

ABOUT AAF DALLAS: The Dallas chapter of the American Advertising Federation is the oldest civic professional organization in Dallas, celebrating our 119th anniversary in 2026. We are the only association in Dallas representing all facets of the advertising industry. AAF Dallas and Ad 2 Dallas membership brings together about 1,500 career-minded professionals driven to support the Dallas community.

OUR MISSION: Provide thoughtful leadership by discussing the latest trends in technology, creativity & marketing; protect & promote advertising within all levels of government; honor advertising excellence; support & grow future industry leaders via our educational foundation; push for advertising self-regulation and transparent practices; and promote diversity in advertising.

MEET THE PLAYERS: Programming: Stephanie delCarpio, Senior Producer at Team One; Marissa Eddings, Senior Director - Brand, Advertising, Media, ISM, and In-House at 7-Eleven; Andres De La Casa Huertas, Creative Director at CasaHuertas.

TEAM GOAL: By the end of our term, we'll feel proud knowing that the AAF Dallas Programming team created impactful and engaging events that inspired, educated, and connected the advertising community. We hope our efforts have fostered meaningful conversations, professional growth, and a stronger sense of community, leaving a lasting impact on the industry and those we serve.

INTRODUCTION: As a priority of this year's President, our Programs team set out to establish relationships with like-minded non-governmental associations (NGOs) akin to AAF. As a result, we've hosted three events over the past few months specifically partnering with similar organizations.

We set out to develop a robust schedule of programming for AAF Dallas, aiming to provide valuable events and engagement opportunities for our community. We are incredibly proud of the programming

that did come to life this term and look forward to events still in the works - impactful networking events, panel discussions, and professional development opportunities. Some initiatives did not come to fruition due to the challenges of balancing event planning with the demands of daily professional and personal commitments. As we've experienced year after the year, the end of a short term comes quickly, just as we're finding our rhythm and refining our approach. These experiences have provided valuable insights into the need for sustainable planning and resource allocation to ensure future programming success.

EVENT: The Flavor of Travel: The Intersection of Food & Travel Trends / Presented by Medium Giant & AAF Dallas

EVENT DETAILS: May 27, 2025, from 6:30 to 8:30, at Dallas Morning News & Medium Giant

AAF Dallas, in partnership with **Medium Giant and The Dallas Morning News**, presented an exciting panel discussion exploring how culinary culture and travel trends shape consumer behavior and tourism in Texas and beyond. As food tourism continues to rise, cities and regions are leveraging their culinary scenes to attract visitors and boost local economies. With Michelin's expansion into Texas, the impact of prestigious dining recognition is more significant than ever, influencing not just where people eat, but where they choose to travel.

The "Flavor of Travel" event highlighted how the Texas Michelin Guide acts as a catalyst for culinary tourism, transforming North Texas into a leisure destination. The discussion identified four key traveler personas, the Intentional Wanderer, Cultural Curator, Wellness Seeker, and Gourmet Adventurer, and emphasized the necessity of hyper-local storytelling over generic luxury.

This engaging conversation featured experts from the Michelin Guide, Medium Giant, The Dallas Morning News, and "Visit Dallas!", who shared insights on:

- **The Michelin Impact:** Panelists discussed the timely influence of the Michelin Guide's arrival in Texas and its effect on the local hospitality industry and "new tourism economy".

- **Storytelling Trends:** The session featured insights from Medium Giant's "**2025 Giant Trends**" report, which highlighted a "dramatic shift" toward purposeful leisure travel.
- **Consumer Shift:** Discussion points included how travelers are moving away from traditional sightseeing in favor of **authentic, off-the-beaten-path experiences**, wellness, and cultural curiosity.
- **Networking:** The evening included wine, light bites, and a deep dive into the role Dallas marketing professionals play in this evolving landscape.

Moderated by a past-AAF Dallas President, Deja Sanders, this event provided a deep dive into how the intersection of food and travel is influencing everything from economic growth to consumer decision-making.

Attendees gained valuable insights into how restaurants, cities, and brands are using food as a powerful tool to attract visitors and build lasting cultural significance—knowledge that can be applied to industries beyond hospitality and tourism.

TARGET AUDIENCE: Dallas-area advertising agencies, local national brands based in Dallas, and area professionals.

METHOD OF PROMOTION: We promoted the event on our website and social media (Facebook, Instagram, & LinkedIn), through direct outreach, and via emails sent through Constant Contact.

Additionally, the event was featured on Ad Chat DFW, Medium Giant, and The Dallas Morning News channels to maximize reach and engagement.

AVERAGE ATTENDANCE: 30 – 50

FEEDBACK MECHANISM: Post-event social media engagement & attendee feedback surveys. The event received excellent feedback. The topic was new and different from past Trends events. While the

setting was smaller, it allowed attendees to engage more with our expert panelists. We are excited to bring this event back later in 2026 in partnership with Medium Giant and The Dallas Morning News once more.

EVENT: The Luminary Awards Gala

EVENT DETAILS: June 13, 2025, from 7 to 10, at American Airlines

AAF Dallas proudly presented **The Luminary Awards Gala**, a premier celebration honoring bold, brilliant, boundary-breaking women in advertising. Formerly known as Shining Stars, this event has undergone a complete transformation, rebranded from the ground up to bring even more energy, prestige, and recognition to the trailblazing women shaping the future of Dallas advertising.

This rebrand was a significant undertaking, requiring extensive collaboration across multiple AAF Dallas committees. From developing a fresh visual identity and refining the nomination process to curating an elevated experience that truly reflects the impact of these honorees, every detail was carefully considered to ensure this event sets a new standard. The process involved securing a distinguished venue, with American Airlines being the ideal backdrop for a night of celebration and inspiration. In addition to logistics, we crafted thoughtful nomination criteria and winner questionnaires that allowed each honoree to share her journey and contributions in a meaningful way.

Women are a powerful force in our industry, driving innovation, leadership, and change. The 2025 Luminary Awards honored 20 remarkable women who blaze a trail for others to follow, empower those around them, and inspire the next generation with their outstanding talent and contributions. This was more than just an awards ceremony, it was a celebration of impact, influence, and the extraordinary women shaping our industry. Beyond recognizing industry leaders, the Luminary Awards Gala offered advertising professionals a unique opportunity to learn from these trailblazers, gain insights into the evolving landscape of leadership in advertising, and foster meaningful connections within the industry.

Zynga originally joined as a **Toast Sponsor** for the Luminary Awards, further demonstrating its commitment to supporting and celebrating the contributions of women in advertising. Unfortunately, they had to pull out as scheduling conflicts prohibited their local leadership from attending the event in-person. However, we are keeping the Toast Sponsor going forward for the Luminary Awards and our Ad 2 Dallas 32 Under 32 program.

Millet The Printer also partnered with AAF Dallas, generously offering to print the event books for the Luminary Awards Gala. This support ensured honorees and attendees received a beautifully crafted keepsake that highlighted the achievements of our 2025 honorees, enhancing the overall experience with a tangible reflection of the event's prestige and significance.

In another exciting partnership, **OUTFRONT** donated digital billboard inventory in downtown Dallas to showcase the Luminary Award winners. This incredible opportunity extended the event's impact beyond the gala itself, providing well-earned public recognition for these remarkable women and inspiring the broader community with their achievements.

With these new partnerships and an elevated approach, the 2025 Luminary Awards Gala was the most impactful iteration yet. It was an evening of celebration, inspiration, and industry-wide recognition that further cemented AAF Dallas' role in championing the future women of advertising. Attendees left with a renewed sense of inspiration, a deeper understanding of how to champion diversity and innovation in their own workplaces, and valuable relationships that can drive both personal and professional growth.

TARGET AUDIENCE: Dallas-area advertising agencies, local national brands based in Dallas, and area professionals.

METHOD OF PROMOTION: We promoted the event on our website and social media (Facebook, Instagram, & LinkedIn), through direct outreach, and via emails sent through Constant Contact.

AVERAGE ATTENDANCE: 140

FEEDBACK MECHANISM: Post-event social media engagement.

Event: Trilogy Studios Tour + Dallas Producer's Association (DPA) Tour: To kick off the 2025 – 2026 term, we hosted an epic event at the largest film stage in Texas at Trilogy Studios! We had nearly 250 guests attend this event with exciting talks and tours showcasing a taste of all that Dallas has to offer. The event was hosted by Trilogy Studios but co-promoted as a joint venture between AAF Dallas, Fort Worth, and DPA.

The event was held on July 24, 2025, from 6:00 to 9:00 p.m.

TARGET AUDIENCE: Dallas-area advertising agencies, local national brands based in Dallas, and area professionals.

METHOD OF PROMOTION: We promoted the event on our website and social media (Facebook, Instagram, & LinkedIn), through direct outreach, and via emails sent through Constant Contact.

AVERAGE ATTENDANCE: This was the first time we have hosted an event like this, however, average happy hour attendance is typically between 30 to 50 guests. Having nearly 250 guests was a fantastic turn out.

FEEDBACK MECHANISM: Post-event social media posts.

CONCLUSION

The AAF Dallas programming team is truly honored by the events that have taken place and excited for those still to come in the next few months. This experience has been incredibly rewarding, allowing us to connect with the Dallas community and advertising industry through meaningful, engaging events. While there were challenges along the way, we are grateful for the opportunity to bring these initiatives to life and contribute to the growth of our industry. As we look ahead, we remain committed to

programs

building on this momentum, ensuring that future programming continues to inspire, educate, and foster connections within the advertising community.

EXHIBITS

April 1, 2025 – March 1, 2026 | AAF Dallas Event Calendar

April 17, 2026: 32 Under 32 Awards Dinner, hosted at Vouv Dallas

May 27, 2025: The Flavor of Travel Trends Panel at the Dallas Morning News headquarters, hosted presented by Medium Giant

June 13, 2026: Luminary Awards Recognition Dinner, hosted by American Airlines

July 24, 2025: Trilogy Studios Event with Dallas Producers Association and AAF Fort Worth

September 18, 2025: AAF Happy Hour at Lee Harvey's

January 22, 2026: Link & Drink Happy Hour hosted with AIGA at Imaginuity

February 28, 2026: AAF Dallas 64th American Advertising Awards Gala, hosted at Gilley's Dallas

March 5, 2026: AAF Dallas Happy Hour hosted at DHD Films

April 23, 2026: 32 Under 32 Awards Dinner, hosted at Vouv Dallas

May 14, 2026: AAF Dallas Luminary Awards, hosted at Gilley's Dallas

June 11, 2026: AAF Dallas Happy Hour hosted with DFWIMA at Hard Candy Studios

2025 Luminary Awards



Overview

This project rebrands the **Shining Stars** awards to inspire and excite Dallas-based women in advertising, marketing, and communications by honoring their exceptional leadership and impact. Our goal is to create a fresh, empowering name that celebrates the talents and contributions of these industry leaders while embodying prestige and aspiration. This rebranding aims to evoke pride and excitement, strengthening the awards' legacy and inspiring future generations of impactful women in the industry.

Key Message

The overarching sentiment we want to communicate is one of **empowerment and recognition**—celebrating the trailblazing achievements of women in the advertising, marketing, and communications industries. Our messaging will honor the talent, leadership, and innovation that these women bring to the field, highlighting how their accomplishments are not only shaping the industry today but paving the way for future generations. Through this sentiment, we aim to instill pride, inspire ambition, and reinforce the transformative impact that women leaders have on our industry's growth and evolution.

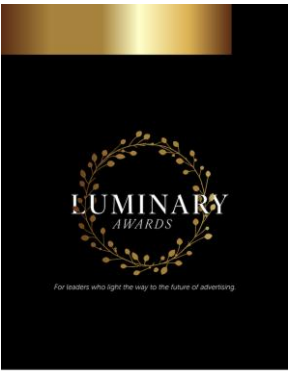
Audience

Audience	Women in Advertising, Marketing, and Communications
Challenges	The name Shining Stars lacks the depth to fully represent the wide-ranging accomplishments and influential impact that women in the industry have achieved, giving it a sense of limitation.



Scale VF font

Regular Light Extended



IvyOra Display font

Medium Light Italic

Museo Sans font- Italic



Hello team,

Here are the two concepts:

IDEA 1: AURORA BOREALIS LIGHTS
LUMINARY AWARDS
Honoring bold, brilliant, boundary-breaking women in advertising.

IDEA 2: LAUREL CROWN + STRING LIGHTS
LUMINARY AWARDS
For leaders who light the way to the future of advertising.

And here's some social post caption copy that could pair with either of these:

Women are a powerful force in our industry. So for 2025, AAF Dallas is building on the legacy of the Shining Stars awards with a complete reimagining that brings even more energy and prestige to this important event.

Presenting the Luminary Awards: recognizing 10 remarkable women who are creating a vibrant future for Dallas advertising. They blaze a trail for others to follow, empowering everyone around them and inspiring the next generation with outstanding talent, leadership and innovation.



programs



Luminary Sponsorship Doc



Before we had Luminaries...

We had Shining Stars.

Launched in 2017, this honor was created to spotlight the most accomplished women in Dallas advertising and marketing—leaders whose work was transforming our industry and whose influence was shaping its future.

The idea was born in response to a search gone wrong. After attending the Southwest Advertising Hall of Fame, we looked for a list of the most influential women in Dallas advertising. What we found instead? "The 10 Most Beautiful Women in Dallas." That wasn't good enough. So we built something better.

This isn't a popularity contest. It isn't about appearances. It's about *performance*. For the last several years, Shining Stars have been selected for their groundbreaking campaigns, bold leadership, strategic thinking, and measurable impact. These women set the pace in brand innovation, business growth, and creative excellence—not just in Dallas, but on a national stage.

The award has become a coveted recognition in our market. Alumni include powerhouse talent from companies like Southwest Airlines, PepsiCo, BBDO, TRG, The Marketing Arm, and Spectrum Reach and have helped reshape the leadership landscape in Dallas.

The annual Shining Stars Gala has historically been a sophisticated celebration of excellence—where vision, creativity, and results get the stage. For 2025, AAF Dallas is building on the legacy of Shining Stars with a complete reimagining that brings even more energy and prestige to the event.

Thank you for your interest in supporting the recognition of these incredible women. Your sponsorship powers our efforts to give them the spotlight they deserve.



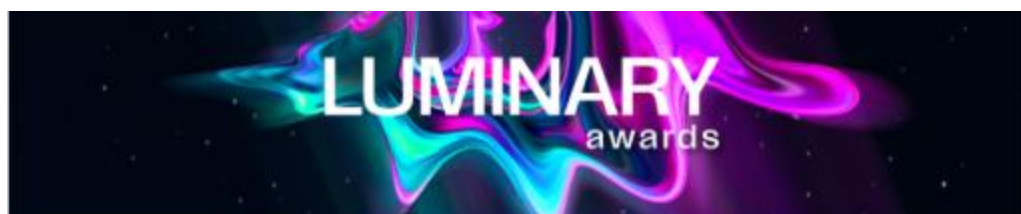
SPONSOR PACKAGE OPTIONS

Toast Sponsor | 1 Available, \$3,000

- Opportunity to speak for 3 - 5 minutes
- Your logo incorporated into Digital and/or Physical Photobooth Photos (if available)
- Table for ten (10) guests in the reserved section
- Full page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels
- Names and contact information of honorees are available upon request

Drink Underwriter | (3) Available | \$3,500

- Drink Special named after your company
- Signage at the bar with company name, logo, and signature drink
- Cocktail napkins at the bar with logo
- Table for Ten (10) guests in the reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels
- Names and contact information of honorees are available upon request



Photobooth Sponsor | 1 Available | \$3,000

- Your Logo Incorporated into Digital and/or Physical Photobooth Photos
- Photobooth Photos with logo on AAF social media and website
- Table for Ten (10) guests in the reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels
- Names and contact information of honorees are available upon request

Gold Sponsor | \$2,500

- Table for Ten (10) guests in the reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you post on social channels
- Thank you during the event

Silver Sponsor | \$2,250

- Table for Ten (10) guests in the reserved section
- Half Page (8.5x5.5") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website and at event
- Thank you during the event



Bronze Sponsor | \$2,000

- Table for Ten (10) guests in the reserved section
- Quarter Page (4.25"x5.5") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event

A La Carte

Reserved Table for Ten (10) | \$1700 Member, \$1800 Nonmember

Customized sponsorship opportunities are available. Please reach out to Jimmy Asa at office@gaafidallas.org

Luminary Awards on AdChat DFW

<https://adchatdfw.com/events/aaf-dallas-luminary-awards/>



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AAF Dallas Luminary Awards

We are beyond thrilled to announce this year's Luminary Award winners! These incredible women blaze new trails, empower everyone around them and inspire the next generation with outstanding talent, leadership and innovation.

Alice Kendrick, Ph.D, Southern Methodist University
Alicia Conner, See Pictures Productions
Amanda Jackson, LERMA/
Asha Gopalan Ramirez, Multiview
Carrie Davis, Communities Foundation of Texas
Deja Sanders, Our Bodega
Jackie Fernandez, Truth Marketing + Media
Jacqueline Hoyos, Moroch
Jan Marie Ballard, Texas Christian University
Jennifer Krajcirovic, Mouser Electronics
Jennifer Walker, Visit Dallas
Lee Hackett, East Texas A&M University
Marian Leonard, Arm Candy
Maureen Ealy, PMG
Meghan McPartland-Krakauer, TRG
Natalie Yancy, The Dallas Morning News & Medium Giant
Rhonda Contreras, TRG
Sarah Franks, Plot Twist Creativity
Taylor Torcellini, TwistedX
Val De Fex, The Infinite Agency

Want to show your support for the most remarkable women in Dallas advertising? Purchase a table or sponsorship package at <https://lnkd.in/gDui33yC>





2025 Trends Event

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THE DALLAS MORNING NEWS

LIZZY BAKHAUS
VP & SENIOR, PHOTOMAN, GUEST

MARK THOMPSON
SRP, CHIEF, TOURISM & SPS,
VISIT DALLAS

JENNIFER WALKER
SRP, CHIEF, MARKETING OFFICER,
VISIT DALLAS

MODERATED BY DELIA SANDERS
FOUNDER, OUR BOOGEA

medium giant

APRIL 30, 5-6:30 PM AT MEDIUM GIANT,
1954 COMMERCE STREET, DALLAS, TX.
\$15 MEMBERS - \$20 NON-MEMBERS

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The 2025 Trends event arrives on Wednesday, April 30, and you won't want to miss it! Join AAF Dallas and a five-star panel of speakers for a far-ranging discussion about food, travel and tourism.

With the Texas Michelin Guide debuting in 2024, these topics have never been more timely. So come learn from the experts as they dig in to everything from how food and travel trends shape consumer behavior to how brands leverage these industries for storytelling. And gain a deeper understanding of the role Dallas advertising and marketing professionals play in this evolving landscape.

The Flavor of Travel: Michelin, Hospitality & the New Tourism Economy

21 1 1

April 21, 2025

Log in to like or comment.

Message from aafdallas

68°F Sunny

Search

9:50 AM 3/20/2026

Panel Outline

ALTERNATIVE TRENDS OUTLINE:

DATE: Wednesday, 4/30/25

TIME: Maybe shift up start to 5:45 or 6pm / 30 min mingle & network, 30-45 min presentation, 15 min Q&A

HOST: DMN & MG

DISCUSSION: Michelin Culinary Food Trends, Travel & Hospitality Trends

PANELIST: Lizzy – Travel Trends, Sarah Blaskovich – DMN Culinary Food Writer, Stephanie Price – Historic Hotels of America – Travel & Hospitality, Mark- SVP Visit Dallas, Jennifer- CMO Visit Dallas

TICKETED: \$25 for non-members & \$15 for members

TITLE OPTION: The Flavor of Travel: Michelin, Hospitality & the New Tourism Economy

Opening Remarks (Medium Giant)

Welcome and thank you for joining us for today's discussion on one of the most exciting transformations happening in Texas and beyond: the rise of culinary tourism—and the powerful role Michelin is playing in shaping it.

At Medium Giant and The Dallas Morning News, we understand that food and travel are no longer just lifestyle choices. They are economic drivers, brand builders, and emotional connections. With Michelin now spotlighting Texas, and global travel continuing to evolve, we're exploring what this means for marketers, destinations, and travelers alike.

Opening Context (Moderator)

Food is often the reason people travel—and in some cases, it's the reason they stay. Whether you're drawn to a Michelin-starred restaurant in Dallas or a boutique hotel in Marfa, the way we experience place is increasingly shaped by what we eat, how we travel, and where we stay.

Our panel today brings together three experts who represent these intersecting worlds. Let's dive in.

Michelin Overview (Deja)

Deja- Kick-off

Sarah/Mark- Hit on overview/historical context

Our panel today brings together three experts who represent these intersecting worlds. Let's dive in.

Adjust each section to have a question with a stat already in it.

Add in a question around politics- national and local

1. The Evolving Travel Landscape – What People Want Now

Lizzie, Stephanie, mark and jennifer

2. Texas Dining as Destination: Michelin, Travel & Hospitality

Sarah, Mark, (Stephanie with the Michelin Keys have had a shake-up)

3. What This Means for Brands & Storytelling

Jennifer, Lizzie

Lizzie: datapoints on influencer stuff

Visit Dallas: how we work with influencers

Segment 1: Michelin's Texas Moment – Food as a Destination Driver

Deja: Get 5 data points to put together passion points

Sarah B, Mark T, Jennifer W.

Unique point that Dallas is only BBQ and Tex-mex, and there is an opportunity to lean into more global experiences.

(Michelin & Food Writer + Travel Trends Expert)

- **The Michelin Effect on Texas**
 - *"What has Michelin's arrival meant for Texas restaurants and cities like Dallas, Austin, and Houston?"*
 - *"Are travelers now viewing Texas as a true culinary destination?"*
- **Food as a Primary Reason to Travel**
 - *"Are we seeing a shift in why people travel—especially domestically?"*

- *"What types of food experiences are resonating most with today's travelers?"*
 - **Beyond the Stars: Local Flavor & Identity**
 - *"Does Michelin elevate or overshadow local, under-the-radar food culture?"*
 - *"How do food writers and travel marketers balance prestige and authenticity?"*
-

Segment 2: The Evolving Travel Landscape – What People Want Now (Combine 2 and 3)

(Travel Trends Expert + Hospitality Leader)

- **Big Shifts in Travel Behavior**
 - *"How have traveler preferences evolved in the past 2–3 years?"*
 - *"What's different about Texas-based travel compared to national or international patterns?"*
- **Experience > Itinerary**
 - *"How are travelers planning trips around experiences—like food tours, chef residencies, or pop-ups—instead of just destinations?"*
- **Rise of Regionalism**
 - *"Are people choosing smaller cities and regions over big metropolises?"*
 - *"How is hospitality adapting to more spontaneous, experience-focused travel?"*

Segment 3: Hospitality's Role in the Culinary Travel Experience

(Hospitality Leader + Michelin/Food Expert)

- **Hotels as Cultural Ambassadors**
 - *"How are hotels embracing local food culture to attract guests?"*
 - *"Are we seeing more hotel-restaurant collaborations or chef-led programming?"*
 - **Designing the Stay Around the Plate**
 - *"From room service menus to on-site markets—how is hospitality elevating the food experience?"*
 - **Marketing Authenticity Without Cliché**
 - *"How do hospitality brands market food and culture in a way that feels real and relevant?"*
-

Segment 3: What This Means for Brands & Storytelling

(All Panelists)

- “What lessons should marketers and advertisers take from the food and travel connection?”
- “How can brands tell richer, more place-based stories in their campaigns?”
- “What’s one trend you’re watching closely in 2025—whether in Michelin, travel, or hospitality?”

Final Hit: Michelin Keys

(All Panelists)

Michelin has released some stats Mark can speak to, but not physically share.

Closing Remarks (Moderator)

What we’ve seen today is that food isn’t just something travelers enjoy—it’s what they seek out, talk about, and remember. With Texas stepping into the culinary spotlight, and travel habits continuing to evolve, brands have a real opportunity to connect through culture, experience, and flavor.

Thank you to our incredible panelists for your insights and thank you all for being part of this conversation. We’ll see you next time—with full hearts and hopefully full stomachs.

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Trends Event Photos

Event Photos



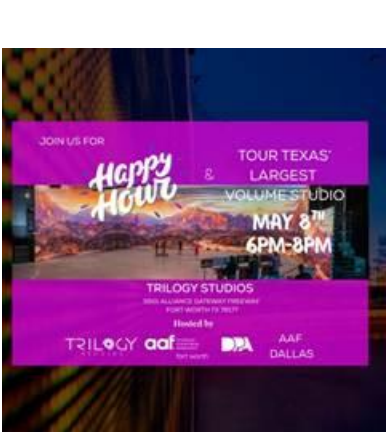
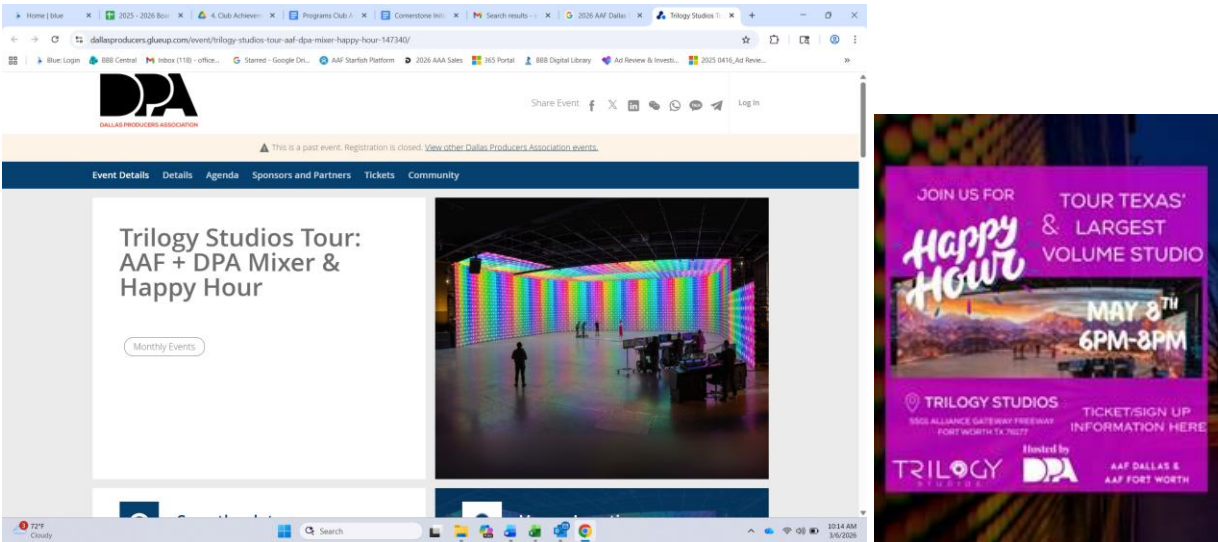
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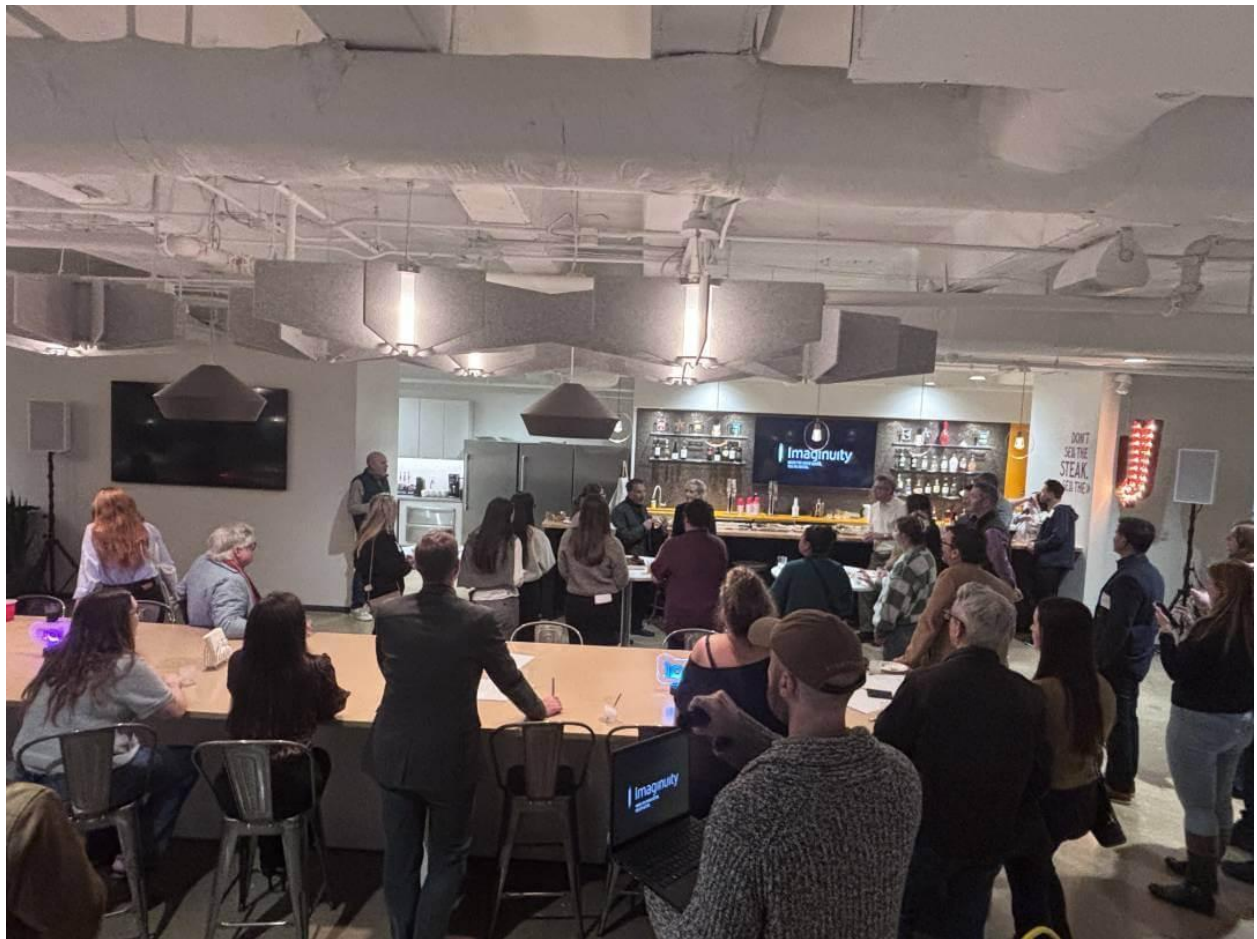


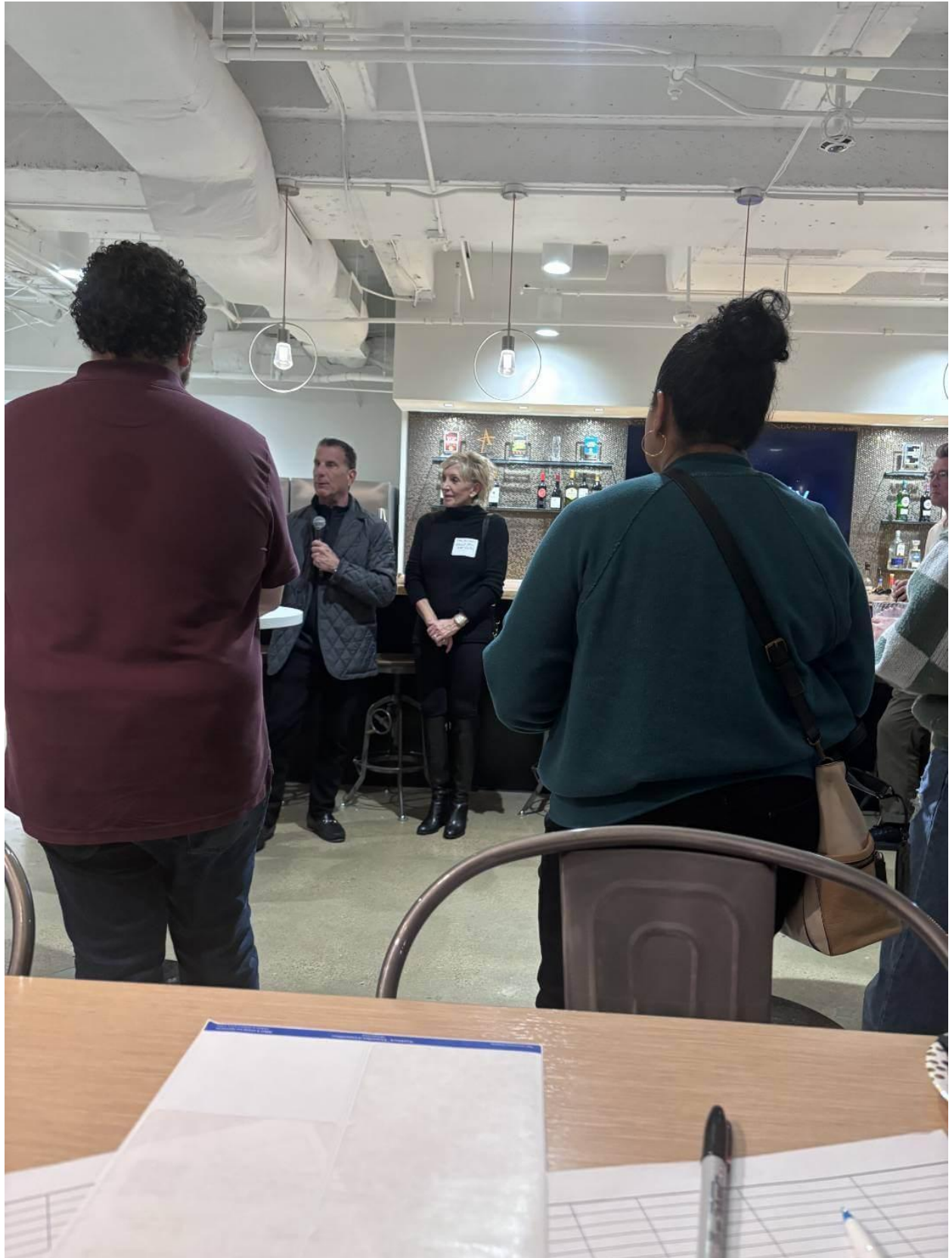


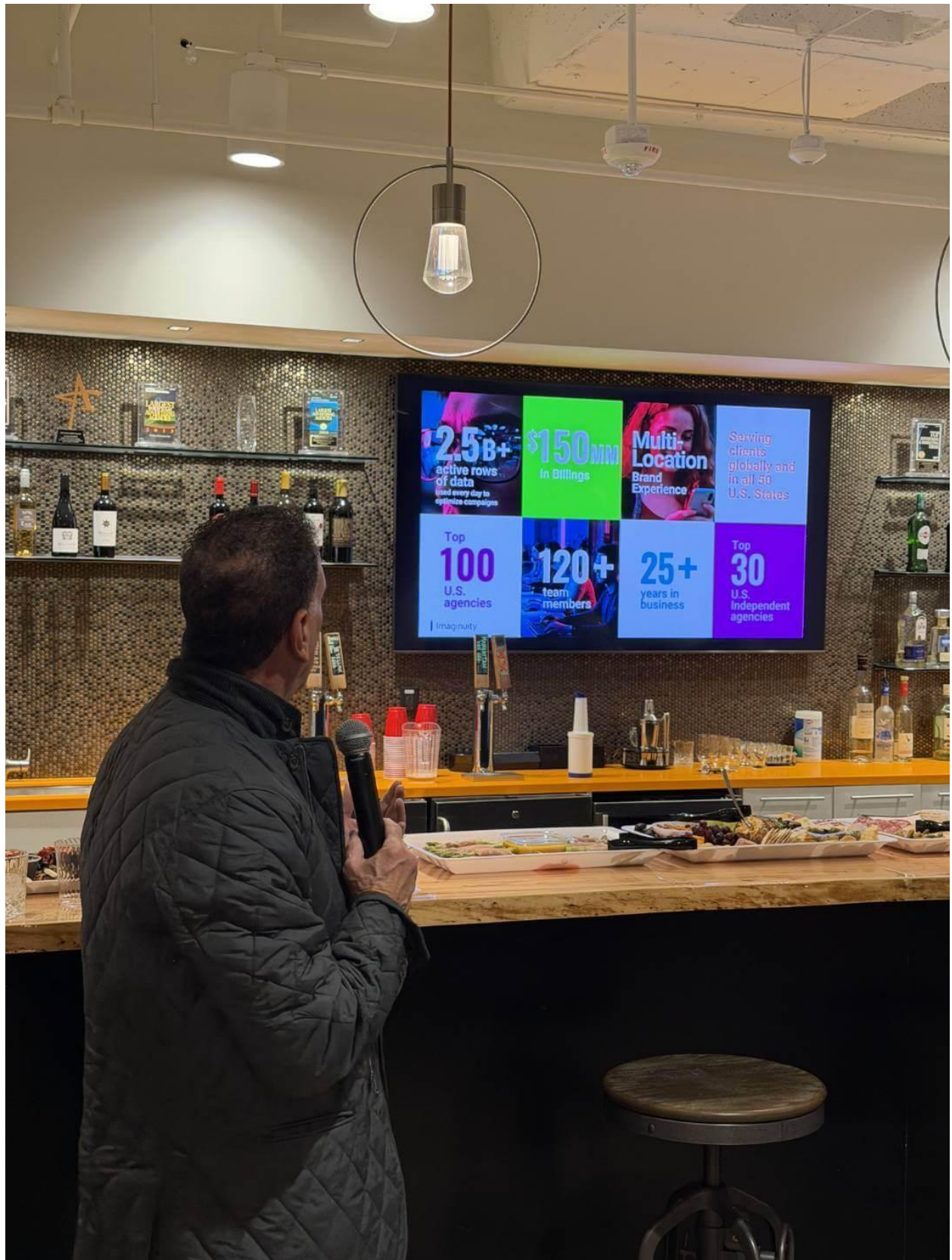


2026 Trilogy Event Promotion











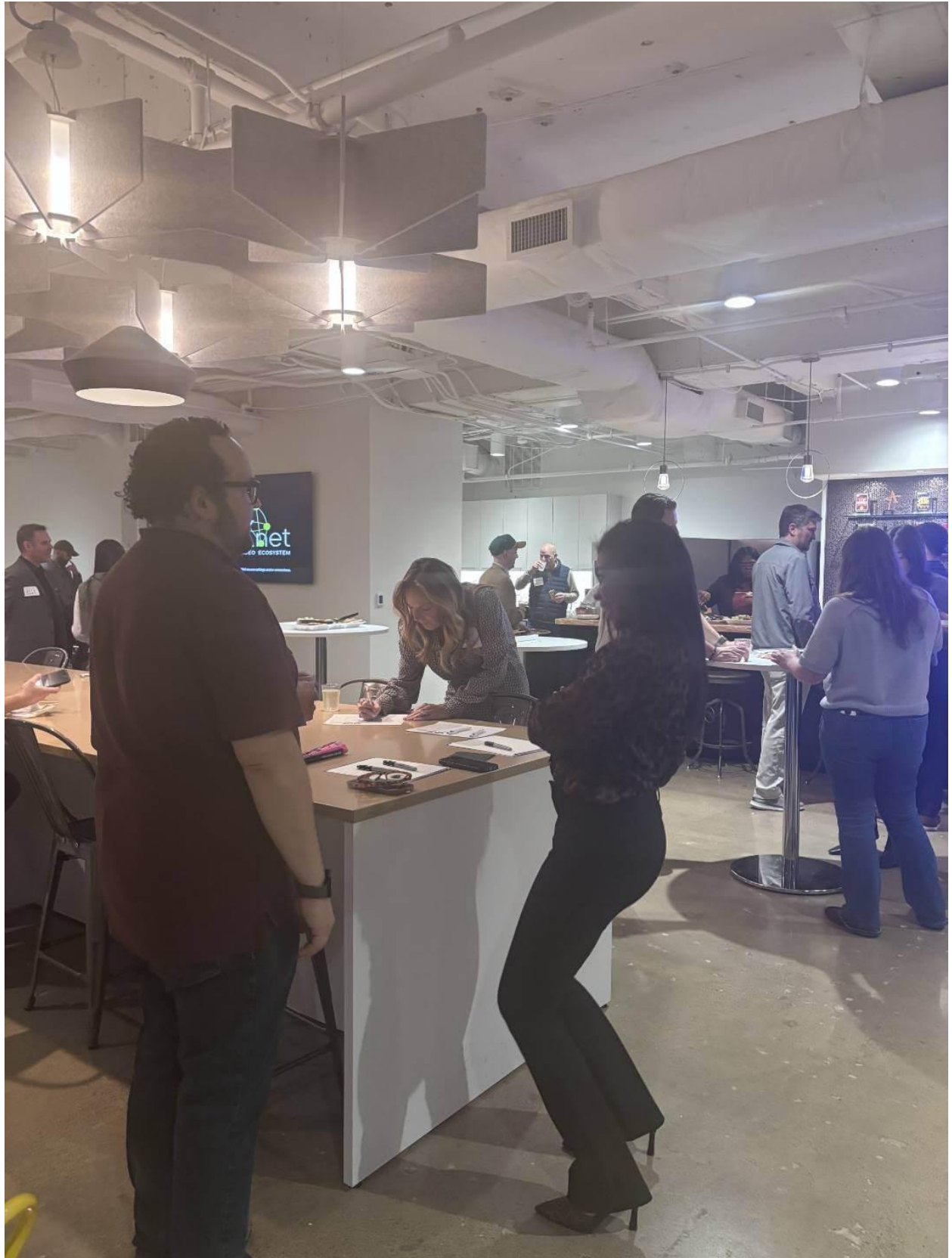




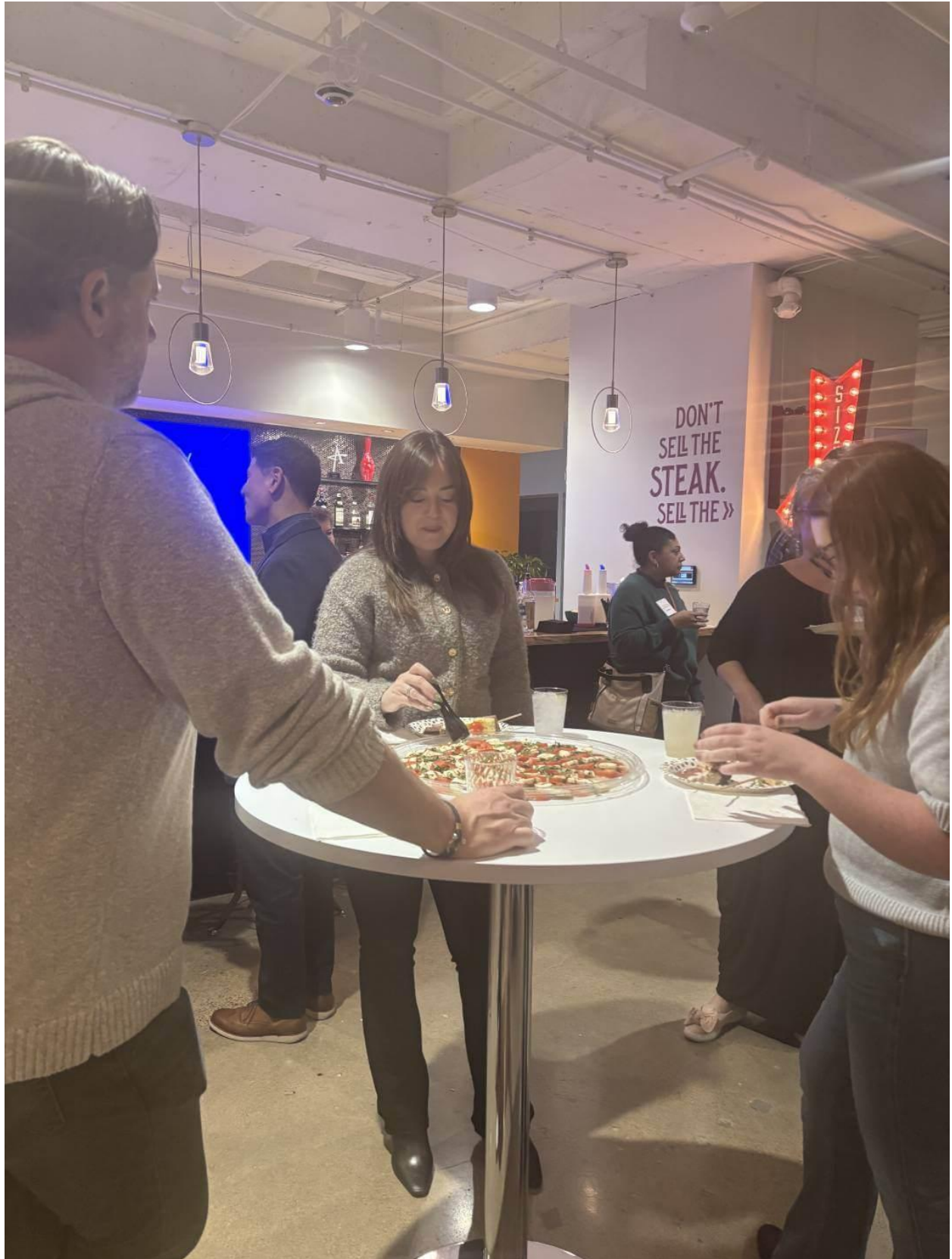












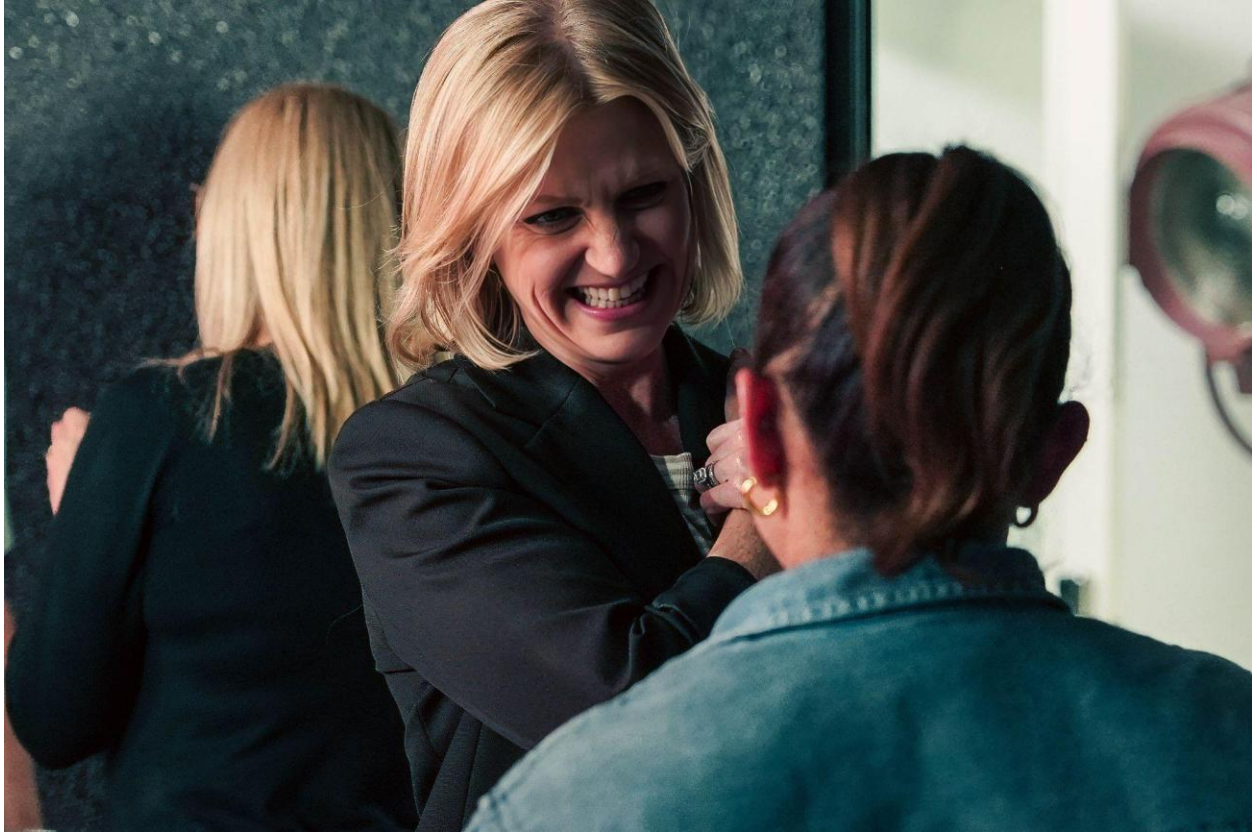


















A Happy Hour by

aaf dallas + **AIGA** Dallas

Gracefully hosted by

Imaginuity

Link & Drink

AI and other shop talk. IRL.

Thu · Jan 22 · 6-8:30 PM