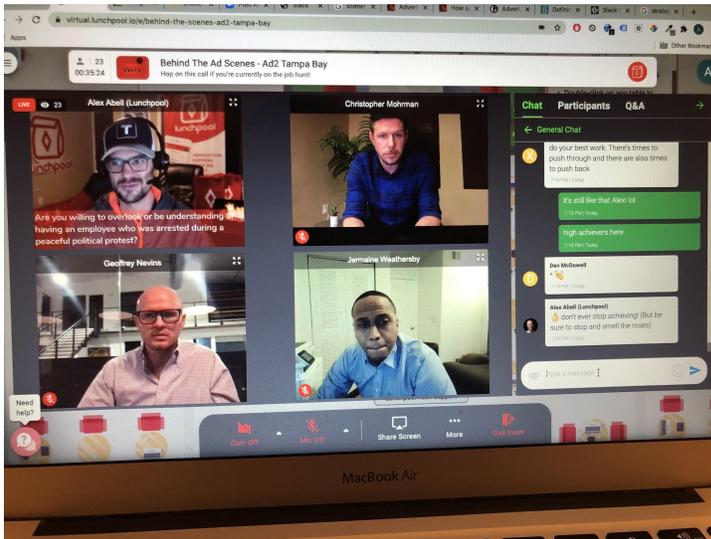
2020 has been all about adapting to change! With the landscape switching to virtual communication methods, there's no better time



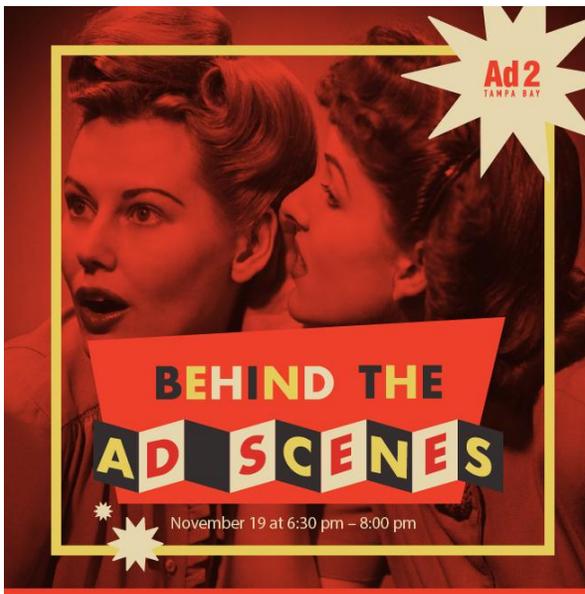
1.2 Lunchpool platform



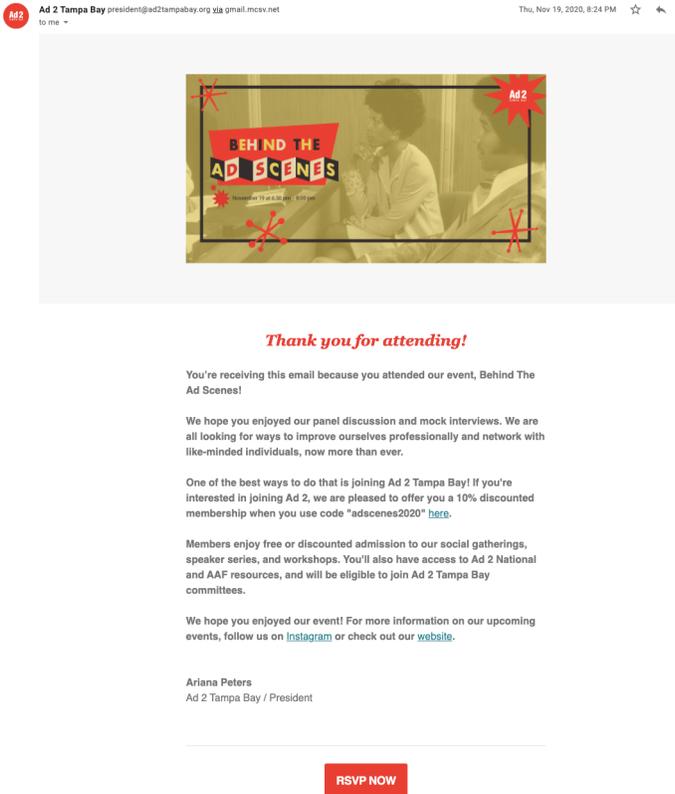
1.3 Speakers & Attendee Number



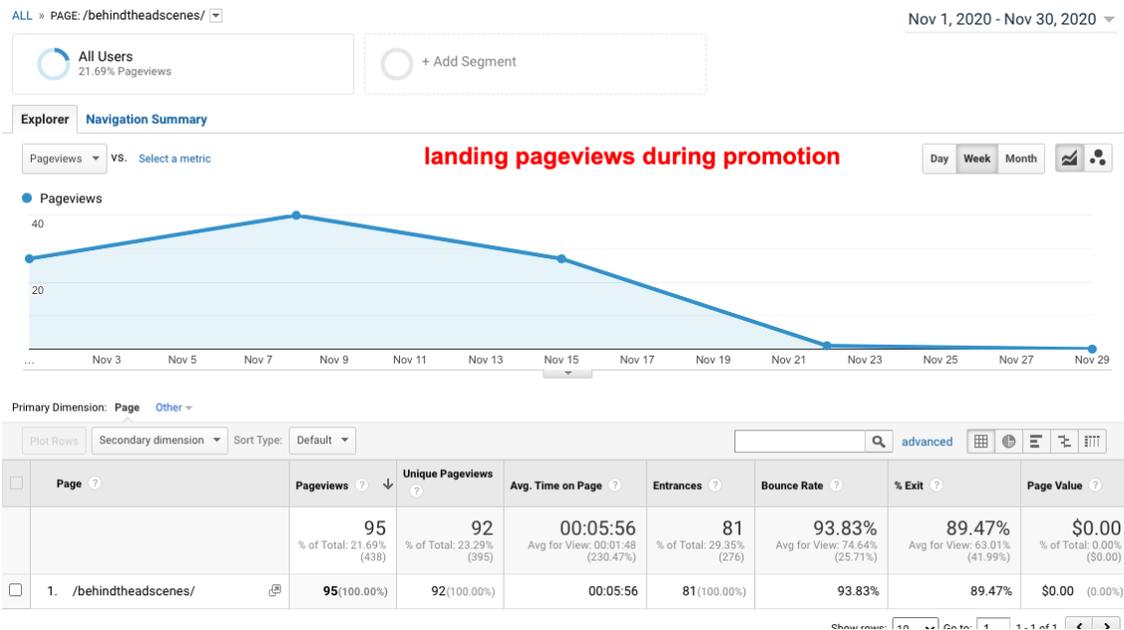
1.4 Design/ Advertising



1.5 Thank you email and membership discount offer

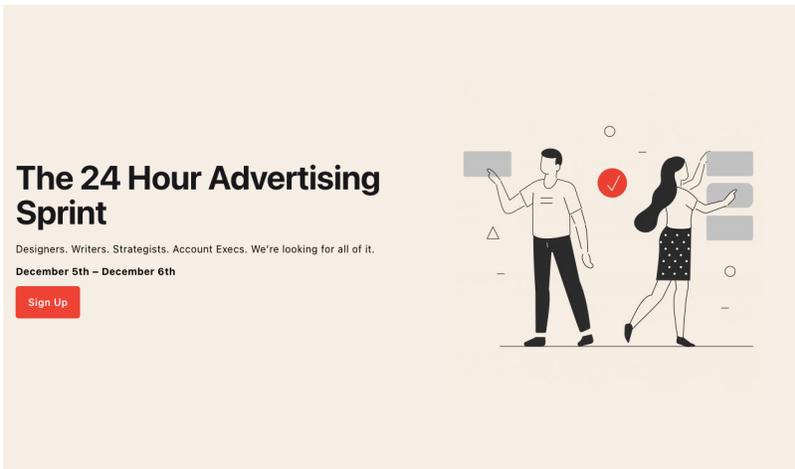


1.6 Behind the Ad Scenes Analytics



2. Advertising Sprint

2.1 Landing Page



Unite your team, or fly solo. Whatever it takes for you to compete in our Ad Sprint starting **December 5th at 9am until December 6th 9am**. It'll be **24 hours** of team hustle, honing real-world skills, and plenty of virtual high fives! We'll announce our client at the start of the race and let you get to creating. Once 9am hits the next day, each team will present their campaigns to our panel of judges via Zoom.

Think your team has what it takes? Sign up here!

2.2 Advertising Sprint Creative Brief

Client

- Happy Wag Designs

Happy Wag Designs strives to be the best for you, your furry friends, & the planet. That's why our bandanas are designed with everyone in mind! Our bandanas feature three closure options so you can choose whichever works best for you; Snap, Slip, & Knot. The Happy Wag Designs signature Dual Snap closure allows for each bandana size to fit up to 3 consecutive neck measurements so that your buds can grow & stay fit! All of our bandanas are crafted by hand & made from sustainable & recyclable materials.

Product

- The Winter Collection

Target Audience

Female 18-35

- Zero waste mindset
- Outdoorsy
- Takes pet everywhere

GOALS

- Increase sales of the winter collections and advance the awareness of the Happy Wag Design Brand by creating a campaign that feels cohesive and unified with a strong message. What can make Happy Wag Designs stand out in the mind of the consumer and make it a top of mind gift for pet owners and lovers?

OPTIONAL DELIVERABLES

- Unified headline and matching tone throughout campaign pieces.
- Design pieces that feel like they fit under the same umbrella.
- Social Posts
- Digital
- Print
- OOH

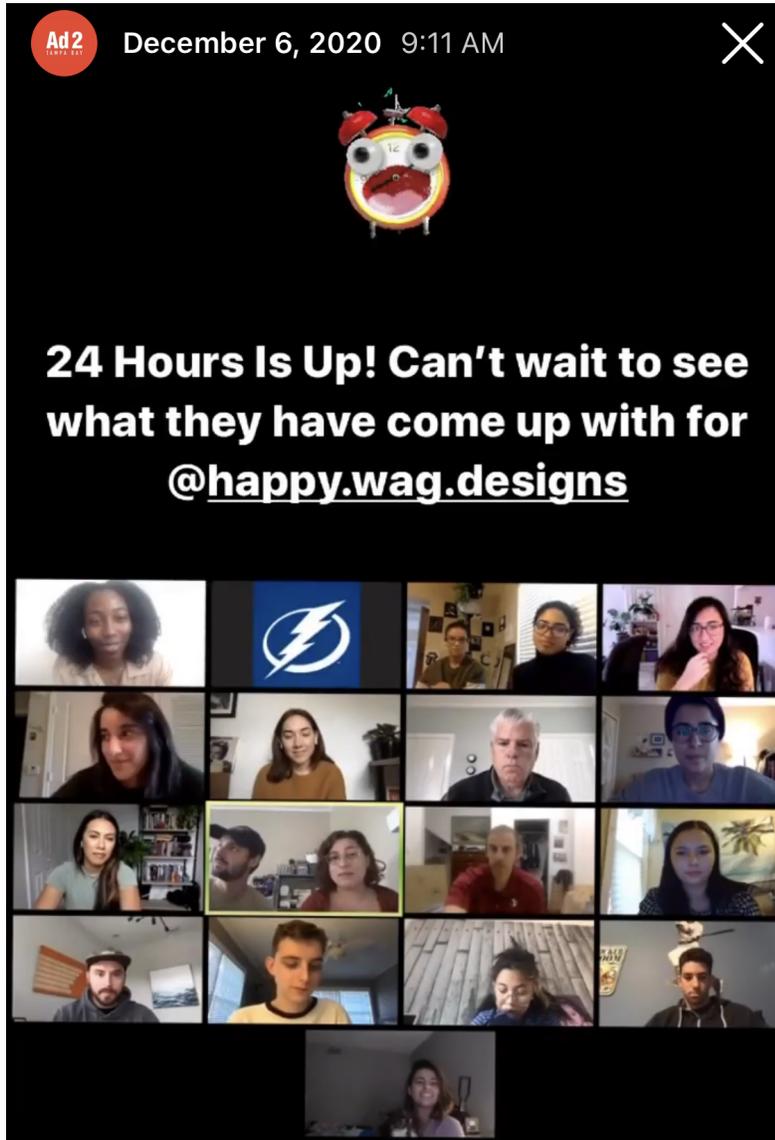
2.3 Winner Announcement



2.4 Event creative and concept



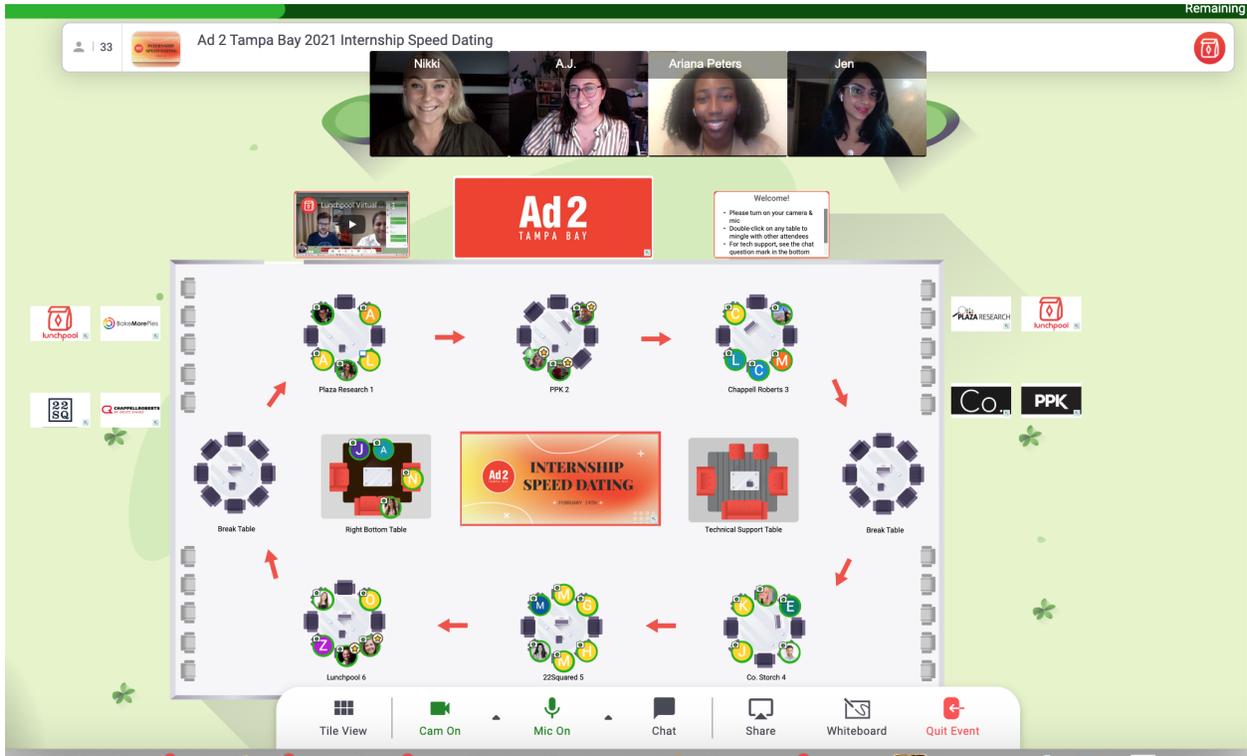
2.5 Event Teams & Client



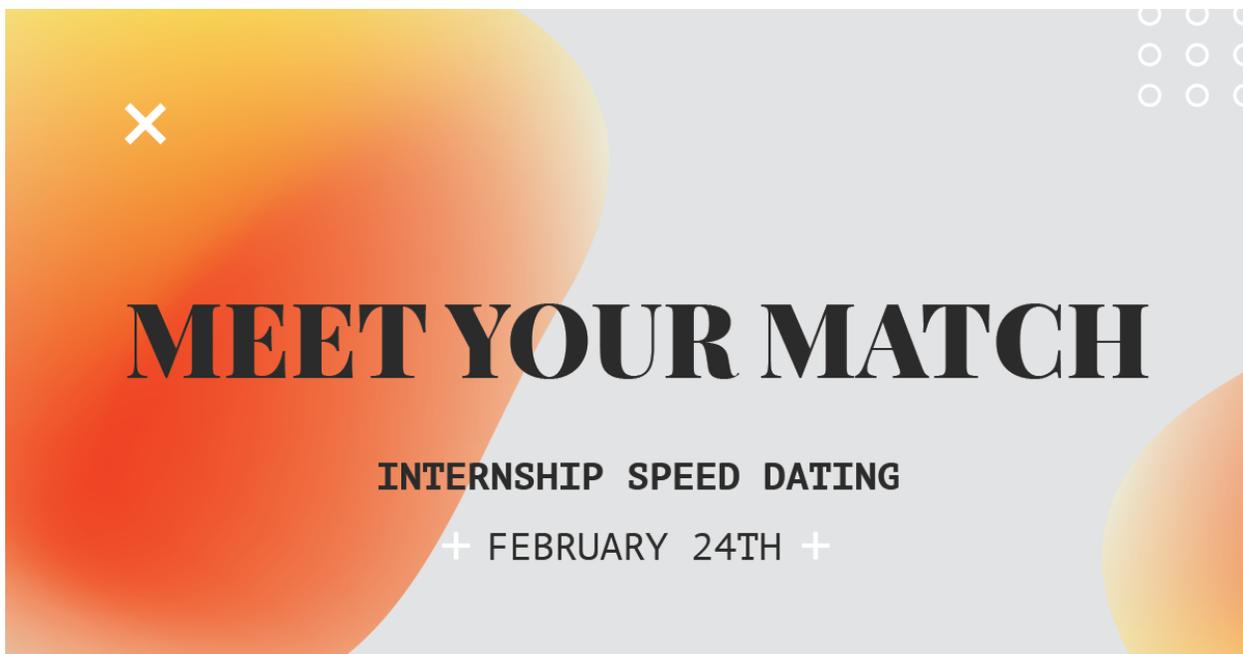
2.6 Feedback



3.1 Lunchpool



3.2 Event creative & concept





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3.3 University Outreach

Internship Speed Dating Σ Inbox x



Ariana Peters <arianapetersad2@gmail.com>
to Lina, me, maceypwilson ▾

Mon, Feb 15, 8:00 AM ☆ ↶ ⋮

Hi Lina,

Hope everything is well with you. Ad 2 Tampa Bay has an upcoming event that I think would really interest your students. Our signature event, Internship Speed Dating, is taking place February 24th, 6pm-8:30pm.

Internship Speed Dating is an exclusive opportunity for organizations to get to know Tampa & St. Pete's most ambitious advertising students in a casual setting with the goal of finding candidates for Summer or Fall 2021 internships and job openings.

Each student will get a few minutes at each organization's table virtually via our platform partner [Lunchpool](#). Lunchpool allows for attendees to video chat around virtual tables for face-to-face networking and access to move freely from table to table, just like in real life! It's the perfect chance for students to practice interviewing & networking skills while meeting a line up of thriving businesses.

The deadline for students to register is February 22, 2021. I will post our event page below where you can sign up:

<https://ad2tampabay.org/isd/>

If you have any questions about this event, please don't hesitate to reach out. We've really enjoyed working with your class this semester and I figured your students would like to hear about this opportunity.

Thanks,

3.4 ISD Pricing Structure

INTERNSHIP SPEED DATING

Internship Speed Dating is an exclusive opportunity for organizations to get to know Tampa & St. Pete's most ambitious advertising students in a casual setting with the goal of finding candidates for Summer or Fall 2021 internships and job openings. Join us February 24th, from 6-8:30pm.

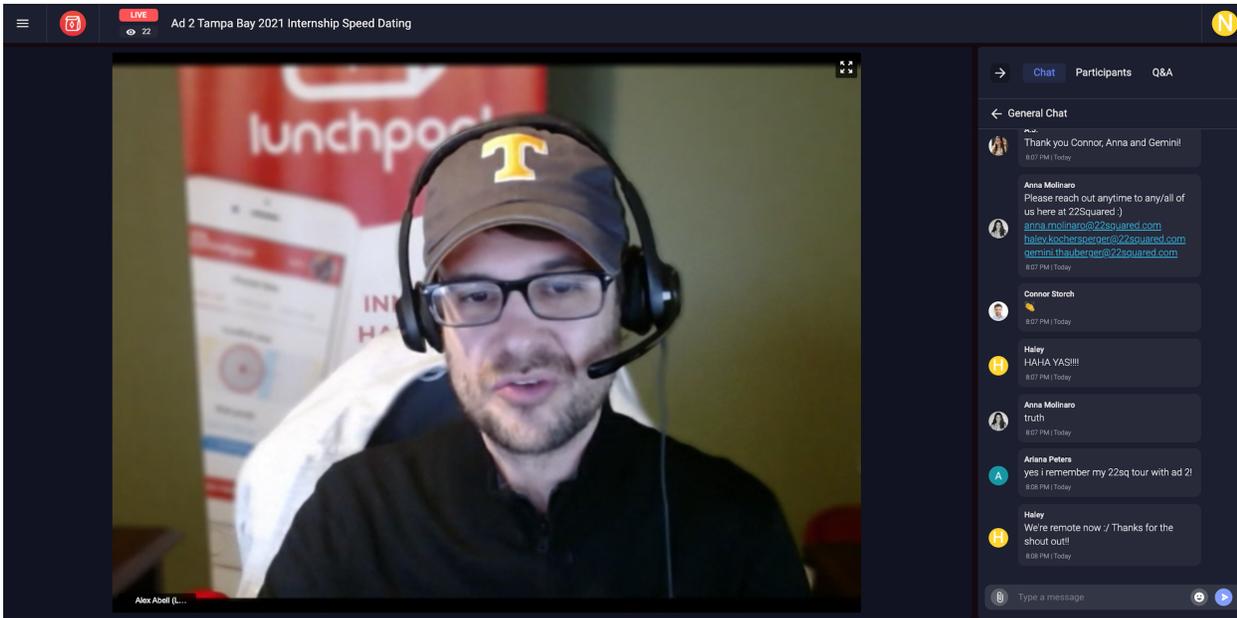
After completing registration, you will receive a purchase receipt. We will email you access information closer to the start of the event. Thank you for supporting Ad 2 Tampa Bay.

- Registration Options *
- Ad 2 Member (\$0.00) [Sold Out]
 - Non Ad 2 Members (\$15.00) [Sold Out]
 - Organization (\$50.00)

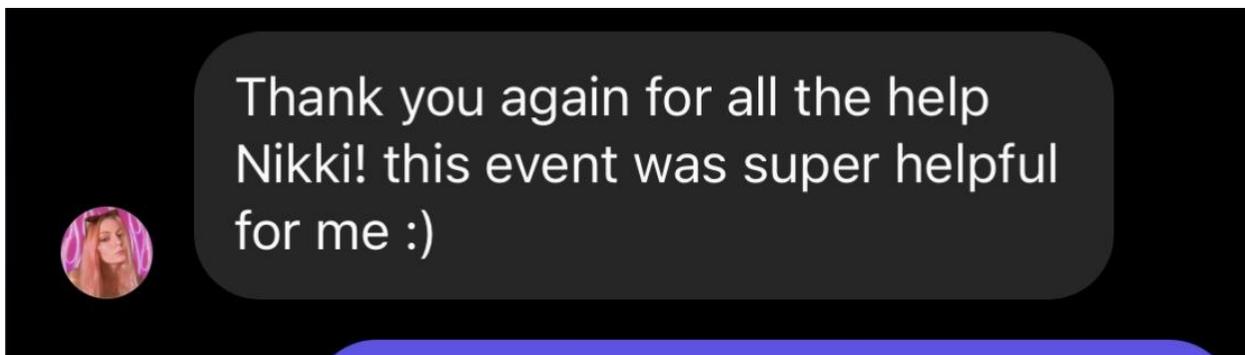
3.5 ISD Attendees List

Full Name	Email	Invited	Registered	Attended	Event	Registered At	Login Time A	Logout Time	Time Spent (In Minutes)
Matt Boswell	mboswell@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	142
Christopher	chrisminter1	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	52
Javier Rodriguez	javier.rodriguez	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	112
Kaitlyn Bishop	kaitlynbishop@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	127
Carolina Ozi	carolina.dias	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	134
Lea Doyle	ldoyle@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	136
Connor Ston	connect@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	
devon burke	devonburket	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	128
Anna Molina	anna.molina	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	140
Olivia Overholt	oliviaoverholt	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	140
Eleni Kashi	ekashis22@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	139
Adriana Ros	adrianamros	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	2
Curtis Elliott	celliott@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	104
Madelen Lopez	lopez.madelen	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	135
Gemini Thau	geminithau	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	140
Ariana Peters	arianapeters	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	
Haley	haley.kocher	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	137
Jen	jen@bakemc	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	137
Matthew Gr	matthewdg1	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	137
Lindsay Price	lprice@plaza	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	
Colby Hardin	chardin8@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	109
Dorothy Hov	dorothy.n.hov	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	132
Robin Shattl	robinshattl	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	134
Maggie Bunt	maggiebunt	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	122
Zaid Kapadia	zkap98@gmail.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	113
Alexis Allen	allen_alexis2	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	130
Aixa Brandt	brandta259@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	115
A.J.	hlavamanda	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	123
Nikki	dineukomm	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	118
Natalie	ncharlton1@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	52
Benjamin Zvi	bez@usf.edu	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	51
Allison Fish	allisonfisher@connect.com	manageEvent	yes	yes	Ad 2 Tampa	#####	#####	#####	13

3.6 Live Chat



3.7 Student feedback via Instagram



3.8 ISD Survey to Participating Students and Organizations



Did you make a connection at Internship Speed Dating?

We're thankful for the opportunity to help make connections in the Tampa Bay Area.

We'd love to get your take on how you liked our Internship Speed Dating event. It's okay to be completely honest about what you loved and what you'd like to see improved for next time—we work hard to make sure our events are beneficial for both students and agencies, but we need your help to do it!

[Take a super short survey](#)



Ad2
TAMPA BAY

**INTERNSHIP
SPEED DATING**

+ FEBRUARY 24TH +

We hope you met your match at Internship Speed Dating!

We strive to be a resource for students and local businesses.

Hi there!

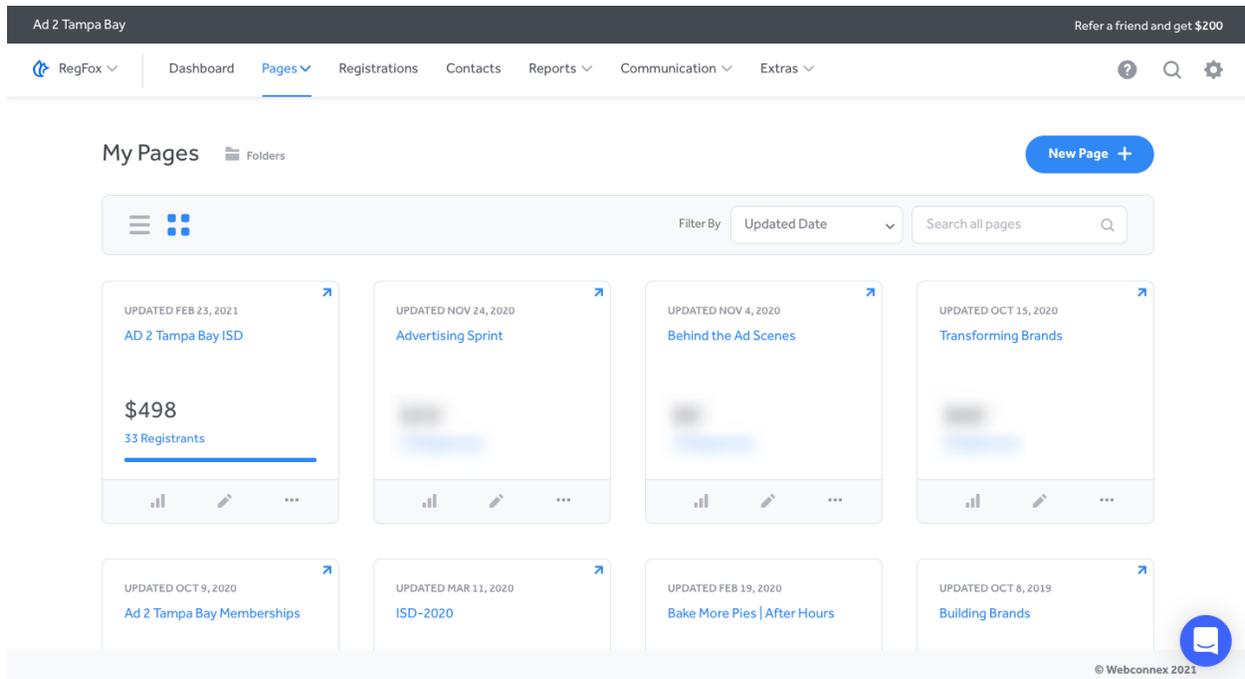
Thank you for supporting young aspiring advertisers and coming out to meet so many eager and passionate students. We host Internship Speed Dating every a year, and are always looking for ways both sides of the table can get more out of the experience.

Please take our short survey to let us know what you loved and what we can work on for future events.

Thank you!

Help Us Improve!

3.9 ISD Funds Raised



THRIVE

4.1 Program Projects

THRIVE Worksheet for Mid-Point Check in [July 9]

X	Portfolio/Resume Review – completed 6/16 and 6/23
	Mock Interview
	Job Hunting Tips // Networking Tips
	Complete a Creative Project
	Complete a Self-Branding Project
X	Career Guidance Q&A Session – completed 7/7/2020
	Skill Tutorial - Creative Cloud, Microsoft
	Social Media Branding, Persona & Etiquette
	LinkedIn Strategy
X	Shadow Day – In Process (ABC Action News/Dunn and Co/22Squared/PPK/Spark)

Example of a mentor/mentee pair completed (but optional) projects sheet.

4.2 Program Announcement, Prize, & Applications



**Become a Mentee.
Meet a Mentor.**

[Mentee Application](#)



**Be a Mentor.
Make a Difference.**

[Mentor Application](#)

Your application will be reviewed and if we find that you are a good fit, you will be matched with a mentor or mentee based on your skillset

Details:

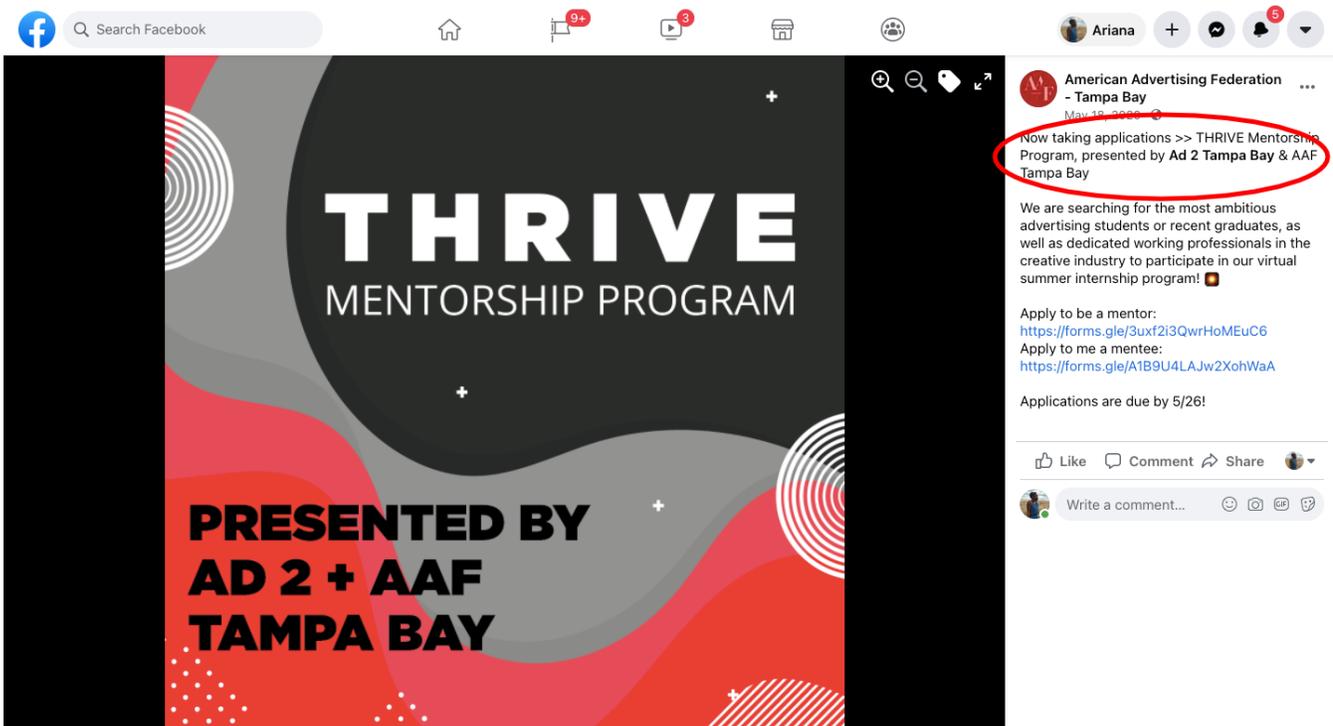
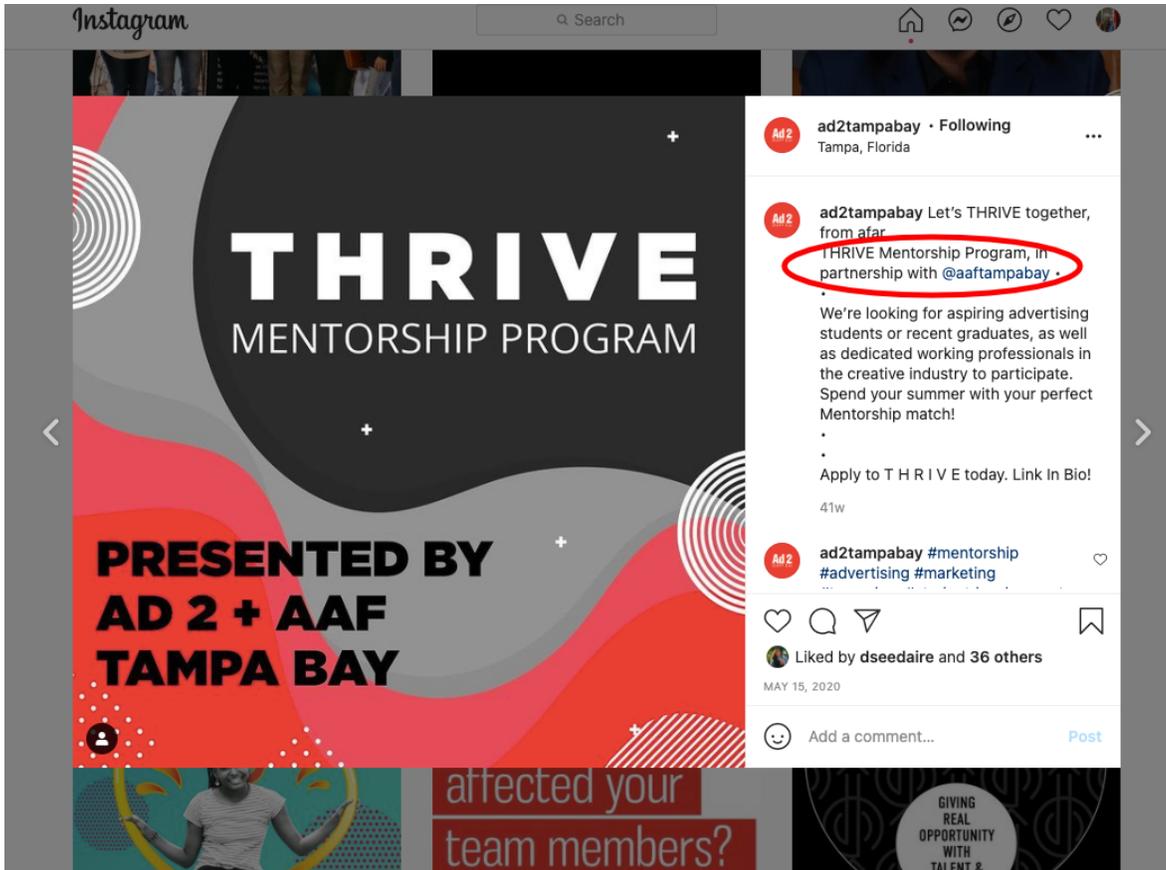
Applications are due by 5/26

Kick-off **Program** is scheduled for 6/4

The mentorship **program** will run from 6/4/20 - 8/15/20

We are excited to offer the team who completes the most projects together and experiences the most growth a winning prize: \$1,000 Scholarship for the Mentee, and a FREE Ad 2/AAF Membership for the Mentor

4.3 Cross organizational promotion



4.4 Update email after program application deadline

On Wed, May 27, 2020 at 1:29 PM Alexis Quintal <aquintal22@gmail.com> wrote:

Hi all

I just wanted to provide an update that we have officially closed the THRIVE Mentorship applications. We ended up with **39 mentee applications and 25 mentor applications!**

I am super excited to see that we received so much involvement on both ends! We have a wide range of applications as far as ages and experience. This evening, Peter and I will get together to decide who to accept and match up, and send a note to everyone who has been accepted to save the date for our June 4 match up event! I don't expect we will take all 39 mentees, as that will be an overwhelming number to handle on our match up call. My goal is 20-25 mentor & mentee teams.

Thank you again for all of your help making this project a reality. I am excited that we will be able to give back and support the younger generation of advertising professionals during this difficult time.

Thank you,

Alexis

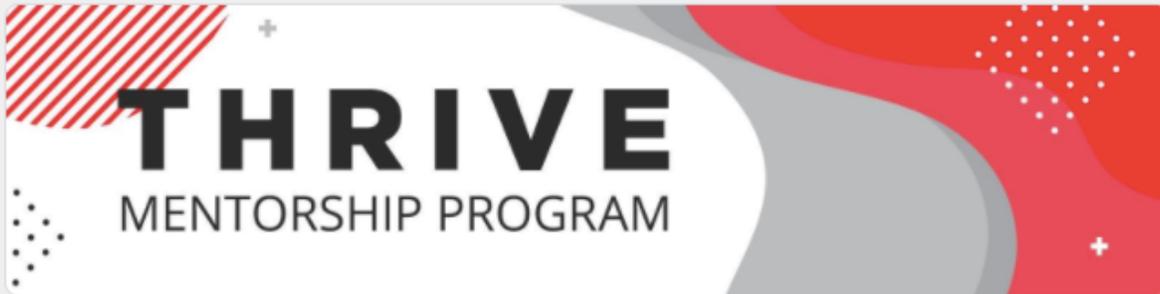
4.5 Mentorship Program Matches

Shared with me > Mentorship Applications



Folders	Name	↑	
Aaliyah Pierre + Jahfre Colb...	Aixa Brandt + Katelyn Monta...	Colby Clites + Jonathon Dor...	Daniela Espinosa + Paul Prato
Gabriela Ferrio + Angela Hen...	James Houlahan & Peter Ilio...	Jesse Taylor + Amelio Nazar...	Jimmy Luu + Kim Bryant
Kayla Eckstein & Amanda Wr...	Kayla Villarreal + Taryn Cash...	Leticia Ribeiro + Alexis Quintal	Sashi Carnero + Tess Hipp
Thomas Marshall + Elizabet...	Victoria Celis + Iram Cesani	Xavier Rivera + Juan Moreno	

4.6 Post-Program Survey



Post Program Survey

Thank you for participating in the THRIVE Mentorship program, organized by AAF & Ad 2 Tampa Bay. We hope you enjoyed your experience, and would love your feedback on what you loved/ what we could improve for our next group of match ups!

* Required

About you

Full Name *

Your answer

Email *

Your answer

4.7 Public Service Outreach to Mentee Applicants



Ad 2 Tampa Bay president@ad2tampabay.org via gmail.mcsv.net
to me ▾

Thu, Aug 6, 2020, 11:49 AM ☆ ↶ ⋮



Make A Difference Through Advertising

Hi [redacted] !

Ad 2 Tampa Bay would like to personally invite you to join this year's Public Service Committee. Each year Ad 2 Tampa Bay runs a – **completely pro bono** – advertising campaign for a local nonprofit in need. We work alongside this nonprofit for one year to spread the word about their organization, raise donations, and so much more. Our client gets to learn the ins and outs of an advertising campaign while our team gets to use their account management, media buying, and creative skills to give back. It's a true passion project and a major focus for the Ad 2 community.

If any of this sounds good to you, contact me below.

Ariana Peters
Ad 2 Tampa Bay / President

This gave every applicant, whether they could or could not participate in the Mentorship Program, the opportunity to continue a relationship with Ad 2 Tampa Bay.

[I'm Interested!](#)

[See Our Past Campaigns](#)