



2023-2024 Club Achievement Membership Initiatives and Communications

OVERVIEW: Our NUMBER 1 goal of this year was to grow our membership - both businesses as well as individual memberships. Key to achieving this goal was to continue to provide great education/learning opportunities such as our luncheons, but also providing great networking opportunities through our happy hours. One way that we did this was by making the networking events bigger opportunities for members to sponsor and showcase themselves. Networking is definitely the biggest benefit for new members, and it has proven very important in getting new members to join. Lastly, our Cornerstone Initiatives gave new and existing members a chance to engage with AAF-Houston and become (or renew) as members.

Some of the key initiatives we made to grow membership:

1. Lowered membership dues to \$150 (from \$195) to reduce the barrier to entry.
2. Make membership more accessible - added two levels for group memberships to encourage larger companies to join
3. Added programming and increased caliber of programming to give members more benefit
4. Secured a brand sponsor to produce a branded stainless mug as a new member gift.
5. Clean up Emma email database to better organize and streamline communications
6. Offer members the benefit of placing an ad for free on our job board. Shared open jobs with those on email list to show benefits of the organization to member and non members
7. Assigned people to connect with new members as they joined to welcome them to the organization. Board members were invited to the new members to an upcoming event and offered to meet either virtually or in person.
8. Club member mixers

Lastly, we needed to get the word out - with clever, engaging creative and a steady but multifaceted Communications plan geared toward maximizing awareness.



2023-2024 Club Achievement Membership Initiatives and Communications

RESULTS: On 3/1/2023 our membership was 208. With an increased focus on membership, we are proud to say that as of 3/1/2024 our membership was at 270, an increase of 29.8% over previous year! Beating our goal of 250 for the year.

MEMBERSHIP INITIATIVES

Membership Goal: Increase membership from 208 to 250.

Methods:

Happy Hour Events: Attract younger advertising professionals with happy hour events. The luncheons do not draw young advertising professionals like we would have liked. These young professionals did not have the flexibility or the budget for a weekday luncheon.

Change the club's perception: There was a perception that the club was just for senior Advertising executives, agency principals, senior executives of media companies, etc. We did not have enough creatives, or young up-and-coming advertising professionals on the board or as club presidents. But in the last 2 years:

- In 2023, Dylan Moore took the helm as President. He is the owner of a full-service Graphic Design shop.
- In 2024, Candy Pittman took the helm. Candy is an up-and-coming under-40 female advertising executive.

This change in leadership, while retaining the senior leadership in board positions and committees, changed the perception of the club. We feel that this helped tremendously with increasing our membership specifically with creatives and young advertising professionals. Our recommendation here is to target AD2 professionals to get on board as soon as possible. In addition, more happy hours in combination with AD2 (beers with peers).

More relevant lunch programs: We sought cutting-edge luncheon program topics that brought new advertising professionals:

- Quantum Computing: How Advertising and Design Helps
- Generative AI: the Fifth Revolution

- 6 tips on How to be a Well-Rounded Human Digital

Key Initiatives/Programs

- **Night of Diversity - October 8, 2023**

This year, we brought back one of our most popular events in recent years - AAF-Houston's Night of Diversity. We had held a great event pre-pandemic, and during the pandemic it became a smaller luncheon panel event. But it was time for us to have a full-scale event.

On October 24th, 2023 we hosted an event honoring three amazing Houstonians: Jida Nabulsi, CEO of Amaana, a non-profit supporting refugees in Houston; Alex Lopez Negrete and Cathy Lopez Negrete, Lopez Negrete Communications; and Deborah Duncan, TV Host/Producer at KHOU-TV.

- **AAF-Houston Annual Student Advertising Competition and Conference - November 4-5, 2023**

The AAF-Houston Student Conference was once again a huge success - hosting the best and brightest advertising students across universities in Texas and several neighboring states. The students came from various universities and, along with their professors, embarked on the 2-day conference and competition - working, learning, networking and collaborating. Due to communication efforts targeting the same students and professors that apply for our AEF scholarships we had an increase in student attendance of 15% and professors of 60%. Post Conference we encouraged students and professors to share and tag us on their favorite Social platform.

- **62nd American Advertising Awards: February 15, 2024**

Overview - Our event, held in downtown Houston, was a huge success, drawing new as well as returning members to celebrate the creative achievements of our Houston advertising community. Over 200 attendees were able to view creative submissions in all categories, including in a creative structure designed and built



2023-2024 Club Achievement
Membership Initiatives and
Communications

in-kind by our partners Interactive Environments, Additionally, our title sponsor the Houston Chronicle were on hand to talk to attendees. All in all, a great showcase of AAF-Houston and its importance within Houston’s Advertising community. (*Exhibit C*)

- **Luncheons - Focused on our Members**

Luncheons throughout the year were crucial in helping to grow membership, but also were a way to bring our membership together to learn about important topics affecting our industry (Examples in *Exhibit D*):

Date	Presenter(s)	Topic	Attendance
4/19	Bo Bothe, CEO, Brand Extract	How brands grow value with an ESG Strategy	32
6/21	AAF-Houston	Celebrate! End of Year recognition, new board members, Distinguished Service and Spirit of AAF Awards	58
8/16	John Arcidiacono, CEO, Houston Health Museum	Promoting a non-profit in the Houston market	32
9/20	Award Winners and Judges Panel	How to Win An Addy	41
11/15	Daniel Pacchioni, Sr. Creative Content and Social Strategist at Universal Orlando Resort	6 Tips on How to be a Well-Rounded Human Digital Storyteller	28
1/17	Damian, Creative Director of Surging Panda	Generative AI: the 5th Revolution	75
3/21	David Bryant, Chief Experience officer at IBM Quantum Computing	What it does, how it works and how advertising and design helps.	26

- **Happy Hours - Bringing in New Members**

Additionally, Happy Hours were a great way to invite new potential members to meet the club, learn about our programs and benefits, and eventually join (or get their companies to join.)



2023-2024 Club Achievement Membership Initiatives and Communications

Date	Happy Hour	Attendance
5/18	Beers with Peers and TriviAd Night	69
7/20	Membership drive, awards recognition	35
9/28	Networking event with Ad2 Houston	38
12/6	In Cahoots Holiday Mixer in conjunction with HBMA, AAI, AMA, IABC, Insights Assoc, PRSA	200
2/8	Beers with Peers Networking Event	35
3/28	Beers with Peers Networking Event	70

COMMUNICATIONS INITIATIVES

GOALS – With so many events to promote to grow membership, we needed a great Communications team to help us inform and educate our members, potential members and sponsors of AAF-Houston’s activities and events throughout the year. We utilized our websites, email marketing, social media channels and podcasts.

DETAILS

- **Successful Digital Transformation and CRM Implementation at AAF-Houston**

Overview

For years, AAF-Houston has relied on the Emma platform to manage contact details and facilitate email communications with our audience. However, our contact list needed updating, and with over 10,000 contacts, including members, prospects, and newsletter subscribers, there was a pressing need for a comprehensive solution. *Exhibit A*

The Solution

To address these challenges, we conducted a thorough data analysis and cleaned our existing data. Our team assessed various platforms, considering the requirements for growth and efficient communication. Through



2023-2024 Club Achievement Membership Initiatives and Communications

discussions with D10 attendees, it became evident that Excel Spreadsheets were widely used, with AAF Austin having successfully implemented a CRM platform called Pipedrive.

After reviewing platforms such as HubSpot, Capsule, Monday, and Salesforce, our membership team selected Pipedrive as the ideal platform for our needs. Looking ahead, AAF Austin and AAF Houston aim to integrate our platforms, foster collaboration, provide support to smaller chapters, and create a centralized database that showcases industry professionals.

The Results

The implementation of Pipedrive has resulted in a robust CRM system capable of tracking essential data. This enables us to identify speakers, assess member commitment, and plan for AAF Succession effectively. Moreover, the platform will play a crucial role in prospecting, helping us compile a comprehensive list of Advertising Agencies in Greater Houston and businesses with related interests.

Next Steps

Phase two will cover tracking membership payments, renewals, attendance and the LTV of a member. In addition, we will create a “Sponsorship Deals” section, where all sponsorship can be tracked. Running parallel, we will be reaching out to our prospects to convert them to members.

- **Membership Survey**

AAF-Houston conducted a comprehensive survey to gather insights from its current members and attendees. The results provide us valuable insights into the demographics, preferences, and satisfaction levels of AAF-Houston members and attendees. We are using this data to tailor our offerings and improve engagement among our audience, including planning event topics and locations. (Results are listed in [Exhibit B](#))

DETAILS



2023-2024 Club Achievement Membership Initiatives and Communications

Website Communications We continued expanding, refining and updating our website, to provide more information to our members and help new members to join. It's also a major showcase for our sponsors. We promote www.aaf-houston.net linked to all e-blast communications and social media posts to the site and as a result, we saw an increase in visits.

E-Mail Communications E-mail marketing serves as one of AAF-Houston's primary sources for communicating with both our members and potential member lists. These emails are grouped in three different categories:

- **Newsletters** that cover a broad spectrum of items including post event coverage, upcoming important dates, volunteer needs, the latest podcast and general club news.
- **Upcoming Event Promotions** for monthly luncheons, social and networking gatherings, special club and cross organization events.
- **General Membership Communications** such as President's letters, electronic nominations and ballots, surveys and announcements.

Social Media Communications AAF-Houston maintains an active presence on [LinkedIn](#), (835 followers, up from 633 a year ago); [Instagram](#), (1,167 followers, up from 1,034); and [Facebook](#) (2,263 followers, up from 2,200.) We actively utilize the social media channels to promote our events, conferences, social and networking opportunities, podcasts and of course the American Advertising Awards.

AAF-Houston Podcast

Inspire, Motivate, Teach, Grow

The combined power of 3 podcasts dedicated to sending the message of The American Advertising Federation on a local, district and global level through podcast and traditional broadcast platforms. ([Exhibit E](#))



2023-2024 Club Achievement Membership Initiatives and Communications

Ad Speaks Houston is locally focused and has captured listeners in 50 countries over five years with over 80 episodes ranging from “DE&I, Getting it Right”, “AEFH”, “NSAC”, “Advention”, “The American Advertising Awards”, “Multicultural Marketing”, “Government Affairs”, and much more.

Adtention-The American Advertising Tenth District Podcast, going on its 5th year with over 60 episodes, and reaching our ad community in 25 countries around the world with a message of community. “How AAF Got Me My First Job”, “D10 Club Achievement”, “Virtual Day at the Capitol”, “Central Region Conference”, and more.

Admigos-The Podcast from Ad2 Houston, produced to drive membership growth in the Houston club. “Night of Diversity”, “Ad2 National”, “NSAC”, and much more. This podcast is in its second season with close to 70 episodes.

The AAF-Houston Broadcast Connection is through our in-kind partnership with iHeart Media-Houston. Radio Lounge produces and uses content from all 3 podcasts to build this weekly radio program on KPRC-950am, Houston and on the iHeart app.

The podcasts have **engaged more than 7,500 listeners** in Houston, District-10, and throughout the world.

The broadcast audience on KPRC 950AM reaches a weekly broadcast cume of close to 60,000.

Our goal was to create and send a consistent message to our ad community, driving interest in The American Advertising Federation, and supporting the AAF mission through quality broadcast content.

AAF-Houston Website

AAF-Houston.net remains the hub of communications for our club, with all other communication pushing traffic to the site for more information, event registration and opportunities to become more involved with the club.

Visit the [WEBSITE](#)



RESOURCES & EXHIBITS
MEMBERSHIP & COMMUNICATIONS

Exhibit A -
Successful Digital Transformation and CRM Implementation at AAF-Houston (Phase 1)

- Digital Transformation Project - Screen Grabs of our new CRM – Pipedrive

DIGITAL TRANSFORMATION PROJECT 2024 - EMMA TO PIPEDRIVE PHASE 1								
STATUS	MONTH	Jan	Feb	March	April	May	June	July
Assesemnt		█						
Research		█						
Data Analysis			█					
Data Transformation				█				
Data Integration					█			
Campaign Implementation				█	█	█	█	
Rollout to Board								█
Testing				█	█	█	█	

Exhibit B - Membership Survey Results

American Advertising Federation (AAF) conducted a comprehensive survey to gather insights from its current members and attendees. Here's a breakdown of the preliminary results:

Industry:

- Marketing Client Side: 60%
- Freelance Small Business: 20%
- Media: 20%

Experience:

- 16-20 yrs: 45%
- 20+ yrs: 55%

Age:

- 33-39: 23%
- 40-49: 22%
- 50-59: 30%
- 60+: 25%

Membership Type:

- Individual: 30%



2023-2024 Club Achievement Membership Initiatives and Communications

- **Corporate: 70%**

Frequency of Attendance:

- **1 time per month: 80%**
- **2 times per month: 20%**

Areas of Interest:

- **Digital marketing**
- **Creative-focused**
- **Traditional-focused**
- **Diversity**
- **Social media**

Overall Satisfaction with Membership:

- **Extremely satisfied: 17%**
- **Somewhat satisfied: 66%**
- **Neither satisfied nor dissatisfied: 17%**

Venue Preference:

- **Same venue: 78%**
- **Different venue: 22%**

What are the primary reasons you choose to attend an event?

- **Speaker: 100%**
- **Topic: 86%**
- **Networking: 100%**
- **Company: 79%**

Survey results show that the top methods for staying up to date with AAF Houston can involve multiple channels, including:

1. **Email Newsletter: 100%**
2. **Social Media: 92%**
3. **AAF Website: 56%**
4. **Coworkers: 5%**

These results provide valuable insights into the demographics, preferences, and satisfaction levels of AAF members and attendees. The organization can use this data to tailor its offerings and improve engagement among its audience.

RESOURCES & EXHIBITS
MEMBERSHIP & COMMUNICATIONS

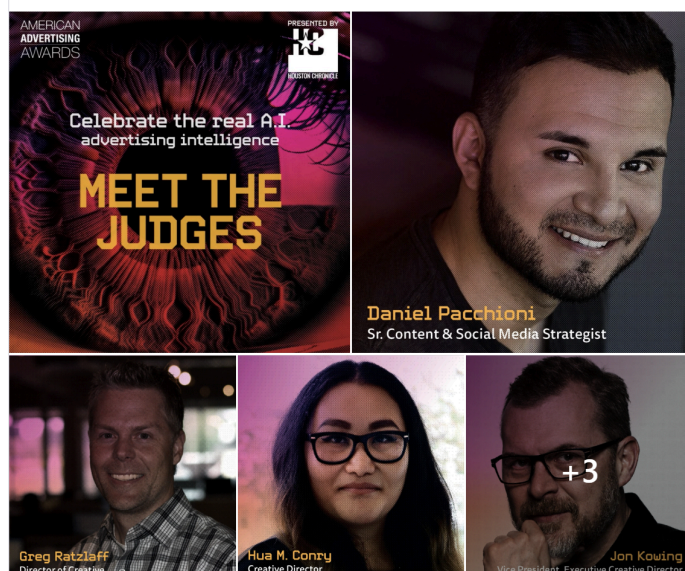
Exhibit C -
American Advertising Awards
How to Win an Addy Panel - Sept Luncheon



Award Show

AAF-Houston January 29

You have been judged! AAF Houston is proud to introduce the authentically talented and creatively intelligent judges of the 2024 American Advertising Awards competition. These hard-working and generous individuals dedicated long hours and late nights to determining the best of the best of Houston's creative efforts over the past year. Meet them briefly here, and learn more about them at the 62nd Annual American Advertising Awards, on Thursday, February 15th at The Ballroom at... [See more](#)



Boost this post to reach up to 6190 more people if you spend \$105. [Boost post](#)

A.B. Barrera, Kay Hairgrove Krenek and 5 others

AAF-Houston January 30

Special thanks to the Houston Chronicle, our Presenting Sponsor for the 62nd Annual American Advertising Awards on February 15th. Since 1901, the Houston Chronicle has been committed to journalistic excellence, delivering content that informs, entertains, and inspires the residents of the nation's fourth-largest city. Serving the 5.7 million people in the Greater Houston Area, we offer a range of content and marketing solutions through [HoustonChronicle.com](#) and [Chron.com](#)—two of Houston's largest websites—as well as our affiliated television, magazine, and newspaper brands. With a history of Pulitzer Prize-winning journalism, we continue to chronicle life in this dynamic city.

<https://www.aaf-houston.net/american-advertising-awards/>



CHRON.COM

Chron: Houston News, Sports, Weather, Food, Politics & Texas
Your Houston daily news source featuring the latest in sports and culture, music, food and drin...

Boost this post to reach up to 6190 more people if you spend \$105. [Boost post](#)

Daniel Hinojosa, A.B. Barrera and 4 others 1 comment

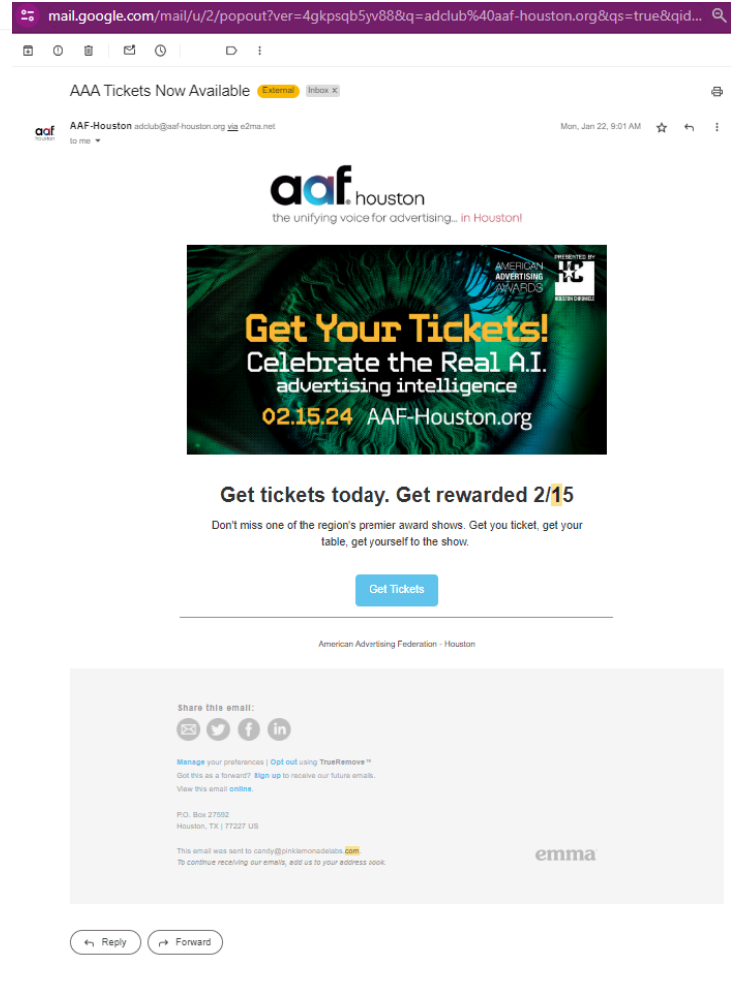
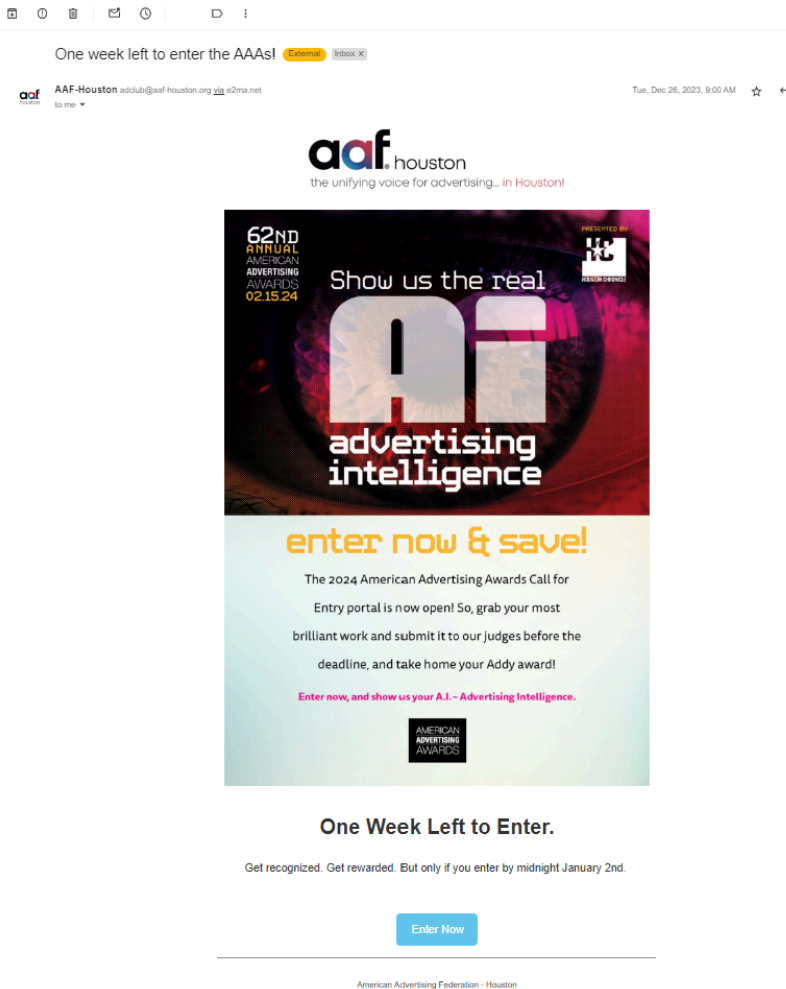
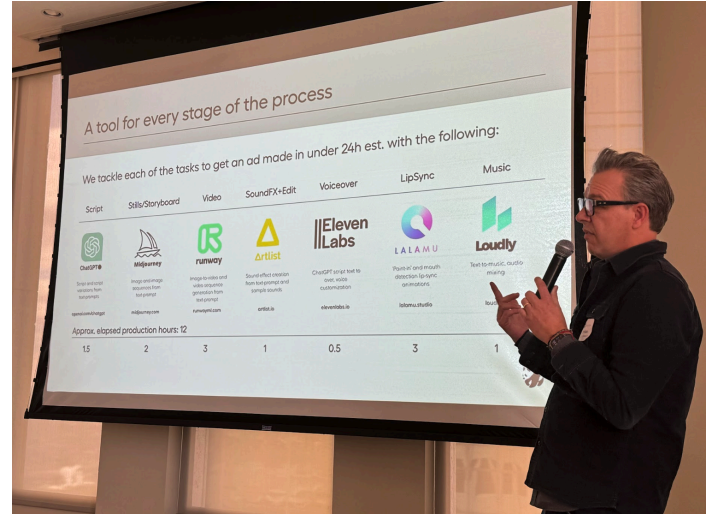


Exhibit D - January 2024 Luncheon



AAF-Houston
January 15

Get your ticket for this Wednesday's insightful talk on how Generative AI will change your workplace. <https://ow.ly/ZVoG50QnA5O>

AAF HOUSTON LUNCHEON SERIES JANUARY 2024 EDITION AAF-HOUSTON.NET

Generative AI The 5th Revolution

A look at the 5th Revolution of Generative AI and the changing face of how creative studios will work

SAVE THE DATE JANUARY 17 2024
Members \$55 | Guests \$65

adclub@AAF-houston.org
for more details

GUEST SPEAKER
Damian Claassens
Creative Director
Surging Panda

Boost this post to reach up to 6190 more people if you spend \$105. [Boost post](#)

Daniel Hinojosa, A.B. Barrera and 4 others 1 share

Like Comment Share

AAF Jan Luncheon tomorrow!

AAF-Houston adclub@AAF-houston.org

Tue, Jan 16, 9:01 AM

**Generative AI
The 5th Revolution**

A look at the 5th Revolution of Generative AI and the changing face of how creative studios will work

SAVE THE DATE JANUARY 17 2024
Members \$55 | Guests \$65

GUEST SPEAKER
Damian Claassens
Creative Director
Surging Panda

SURGING PANDA

[Reserve Your Spot](#)

Join us tomorrow!

The **Houston** Club
Wednesday, January 17
11:30

American Advertising Federation - **Houston**

Share this email:

Manage your preferences | Opt-out using TrueRemove™
 Got this as a forward? [Sign up](#) to receive our future emails.
 View this email [online](#).

Exhibit E - Ad Speaks Houston Podcast

Listen [Here](#)

