



amarillo

Programs

Introduction:

The American Advertising Federation – Amarillo Chapter (AAF-Amarillo) is dedicated to providing our membership, prospective members and guests with programs that allow for personal and professional growth. We provide an interactive environment that fosters education, innovation and networking among entities within the marketing and advertising industry and beyond.

AAF-Amarillo prides itself in offering two educational programs for members and guests almost every month. AAF-Amarillo is one of the only chapters in the nation that provides this level of monthly engagement. Our members greatly appreciate the continuing education opportunities, and twice-monthly visits contribute to our strong value proposition for prospective members.

Our program goals are simple and attainable:

1. To provide regular, quality education that serves as a valuable membership benefit.
2. To make sure our programming is diverse, interesting and representative of our diverse membership base.

We're continually pleased that 65-70 percent of our membership regularly attends meetings, and it's common for our members to bring guests.

Additionally, we're proud to have excellent organization and communication when it comes to managing speakers. We have a shared calendar spreadsheet for internal use by the programs committee that contains all important information about our speakers (Exhibit 1). And we continue to use an email template for providing our speakers all the key information they need for joining us in Amarillo (Exhibit 2).

Finally, we are dutiful in our communications to the membership about our programs. We send email blasts to our entire email list (Exhibit 3). We also post events to social media (Exhibit 4) and on Eventbrite (Exhibit 5).

Three Most Successful Programs:

Program 1

- **Event details** - September 27, 2023 - Impact in 3, 2, 1...Are You, Your Team, and Your Brand Ready for Gen Z?, Armand McCoy (Exhibit 6)
- **Target audience** - Marketing/communications/advertising professionals, business owners, members, prospective members and students.
- **Method of promotion** - Email blasts, social media, meeting announcements and word of mouth.
- **Average attendance** - 35
- **Feedback mechanism** - We use Eventbrite and social media to collect feedback on speakers and programs and to get ideas for future programming.
- **Results** - Armand McCoy, faculty member in the Strategic Communication area of the Gaylord College of Journalism and Mass Communication. Industry interests include marketing and communications and its utilization in advancing diversity, equity, and inclusion efforts, augmented and virtual reality used to deepen customer experience and the impact of Generation Z on strategic communications. During his program, he introduced us to the Gen Z target market, how they make up 26% of the world's population and that they are the next leaders in our industry and consumers of our products and services. His presentation was well received by members and guests from all types of businesses.

Program 2

- **Event details** - August 23, 2023 - Rethinking User Personas for Inclusion, Cindy Brummer (Exhibit 7)
- **Target audience** - Marketing/communications/advertising professionals, business owners, members, prospective members and students.
- **Method of promotion** - Email blasts, social media, meeting announcements and word of mouth.
- **Average attendance** - 30
- **Feedback mechanism** - We use Eventbrite and social media to collect feedback on speakers and programs and to get ideas for future programming.
- **Results** - Cindy Brummer is the Founder and Creative Director of Standard Beagle Studio, a user experience agency based in Austin, Texas. She spoke to us on why designers need a new framework for creating user personas - one which emphasizes behaviors over demographics to be more inclusive and guard against biases. She reviewed common pitfalls of typical personas and why they fall short. Then, she walked us through a better framework for creating personas and how designers can use this in their everyday work. The presentation was great understanding inclusion in the work that we do and brainstorming future ideas for our businesses.

Program 3

- **Event details** - January 24, 2024 - So Happy Together, Elisa Silva (Exhibit 8)
- **Target audience** - Marketing/communications/advertising professionals, business owners, members, prospective members and students.
- **Method of promotion** - Email blasts, social media, meeting announcements and word of mouth.
- **Average attendance** - 30
- **Feedback mechanism** - We use Eventbrite and social media to collect feedback on speakers and programs and to get ideas for future programming.
- **Results** - Elisa Silva, Partner, Managing Director at 3Headed Monster, spoke to us about the demand for flexible work hours and work locations and how it isn't going anywhere, and the best talent out there are being offered fully remote opportunities and the ability to shape their own days. Elisa also talked to us about how we build, maintain, and scale a culture virtually and how we can establish hybrid schedules in a way that benefits both employees and employers. This presentation was well received, it made all of our members think about how they establish hybrid options and stay competitive in this current market. Overall great feedback on this program.

Conclusion:

In conclusion, AAF-Amarillo is thrilled with its longstanding success regarding versatile and quality programming for our membership to enjoy and gain valuable professional knowledge from (Exhibit 9: Speaker List). AAF Amarillo meets more than any club in our district, and while that provides its own set of unique challenges, it also has given us a foundation for a very connected membership and board. It has allowed us to flourish and grow, while staying connected. The AAF-Amarillo Programs Chair position is a demanding position, however it is met with eagerness and high standards due to AAF-Amarillo's history of strong leadership and values. Plus, we have the organization, tools and processes in place to continue our standard of excellence for years to come. Because of our variety in programming, our attendance has increased, and continuing education continues to be a strong member benefit.

Exhibit 2: Email Template for Speaker Communications

Dear John,

We're excited to bring you to Amarillo to speak at the **March 13th** AAF-Amarillo member luncheon.

Who/What/Why

- AAF-Amarillo meets twice monthly for educational/informative lunches.
- Our attendance is normally 30-45 people from a wide spectrum of the creative world.
- We have people of all ages representing B2B, non-profit, news agencies, marketing agencies, magazines, major businesses, printers, sales teams, designers, writers, videographers, etc.
- We have a projector/screen, and we ask you to bring your laptop/ipad and dongles if applicable.
- We look for high-level speakers who will engage, inspire and educate us. We don't want sales pitches, but of course we expect you to tell us about your company/services.
- You'll have 30-45 minutes to speak, and we always make time for Q&A.
- If you have a swag item or two that you'd like to donate, we would love to include it in our raffle that supports the GAP Fund.

What We Need From You

We like to promote our events EARLY, so at your earliest convenience, please send me:

1. Address (for booking hotel)
2. Headshot
3. Bio
4. Program title
5. Program description
6. Program summary that's about 140 characters (for Eventbrite)

Pre-Amarillo

- Please book your flight to [Rick Husband Amarillo International Airport](#) and send the itinerary to me. We will reimburse you for the flight once you arrive in Amarillo.
- I'll book your [hotel](#) and send you the confirmation information.
- Again, get us headshot, bio, program title, etc. The sooner we have it, the sooner we can promote your program on our website, social, email marketing, etc.

In Amarillo

- We'll treat you to a nice dinner the evening before your presentation.
- Please bring your own laptop and adapters to the lunch meeting. We have a projector, screen and audio for your slideshow.
- We meet at the [Amarillo Club](#) 30th Floor Downtown, very close to your hotel. Someone will pick you up!
- Our meetings begin at noon, but we'll get you there by 11:30 to set up and get something to eat before you present.
- We start the meeting with a few business items, then we'll throw to you for about 30-45 minutes plus time for Q&A.
- We'll do our very best to get you to and from the airport, however in the event we have to get you an Uber, we will reimburse you!

We're looking forward to having you in our great city, and we can't wait to learn great professional tips from you!

I am so excited that you are coming to Amarillo to speak to our members, please reach out if you have any questions!

Z

Exhibit 3: Email Promotions

So Happy Together
featured speaker: Elisa Silva

How do we balance hybrid schedules so everyone wins? How do we preserve culture virtually?
Why be in an office if I can stay in joggers all day?

WEDNESDAY, January 24, 2024
Amarillo Club - 11:45AM

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[RSVP HERE](#)

ALL Members and Guests must RSVP for this event before 12:00 pm on Monday, January 22nd.

**Wednesday January 24, 2024 | 11:45 am - 1:00 pm
30th Floor of the Amarillo Club**

So Happy Together

The demand for flexible work hours and work locations isn't going anywhere, and the best talent out there are being offered fully remote opportunities and the ability to shape their own days. As companies, how do we compete with that? How can we establish hybrid schedules in a way that benefits both employees and clients? How on earth do we build, maintain, and scale a culture virtually? As an employee, what's the point of being in an office any amount of time if I have opportunities to stay in joggers all day? 3Headed Monster is cracking the code on balance and itching to get everyone on board.


Exhibit 4: Social Media Promotions

AAF Amarillo
August 23, 2023 · 🌐

Register for our next program, featuring Jen Bryant, on September 13th! From digital audio to podcast, OTT, and everything in between, learn how to master advertising to targeted audiences in the streaming era.

****Members-** remember that you can send someone in your place if you can't make it! Just be sure to RSVP for the guest that is filling in for you as a member that day!

*****Not a member?** Come as a guest and check us out! Or join today on our website----
<http://aafamarillo.org/join-aaf/>



**STREAMING THE FUTURE:
The Evolution of Digital Advertising
in the Streaming Era**
featured speaker: **Jen Bryant**

From digital audio streaming to podcast, OTT, and everything in between, consumers continue to shift the way they're connecting with brands. In Streaming the Future, Jen Bryant shows how to harness the tools and technology to help drive successful ad campaigns, and access targeted audiences everywhere they are.

WEDNESDAY, SEPT 13, 2023
Amarillo Club - 11:45AM

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👍❤️ Maegan Arnold Seymour, Stephanie Price and 5 others

AAF Amarillo
December 27, 2023 at 4:59 PM · 🌐

Join us on January 10th and learn how sell a story in a four-part process with Jody Holland!
Register now! <https://www.eventbrite.com/.../story-selling-with-jody...>

****Members-** remember that you can send someone in your place if you can't make it! Just be sure to RSVP for the guest that is filling in for you as a member that day!

*****Not a member?** Come as a guest and check us out! Or join today on our website----
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Story-Selling
featured speaker: **Jody Holland**

We tell stories to unlock the hidden parts of those who listen. Learn the four parts of the story-selling process from Jody Holland.

WEDNESDAY, January 10, 2024
Amarillo Club - 11:45AM

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👍 Jody Reynolds, Johnny Lawhon and 2 others 1 share

AAF Amarillo
September 13, 2023 · 🌐

Register for our next program, featuring Armand McCoy, on September 27th! Learn how Gen Z sees the world, what they expect from brands, and how research-based best practices can be applied to get their attention.

****Members-** remember that you can send someone in your place if you can't make it! Just be sure to RSVP for the guest that is filling in for you as a member that day!

*****Not a member?** Come as a guest and check us out! Or join today on our website----
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**Impact in 3, 2, 1... Are You, Your Team, and
Your Brand Ready for Gen Z?**
featured speaker: **Armand McCoy**

Learn how Gen Z sees the world, what they expect from brands, and how research-based best practices can be applied to get the attention, engagement, and loyalty of this unique and important generation.

WEDNESDAY, SEPT 27, 2023
Amarillo Club - 11:45 AM

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👍❤️ You, Jody Reynolds and 1 other 2 shares

AAF Amarillo
August 21, 2023 · 🌐

RSVP by noon TODAY for this Wednesday's program!

Learn about the common pitfalls of typical personas and why they fall short, and how to build a better framework for creating personas to use in everyday work.

Register HERE----<https://www.eventbrite.com/.../rethinking-user-personas...>

****Members-** remember that you can send someone in your place if you can't make it! Just be sure to RSVP for the guest that is filling in for you as a member that day!

*****Not a member?** Come as a guest and check us out! Or join today on our website----
<http://aafamarillo.org/join-aaf/>



Rethinking User Personas for Inclusion
featured speaker: **Cindy Brummer**

Designers need a new framework for creating user personas -- one which emphasizes behaviors over demographics to be more inclusive and guard against biases. In this session, UX expert Cindy Brummer will review the common pitfalls of typical personas and why they fall short. Then, she will walk through a better framework for creating personas and how designers can use this in their everyday work.

WEDNESDAY, AUG 23, 2023
Amarillo Club - 11:45AM

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👍❤️ Jody Reynolds, Maegan Arnold Seymour and 3 others

Exhibit 5: Eventbrite Events



UNLEASHING THE POWER OF USER-GENERATED CONTENT: A BUDGET-FRIENDLY SUCCESS STORY

featured speaker: Jonathan Clemmons

Join us at the upcoming Amarillo Advertising Club event for an insightful session that delves into the world of content creation on a shoestring budget. Our speaker, Boone Clemmons, Ph.D. will share the success story of Southwestern Oklahoma State University (SWOSU) and their ingenious use of a hybrid user-generated content approach.

WEDNESDAY, February 14, 2024
Amarillo Club - 11:45 AM

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Wednesday, February 14

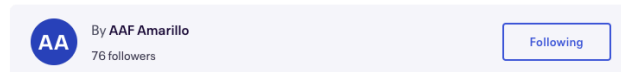


The Power of User-Generated Content: A Budget-Friendly Success Story

\$0 - \$40

Get tickets

Discover the budget-friendly magic behind SWOSU's success using hybrid user-generated content!



AA By AAF Amarillo
76 followers

Following

Date and time

📅 Wednesday, February 14 - 11:45am - 1:15pm CST

Location

📍 **Amarillo Club**
600 South Tyler Street #3000 Amarillo, TX 79101
[Show map](#)

Refund Policy

Contact the organizer to request a refund.
Eventbrite's fee is nonrefundable.

About this event

🕒 1 hour 30 minutes

📱 Mobile eTicket

Join us at the upcoming AAF-Amarillo luncheon for an insightful session that delves into the world of content creation on a shoestring budget. Our speaker, Boone Clemmons, Ph.D. will share the success story of Southwestern Oklahoma State University (SWOSU) and their ingenious use of a hybrid user-generated content approach.

In this engaging talk, Boone will walk you through the strategies and tactics employed by SWOSU to harness the authentic voices of their community. Discover how they leveraged user-generated content to create compelling narratives that not only resonated with their audience but also delivered a remarkable return on investment.

Key Highlights:

- **Hybrid Approach:** Learn about the unique blend of user-generated content that SWOSU used to amplify their message without breaking the bank.
- **Authenticity on a Budget:** Explore how authenticity became the cornerstone of SWOSU's content strategy, proving that you don't need a big budget to make a big impact.
- **Measurable ROI:** Hear about the tangible results achieved by SWOSU, with a return on investment that exceeded expectations.

Whether you're a marketing professional, content creator, or simply intrigued by innovative strategies, this session promises valuable insights and actionable takeaways.

Reserve your spot now and be prepared to revolutionize your approach to content creation!

Exhibit 6: Armand McCoy

Impact in 3, 2, 1... Are You, Your Team, and Your Brand Ready for Gen Z?

featured speaker: Armand McCoy

Learn how Gen Z sees the world, what they expect from brands, and how research-based best practices can be applied to get the attention, engagement, and loyalty of this unique and important generation.

WEDNESDAY, SEPT 27, 2023
Amarillo Club - 11:45 AM

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Exhibit 7: Cindy Brummer

Rethinking User Personas for Inclusion

featured speaker: Cindy Brummer

Designers need a new framework for creating user personas -- one which emphasizes behaviors over demographics to be more inclusive and guard against biases. In this session, UX expert Cindy Brummer will review the common pitfalls of typical personas and why they fall short. Then, she will walk through a better framework for creating personas and how designers can use this in their everyday work.

WEDNESDAY, AUG 23, 2023
Amarillo Club - 11:45AM

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Exhibit 8: Elisa Silva



So Happy Together

featured speaker: Elisa Silva

How do we balance hybrid schedules so everyone wins? How do we preserve culture virtually?
Why be in an office if I can stay in joggers all day?

WEDNESDAY, January 24, 2024
Amarillo Club - 11:45AM

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Exhibit 9: Speaker List

- March 22, 2023 - The Little Engine That Could: 10 Years Success Story, John Luciano
- April 12, 2023 - Advertising Trivia
- April 26, 2023 - Sports Marketing in a Non-Traditional Market, Austin Sutter
- May 10, 2023 - Marketing Means Business, A.B. Barrera
- May 24, 2023 - Bell Amarillo Assembly Center Update, Megan Reed
- June 14, 2023 - Remote Work Revolution: Creating Digital Nomads, Dr. Anthony Spencer
- June 28, 2023 - LOL&L - Lessons of Life & Layouts, Jerry Bergeron
- July 12, 2023 - AAF Amarillo Summer Party
- July 26, 2023 - Tools for Effective Crisis Management and Communication, Elisa Rode
- August 9, 2023 - PR-inspired Storytelling Tips for Brand Narrative Development, Cory Cart
- August 23, 2023 - Rethinking User Personas for Inclusion, Cindy Brummer
- September 13, 2023 - The Evolution of Digital Advertising in the Streaming Era, Jen Bryant
- September 27, 2023 - Are You, Your Team, and Your Brand Ready for Gen Z?, Armand McCoy
- October 11, 2023 - Storytelling with Intention, Damon O'Steen
- October 25, 2023 - Being The New Person At The Front Of The Room, Matt Hamilton
- November 8, 2023 - Resume Building and Increasing Application Visibility with AI Technology, Jill Whitfield
- December 13, 2023 - Annual Christmas party with bingo, prizes and cash
- January 10, 2024 - Story-Selling with Jody Holland
- January 24, 2024 - So Happy Together, Elisa Silva
- February 14, 2024 - The Power of User-Generated Content: A Budget-Friendly Success Story, Jonathan Clemmons
- February 28, 2024 - Destination Downtown, Beth Duke
- March 13, 2024 - A Symphony of Strategies: Marketing Initiatives with the Amarillo Symphony, Larry Lang