



PROGRAMS

AAF Buffalo's programs bring the communications professionals in Western New York together and are instrumental in carrying out our organization's mission. We've consistently worked to make AAF Buffalo one of the most active and educational AAF chapters of our size with 10 events during the year between March 2021 and March 2022. In a year where in-person events came back into fruition in a gradual and safe manner, we witnessed record-breaking attendance compared to the past years. We are excited to share we have achieved the following:

Goals

- Safely return to an active programming schedule
- Encourage membership by providing a series of member-only Skillshops and workshops designed to provide hands-on training for members who want to learn new skills.
- Provide the most valuable resources in education, professional development, and networking for our membership.
- Develop & produce events that leads our membership through a new time after COVID-19

Program 1: Spotlight Speaker Series

Event Details – Our Spotlight Speaker Series aims to provide a unique opportunity for our members to learn from and speak with industry leaders from outside of Western New York. We were fortunate to successfully transition from virtual with Dave Horesh to in-person with Johnathan as the pandemic evolved.

Spotlight Speaker Series: Johnathan Worden

Johnathan spoke about his first book, the adventures of the Great Danes, Mr. Moose Caboose - the harlequin and Sir Duke VonMerle - the Gray Merle. In this first, Mr. Moose has to figure out who he is. Before he can truly help others, he has to learn to love himself. He struggles with his identity and how he fits in.

Virtual Interview with Dave Horesh from Oxford Pennant

Dave Horesh, the founder of Oxford Pennant spoke about using social media platforms to leverage national partnerships and much more.

Target Audience - The entire local advertising and marketing communities.

Method of Promotion - We consistently used email marketing as promotional media. We also encouraged commitment to the entire series with a special discounted ticket package offered exclusively to AAF Buffalo members. *Exhibit Spotlight 1 & 2*

Average Attendance - The average attendance at our guest speaker events was roughly 20 people

Feedback Mechanism - We are continuously receiving word-of-mouth suggestions and social media feedback from our attendees. We also looked to our board members and attendees for recommendations based on any conferences they attended.

Program 2: Student Events

Event Details – Students’ primary engagement opportunities include a scholarship competition and portfolio events. Within recent years, our goal has been to expand our student reach beyond design and target a broader student base.

Brand Hack 2021 – Student non-profit branding competition.

Portfolio Review Seminar – A review of student portfolios with advertising professionals

Don Nichols Scholarship Competition - All WNY undergraduates are allowed to enter submissions in design, writing, communications, illustration, photography, or fine arts.

Target Audience – Students in applicable academic programs.

Method of Promotion – We sent out multiple email blasts to our mailing lists and used our social channels to drive attendance. We also enlisted the help of our education committee to make contact with college professors in the area via email, over the phone, or in person to encourage their students to attend the events. *Exhibit Student 1*

Feedback Mechanism – Several of our board members participated in each event as mentors.

Results – We continued to gain ground with students by managing the multiple events we offer for college students. We will continue to look for opportunities to build upon the groundwork our education committee has set within the last four years.

Skillshop 1: Successful Hiring Skillshop

Event Details – Part of the 2021 AdWeek we sponsored a panel. The panel was led by Althea Luehrsen, CEO of Leadership Buffalo along with 3 other HR professionals in the area.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Skill 1*

Attendance – 14 attendees

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – Professionals across advertising and other industries gathered to hear what these much-credited panelists had to say around different benefits, opportunities, and cultures that can be provided to keep employees satisfied, challenged, and happy while combating a highly poachable industry.

Skillshop 2: Effective and Motivational Leadership in a Creative Team

Event Details – Melissa Porcari, Presentation Technology Document Support Senior Supervisor at Citi Group, discussed what she had learned over her 25 years of experience which spanned from photographer, account manager, design facilitator, and creative team leader/supervisor.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Skill 2*

Attendance – 12 attendees

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – Our AAF community was able to learn from a seasoned professional in the area. Melissa shares tips & tricks on how to properly lead or build a creative team in western new york. In a time when meeting in person was still new we were able to bring together AAF professionals to learn from an area leader.

Special Event 1: Diversity Equity and Inclusion Panel: LGBTQ+

Event Details – A panel of local DEI experts, including Johnathan Worden, Senior - Talent and Organizational Development at Independent Health; Col Volker, Senior Ad Strategist at Knightsbridge Park; Kyria Stephens, Director of Inclusion at the Buffalo Niagara Medical Campus, Inc.; and Molly Chvala, VP, User Experience at Crowley Webb, educating the AAF community. They focused on diving into the importance of diversity, equity, inclusion and supporting the LGBTQ+ community in the workplace.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Special 1*

Attendance – 36 attendees

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – The audience listened in on important discussion in support of the LGBTQ+ community in the workplace, as well as passionate conversation regarding respect for others, pronoun awareness, and more. Listeners shared key takeaways including the importance of the responsibility we all have which is to take ownership of our own awareness and educate ourselves on the challenges that exist for those around us. AAF Buffalo was honored to have the chance to spotlight important conversations around the LGBTQ+ community and workforce.

Special Event 2: Big Tip Off 2021

Event Details – Celebrity bartenders from local agencies serve specialty drinks to raise money through tips for the AAF scholarship donation.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Special 2*

Attendance – 128 attendees

Agency Participation –

Luminus, The Martin Group, Crowley Webb, 19 Ideas, FIFTEEN, Mower, Mr. Smith Agency, FARM, Aurubis Buffalo

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – From year’s past, the Big Tip-Off continues to be one of our most successful events every year, especially being the second biggest event behind the American Advertising Awards. As we weren’t able to host this event in 2020 due to the pandemic, replacing it with “The Big Tee-Off,” we were able to bring Buffalo agencies and beyond back together. Notably, we had always stuck to one venue over the years, but due to the pandemic, we switched to an open air venue as it was the first in-person event since the pandemic began (besides the 2021 AAA’s). This year we added Venmo as a tipping option, which contributed to the outstanding \$5,500 tips made for our student scholarship fund, breaking the annual fundraising event’s all-time record! AAF Buffalo’s scholarship fund supports the local advertising community by awarding local high school and college students annually.

Special Event 3: Speed Networking

Event Details – AdWeek career-strengthening event to build connections with freelancers and professionals in our local advertising community

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Special 3*

Attendance – 11 attendees

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – More than 10 freelancers and pros showing up to grab a drink and chat one on one. This event was perfect for companies and agencies looking to expand their freelancer shortlist, as well as for freelancers to connect with companies that may need some new talent for their team or upcoming project. Networking has been a challenge over the last couple of years, so being able to gather for this event was an achievement in itself.

Special Event 4: Tipsy Tower Tours

Event Details – 43North, a Buffalo accelerator program, allowed us to tour their office and educate the AAF community on their growing marketing department and footprint in the Buffalo start-up community.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Special 4*

Attendance – 24 attendees

Feedback Mechanism – We shared a recap blog

Results – This event was one of the best turnouts for this year's AdWeek. To start, there was an informative presentation of all the great work 43North is doing to build a strong startup and tech ecosystem within the city, and members were able to participate in a Q&A to learn more about the creation of 43North and what's to come for Buffalo.

Special Event 5: Jingle Bowl 2021

Event Details – Our 9th annual bowling event to support the Food Bank of WNY and allows the AAA's theme to be announced to the public.

Target Audience – AAF Buffalo membership.

Method of Promotion – Eblasts and social media posts leading up to the event. *Exhibit Special 5*

Attendance – 71 attendees

Feedback Mechanism – We shared a recap blog and promoted on social media.

Results – Just like The Big Tip-Off, The Jingle Bowl was another special event that was missed in 2020. Local agencies gathered for an incredible night as many were able to finally gather for a fun night of bowling at Transit Lanes. Attendees donated to FeedMore WNY upon entering the event. Beating last year’s total, we weighed in at 367 pounds of donated non-perishables to help feed families during the holiday season, which nearly doubled our virtual food drive donation from 2020.

Special Event 6: D2 Conference

Event Details – Buffalo had the honor of hosting the 2021 AAF District 2 Fall Leadership Conference, where various chapters joined for a two-day conference full of tourism, networking and skillshops.

Target Audience – AAF District 2 Club Leadership

Method of Promotion – A landing page that was shared directly to district members -

<https://aafbuffalo.com/2021-d2-conference-schedule/>

Attendance – 16 attendees

Feedback Mechanism – Monthly D2 Meeting and D2 Leadership.

Results – On the day of the conference, the attendees gathered at the Seneca One Tower, one of Buffalo’s most iconic buildings with the best 360-degree views of the Queen City. Local companies and agencies presented on various topics and insights. As an outcome, the attendees of the conference were able to brainstorm what has and hasn’t worked for the various boards throughout the years to help garner success for AAF and beyond.

Special Event 7: American Advertising Awards Preview Night – Who Dun It?

Event Details – Showcase the work submitted to the annual awards show.

Target Audience – Advertising, marketing and creatives within Buffalo

Method of Promotion – Social media posts leading up to the event as well as post-event. *Exhibit Special*

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Attendance – 90 attendees

Feedback Mechanism – Shared post event social posts

Results: Being able to gather back in person was a huge success for preview night. The turnout of attendees was phenomenal considering this was the first in-person event indoors since 2020. To keep costs down and COVID-19 parameters in mind, we secured a location that could provide the appropriate technology and multiple televisions screens so guests could view the work safely. Overall, the attendance of this event was well received by club members and the overall feedback was positive from attendees.

Special Event 8: American Advertising Awards – Who Dun It?

Event Details: The local American Advertising Awards is the industry’s largest creative competition in our area. The show’s theme for this year: “Who Dun It?” An advertising spin-off of the family favorite board game, Clue.

Target Audience – Advertising, marketing and creatives within Buffalo

Method of Promotion – Social media posts leading up to the event as well as post-event. *Exhibit Special 8*

Attendance – 340 attendees

Feedback Mechanism – Shared various post-event social media posts

Results: This year’s show was held at the Forbes Theater – a grand ballroom inside 500 Pearl, gathering over a dozen agencies and local Buffalo companies. The show format was back in action after the revamp in 2021 due to COVID-19. The theater itself embodied the murder mystery theme with mood lighting, a specialty cocktail called “The Alabi” and even a detective to take guests through evidence (the show reel) and announce the next suspect (special award winners). Post-show feedback was through the roof with notes of how well executed the show was and how nice it was to get back to a sense of normalcy at the AAA’s. *Exhibit Special 9*

Exhibit Spotlight 1



Exhibit Spotlight 2



Exhibit Student 1

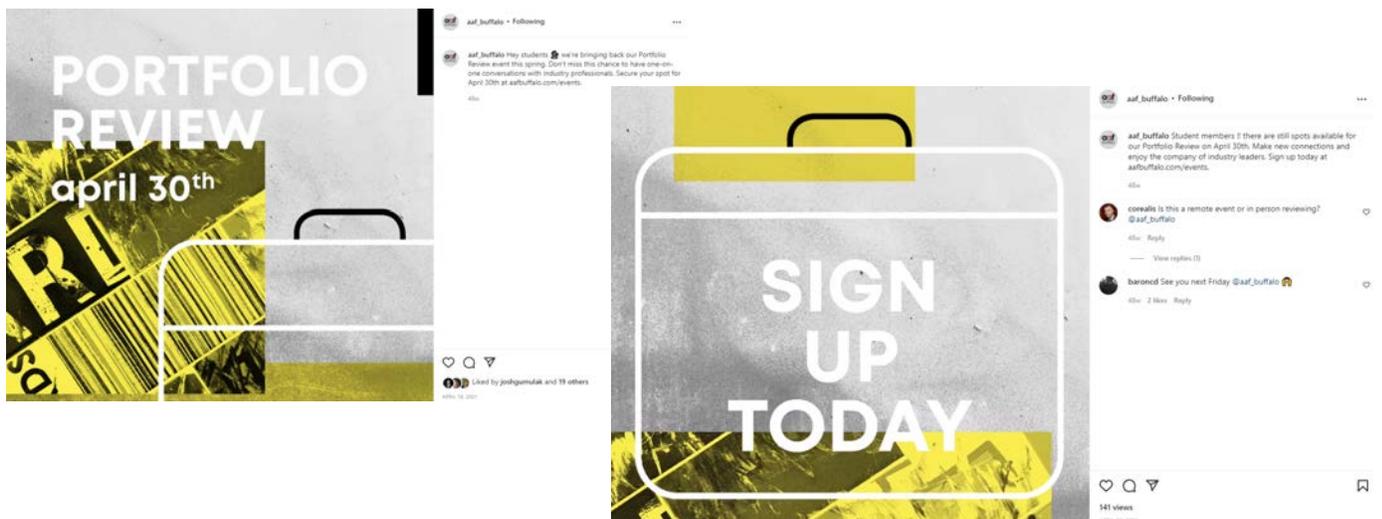


Exhibit Skill 1



Exhibit Skill 2

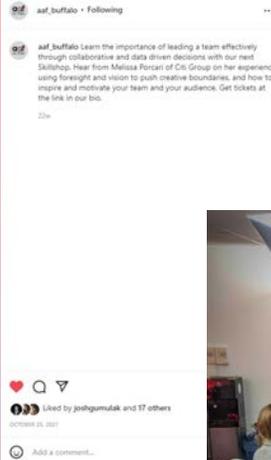
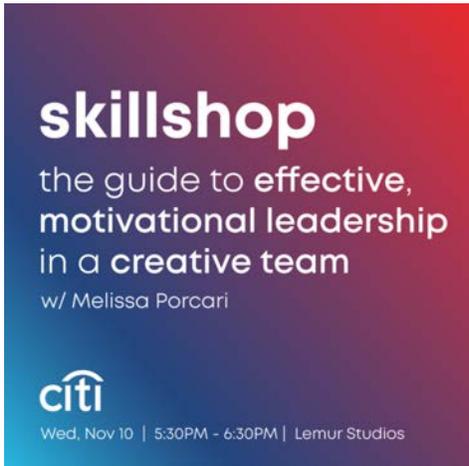


Exhibit Special 1



Exhibit Special 2

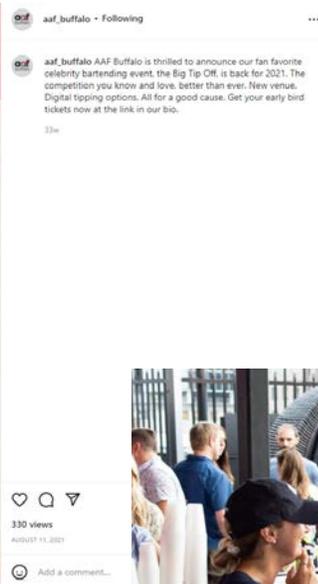


Exhibit Special 3

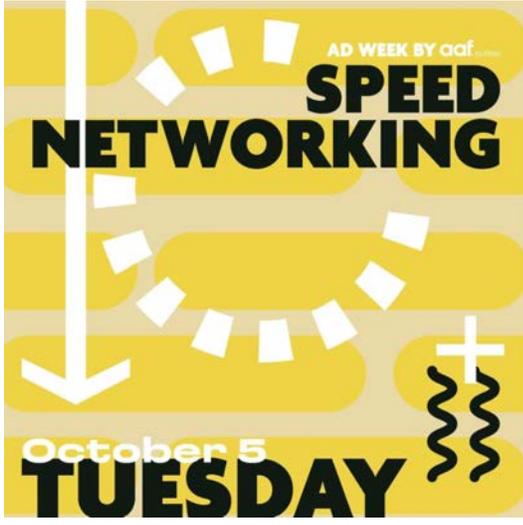


Exhibit Special 4



Exhibit Special 5



Exhibit Special 7

THE WHODUNNIT? HIT LIST:

- 1 Turn in your work
- 2 Nominate an accomplice
- 3 Investigate preview night

WHODUNNIT.SHOW

aaf_buffalo · Following

aaf_buffalo A killer creator on the run just dropped this list. Have you ticked everything off? ✓👉?

12w

Liked by luminustim and 19 others

JANUARY 6

Add a comment...

Exhibit Special 8

THE WHODUNNIT? AWARD SHOW

Tomorrow
7:00-10:00pm
Forbes Theater
500 Pearl St.
Buffalo, NY 14202

WHODUNNIT.SHOW

aaf_buffalo · Following

aaf_buffalo Sleep with one eye open, The Whodunnit? Award Show is tomorrow. 🍷👉?

7:00-10:00pm
Forbes Theater
500 Pearl St., Buffalo, NY 14202

Tickets are still available at Whodunnit.show

4w

Liked by luminustim and 33 others

MARCH 3

Add a comment...

aaf_buffalo · Following

aaf_buffalo Halfway to the student entry out-of-date. Chops, Chop!

Submit your killer creative to whodunnit.show/student-rules for a chance to win \$250 and a feature in the Whodunnit? show book.

Edited · 12w

Liked by luminustim and 35 others

DECEMBER 20, 2021

Add a comment...

aaf_buffalo · Following

aaf_buffalo Tonight, great work is best served with crafted cocktails. Don't miss preview night tonight from 5:30-8:30pm at Rec Room.

Proof of vaccination is no longer required upon entry and early-bird tickets are still available at whodunnit.show

👉 @lukecopping
👉 @the_cassandrilyons and @josselynscoot
👉 @maggiegates_22

6w

settiiegardens is the weapon a white bicycle?

6w · 1 like · Reply

Liked by luminustim and 68 others

FEBRUARY 16

Add a comment...

Exhibit Special 9

