

The Advertising Federation of Minnesota (AdFed)

2025-2026 Club Achievement: Programs

OVERVIEW

The Advertising Federation of Minnesota (AdFed) designs its programming calendar with a clear purpose: to create meaningful opportunities for the Twin Cities advertising community to connect, learn, and grow. The 2025-2026 board year delivered one of the most diverse and well-attended programming slates in recent memory, spanning networking events, educational panels, a landmark community gathering, a relaunched tentpole event, and the return of the organization's largest annual celebration. Together, AdFed and Ad 2 Minnesota, a committee of AdFed focused on advertising professionals under the age of 32 and run by its own volunteer board of directors, produced more than 15 events across the board year, serving members and non-members at every stage of their careers. (Exhibit 1)

The results speak for themselves: AdFed grew from 188 to 229 active memberships, a 22% increase, with an 89% retention rate and 61 new memberships. Across AdFed's programming, members consistently made up the majority of attendees, evidence that the strategy is delivering genuine value and driving engagement.

AdFed PROGRAMMING: 2025-2026

The Programs team expanded from two to four chairs this year, reflecting the growing complexity and ambition of AdFed's events calendar. This additional capacity allowed the board to pursue new programming formats while maintaining the quality of existing events. The full 2025-2026 events calendar is included as Exhibit 1.

The Minnies: Media Masters — May 8, 2025

The Minnies is a longstanding AdFed program, named as a nod to the organization's Minnesota roots, focused on the media segment of the advertising industry. After several years of hiatus, it returned as "Media Masters," a marketing innovation master class for mid-to-senior level professionals held at Mall of America's Parkview Event Space, provided as an in-kind venue donation. The event featured an inspiring speaker lineup moderated by Dave Ryan of iHeart Radio, covering retail innovation, sports marketing, and the changing media landscape. (Exhibit 2)

88 tickets were sold to a full and energetic room. Ticket income was \$2,782, with \$4,500 in cash sponsorship from the Star Tribune and Robert Half. Despite expenses for catering, photo/video, and printing, the event finished in the black by \$231, exceeding the explicit goal of breaking even. Attendees expressed gratitude for an event that gives media professionals a platform in an advertising landscape typically focused on creative work. The Minnies is returning in 2026. (Exhibit 3)

Alive After Five @ fforge — May 21, 2025

AdFed's member-focused networking series launched with a happy hour hosted at fforge in Minneapolis, branded with the tagline "Networking That Doesn't Suck." With approximately 90% of attendees being AdFed members, events like this serve as a critical touchpoint for member retention and community-building. (Exhibit 4)

Annual Meeting + Happy Hour — June 24, 2025

AdFed's Annual Meeting at broadhead in Minneapolis brought together approximately 50 members and community guests to celebrate the 2024-2025 board year and look ahead. (Exhibit 5) The meeting featured a year-in-review from outgoing leadership, recognition of the University of Minnesota's 2nd place finish at the National Student Advertising Competition (competing against 96 teams nationally), and an introduction to the incoming leadership team.

The celebration was elevated by AdFed's national recognition, awarded annually by the American Advertising Federation to recognize outstanding local chapters: Chapter of the Year for Division II (the grouping of AAF chapters of AdFed's size), President of the Year for Division II, and three National Club Achievement Awards. With 76% of attendees being AdFed members, the Annual Meeting served as both a celebration for the core community and a welcoming moment for new and prospective members.

Coffee & Conversations: AI, Privacy, and the Future of Digital Trust — September 25, 2025

AdFed's Coffee & Conversations series returned with one of its most timely topics yet: artificial intelligence, privacy, and the future of digital trust in advertising. Presented by annual sponsor Fredrikson, a leading Twin Cities law firm that represents many advertising agencies, the event gave attendees direct access to attorneys Steve Helland and Courtney Thompson for a practical conversation about the legal landscape affecting their work, without paying a retainer or legal fees. (Exhibit 6)

The format paired a brief presentation with small-group breakout discussions. Key topics included data hygiene when prompting AI tools, Colorado's first-of-its-kind AI Act, copyright protections for AI-assisted creative work, and FTC standards around synthetic influencers. 74% of attendees were AdFed members. Post-event, AdFed published a full recap on adfed.org to extend the content's reach to members who could not attend.

Past Presidents Council — October 8, 2025

The inaugural Past Presidents Council brought together 12 former AdFed presidents, representing more than 20 years of organizational leadership, for the first time in AdFed's history. (Exhibit 7) The gathering provided a forum for past presidents to share experiences, offer perspective on the organization's

evolution, and brainstorm about AdFed's future. Leadership plans to convene the Council two to three times per year going forward, an ongoing commitment to succession and institutional knowledge.

Community + Inclusion: “What Now?” — November 6, 2025

In partnership with The BrandLab, a Twin Cities nonprofit whose mission is to open the marketing and advertising profession to all voices and perspectives, AdFed hosted a DEI-focused fireside chat titled “What Now?” drawing from The BrandLab's 2025 State of the Industry Report. The event featured Jasmine Russell and moderator Laura Fegley in a candid conversation about the business case for inclusion and practical next steps. (Exhibit 8)

59 tickets were sold with 50 attendees. 83% were AdFed members. The event just barely broke even (the explicit goal), supported by local agency sponsorship, and generated strong organic sharing post-event. The Q&A ran longer than planned, a welcome sign of deep audience engagement.

Alive After Five: Smize, Sip & Sleigh — November 12, 2025

AdFed's second Alive After Five event offered something distinctive: a professional holiday card experience. Members could attend with colleagues and receive a complimentary professional photo session, with images suitable for use as internal holiday cards, giving members a tangible, shareable takeaway from the event. It was a resounding success that led to joy and community building. (Exhibit 9)

Women's Leadership Panel: When Women Win, We All Win — November 19, 2025

The 16th annual Women's Leadership Panel (WLP) returned to Quincy Hall with a new theme and a powerful panel: Allison Bakken (Co-President and Managing Director, Collective Measures), Taylor Marks (VP of Strategy, SixSpeed), Marsha Pitts-Phillips, APR (CEO and Founder, MRPP & Associates

Communications), and Diana Quenomoen (VP and Head of Design, Colle McVoy), moderated by Jill Renslow, EVP at Mall of America. (Exhibit 10)

289 tickets were sold with approximately 230+ attendees. 59% were AdFed members, reflecting the event's strong reach into the broader community as a pipeline for future members. Sponsorship exceeded its \$11,000 goal at \$12,500. The panel was a standout success, with attendees praising the panelists' candor and chemistry and the moderator's preparation. (Exhibit 11)

Beyond the Boardroom: Convo with CEOs — January 20, 2026

The second annual CEO panel, rebranded as “Beyond the Boardroom,” featured six Twin Cities agency leaders, Dean Broadhead (broadhead.), Gina Nacey (Rise and Shine and Partners), Kevin Reilly (SixSpeed), Neil White (BBDO MW), Billy Jurewicz (space150), and Van Horgen (Superhuman), moderated by WCCO Radio host Jason DeRusha. The event was held at broadhead's Minneapolis office and drew more than 125 attendees. (Exhibit 12)

59% of attendees were AdFed members. The event turned a slight profit despite challenging conditions affecting events across the Twin Cities. The \$2,000 in cash sponsorship from fforge and in-kind speaker gifts from Fredrikson helped avoid a budget deficit. Planning is already underway for year three. (Exhibit 13)

The Show 2026 — March 5, 2026

The Minneapolis American Advertising Awards, known locally as The Show, is AdFed's largest annual event and the premier celebration of creative excellence in the Minneapolis advertising community. The Show 2026 returned to Orchestra Hall, addressing the top attendee feedback concern from the prior year (sound quality), and delivered an exceptional experience: 735 entries (an 18% increase), 824 tickets sold,

and special recognition awards including 6 Judge's Choice awards (selected directly by the competition's judges), 1 Mosaic ADDY (which honors work that champions diversity and inclusion), 9 Best Of category awards, 1 Best of Student, and 1 Best of Show. Rise and Shine and Partners served as Agency of Record, the creative agency responsible for developing the event's brand identity and marketing campaign. The event was profitable, supported by \$18,000 in cash and \$55,000+ in in-kind sponsorship, and included a charitable partnership with Art Buddies, a Minneapolis nonprofit that provides free creative mentorship to children at the Twin Cities' highest-need schools. (Exhibit 14)

54% of attendees were AdFed members.

AD 2 MINNESOTA PROGRAMMING

Ad 2 Minnesota produced its own robust programming calendar in 2025-2026, complementing AdFed's events by serving a younger segment of the community and creating pathways into AdFed membership:

- Agency Hops @ Pixel Farm — May 15, 2025 (Agency Hops are informal networking events hosted at member agencies)
- 32 Under 32: Best in Bloom — June 4, 2025
- Agency Hops @ Rise and Shine and Partners — June 12, 2025
- Vibrant Voices: The Value of DEI — June 26, 2025
- Student Ad Summit: Make Your Next Move — February 6, 2026 at University of St. Thomas
- Agency Hops @ The Lacek Group — February 19, 2026

The Student Ad Summit brought together advertising and marketing students for two days of resume and portfolio reviews, networking, and industry insights, helping cultivate the next generation of AdFed members. (Exhibit 15)

32 Under 32: A Year of Accountability and Reform

32 Under 32 is Ad 2's annual recognition event celebrating the Twin Cities' top advertising and marketing talent under 32. The event ran a significant deficit in 2024-2025, more than \$18,000 in the red, due to contracts that were not thoroughly reviewed, expenses not grounded in projected income, insufficient sponsorship, and a planning team that did not escalate concerns to leadership. Several contracts were signed by individuals not authorized to do so.

AdFed leadership responded decisively. Ad 2 was presented with three options: discontinue the event; move to a virtual format; or invite AdFed to assign two board members to the planning committee and require every decision to be reviewed and approved by AdFed leadership. Ad 2 chose the third option, with a clear condition: the 2026 event must break even or the event will be discontinued. This situation reflects AdFed's commitment to financial responsibility and its determination to preserve a community event that members genuinely love. Planning for 2026 is underway with full AdFed oversight and showing early signs of success. (Exhibit 16)

MEMBERSHIP ENGAGEMENT THROUGH PROGRAMMING

Member attendance ratios across events demonstrate that AdFed's programming is resonating with its core community while attracting and converting non-members:

- The Show: 54% members
- Women's Leadership Panel: 59% members
- Beyond the Boardroom: 59% members
- Community + Inclusion "What Now?": 83% members
- Coffee & Conversations: 74% members
- Alive After Five: 90% members

- Annual Meeting: 76% members

Larger events like The Show and Women's Leadership Panel attract a significant non-member audience, functioning as a pipeline for new members. More intimate events like Alive After Five and Coffee & Conversations skew heavily toward members, serving as retention and community-building tools. Together these events create an ecosystem that serves members at every stage of their relationship with AdFed. (Exhibit 17)

SUMMARY

The 2025-2026 programming year was AdFed's most comprehensive in recent memory, a full calendar delivering education, connection, and celebration to a growing and engaged membership community. From the inaugural Past Presidents Council to the relaunched Minnies to a Show that broke the record for entries, every program reflected the board's commitment to Membership Value, Culture, and Financial Responsibility. With 22% membership growth and strong engagement metrics across the board, AdFed's programming strategy is working, and the momentum heading into next year is strong.



The Advertising Federation of Minnesota (AdFed) 2025-2026 Club Achievement: Programs

Exhibit 1: 2025-2026 events calendar

AdFed + Ad 2 Minnesota — 2025-2026 Events Calendar

Blue = AdFed events Teal = Ad 2 Minnesota events Purple = Joint AdFed + Ad 2 events Amber = American Advertising Awards

Month	Events	Events	Events	Events
May 2025	The Minnies: Media Masters — 5/8	Agency Hops @ Pixel Farm — 5/15 (Ad 2)	Alive After Five @ fjorge — 5/21	
June 2025	32 Under 32: Best in Bloom — 6/4 (Ad 2)	Agency Hops @ Rise + Shine — 6/12 (Ad 2)	Vibrant Voices: The Value of DEI — 6/26 (Ad 2)	Annual Meeting + Happy Hour — 6/24
July–Aug 2025 (board year begins)	AdFed + Ad 2 Board Year Kickoff — 8/19, Improving, NE Minneapolis			
September 2025	Coffee & Conversations: AI, Privacy + Digital Trust — 9/25, Fredrikson			
October 2025	AdWest Conference (presenting) — 10/2–4, Honolulu, HI	Past Presidents Council — 10/8	Ad Connect Conference (presenting) — 10/17–18, Radisson Blu MOA	
November 2025	Community + Inclusion: "What Now?" — 11/6, The Journey	Alive After Five: Smize, Sip & Sleigh — 11/12	Women's Leadership Panel: When Women Win, We All Win — 11/19, Quincy Hall	
December 2025	InspireMSP Career Day (public service partner) — 12/4–5, Target Center			
January 2026	Operation Metro Surge Community Statement — 1/15	Beyond the Boardroom: Convoos with CEOs — 1/20, broadhead.	American Advertising Awards — Call for Entries opens	
February 2026	Student Ad Summit: Make Your Next Move — 2/6, Univ of St Thomas (Ad 2)	Agency Hops @ The Lacek Group — 2/19 (Ad 2)		
March 2026	The Show 2026 — Minneapolis American Advertising Awards — 3/5, Orchestra Hall			
Recurring Sept–May	AdFed board meetings — 3rd Tuesday monthly	Ad 2 board meetings — 2nd Tuesday monthly	AAF District 8 meetings — monthly	PIE (Presidential Idea Exchange) — ongoing

Exhibit 2: The Minnies promotional materials and event brief

The screenshot shows the Eventbrite event page for 'The Minnies: Media Masters'. The event is organized by The Advertising Federation of MN / Ad 2 and is taking place at the Mall of America Parkview Meeting + Event Center in Bloomington, MN, on Thursday, May 8, 2025, from 9:30 am to 12 pm. The event is marked as 'Event ended'. The overview section states: 'The Minnies are back! Join us on May 8 at Mall of America to experience the 2025 refresh of this AdFed classic. Join AdFed for The Minnies: Media Masters, a high-energy morning designed for the Twin Cities media community. As media takes on a bigger, bolder role in driving creative, strategy, and results, staying ahead of the curve isn't just smart—it's essential. This is your chance to press pause, get inspired, and plug into the ideas shaping what's next...'.

The promotional poster for 'The Minnies: Media Masters' features the event title in large, bold, pink and orange letters. Below the title, it says 'Media Masters'. The event details are listed: 'THURSDAY, MAY 8 9:30AM–12PM MALL OF AMERICA PARKVIEW MEETING + EVENT CENTER'. At the bottom, there is a social media-style interaction bar showing 12 likes, a comment icon, a share icon, and a bookmark icon. A user named 'altheasun' has liked the event, and a comment from 'adfedminnesota' says: 'Media minds, assemble! The Minnies are back—this time as a morning of bold ideas, fresh thinking, and real talk from the people... more'. The date 'April 15, 2025' is also visible.



MINNIES: MEDIA MASTERS | 2025 BRIEF

OPPORTUNITY

Ultimate Impact:

- Position AdFed Minnesota as a thought leader in the marketing industry by hosting an exclusive Marketing Innovation Master Class.
- Cover key industry topics such as:
 - Jill Renslow | EVP - Mall of America (10-15 minutes)
 - Retail Innovation
 - Lauren Young / Dani Young | Media Bridge + Aurora Soccer (10-15 minutes)
 - Women Sports Marketing / Necessity of brand activations in 2025
 - Star Tribune (10-15 minutes)
 - Changing media landscape / how to stay fresh and relevant in today's society
 - Optional | Bain + Company - Martech / AI
 - How to utilize technology to your business' advantage
 - Optional | iheart - podcasting
 - The rise of the podcast + how it is a valuable tool in today's landscape
 - Q+A at the end
- Incorporate experiential elements to create an engaging and interactive experience for attendees.

OBJECTIVES

- Drive ticket sales and increase audience engagement for the event.
- Strengthen AdFed's reputation as a premier marketing thought leader.
- Generate revenue through curated packages and unique experiences.
- Foster lasting connections through an interactive, educational, and enjoyable master class.

GOALS & KPI'S

- Sell 150 tickets at \$50 each.
 - Member price vs general admission



CHALLENGES

- The price of the ticket could be a barrier for some potential attendees.
 - The event timing (Thursday morning) may conflict with work schedules.
 - What previous guests think the Minnies should be (transition of the show over the years)
-

TIMELINE

- **Event Date:** Thursday, May 8, 2025
 - **Time:** 9:30 AM - Noon
 - **Location:** Mall of America Parkview Event Space
 - **Promotional Timing:**
 - Today | 3/25
 - Week of 4/7 | Launch event across platforms
 - Website
 - Eventbrite
 - Email
 - Social
 - Week of 4/14
 - Promo push
 - Social
 - Week of 4/28
 - Promo push
 - Email
 - Social
 - Week of 5/5 / Event
 - Promo push
 - Social
 - May 8 | Event
-

TARGET AUDIENCE

- Mid to senior-level marketing professionals.
 - Busy professionals seeking high-value, time-efficient educational opportunities.
-



STORY

Core Narrative: Position AdFed Minnesota as a trusted industry leader by hosting a Marketing Innovation Master Class that delivers insightful, engaging, and actionable content tailored to mid-to-senior level marketing professionals.

MARKETING CHANNELS

- AdFed website
 - Event listing platforms (e.g., Eventbrite)
 - Social media (LinkedIn, Twitter, Instagram, Facebook)
 - Board members to share
 - Speakers to share
 - Email marketing campaigns
 - Monthly newsletter (can also send a stand alone email)
-

MESSAGE

Minnies: Media Masters | "Lead the Shift. Shape the Future."

Manifesto:

Media is evolving—faster than ever. In an era where algorithms dictate reach, streaming reshapes engagement, and AI revolutionizes content creation, adaptation isn't optional—it's survival. The Minnies Media Master champions the bold, the visionary, and the disruptors shaping the future of media and advertising. Those who embrace change don't just keep up—they set the pace, redefine the rules, and create what's next.

CREATIVE DIRECTION

Our approach focuses on a refresh - ensuring continuity while modernizing the event's visual identity.

Key Elements:

- **Logo Refresh:** Update and modernize the existing logo
-



- **Design Specifications & Channel Needs:**
 - Website
 - Eventbrite Hero
 - 2160 x 1080
 - Social | Event Promo + Individual Speaker Assets
 - FB | 1200 x 628
 - IG | 1080 x 1080 + 1080 x 1920
 - LinkedIn | 1350 x 440
 - Email
 - **Timeline:** Align creative production with key marketing milestones to ensure timely rollout across all channels.
 - Today | 3/25
 - Week of 3/31 | Receive Creative Overview for Review from Resonate
 - Week of 3/31 | Provide Creative Feedback to Resonate
 - Week of 4/7 | Receive Assets from Resonate
 - Week of 4/7 | Launch event across platforms
 - Website
 - Eventbrite
 - Email
 - Social
 - Week of 4/14
 - Promo push
 - Social
 - Week of 4/28
 - Promo push
 - Email
 - Social
 - Week of 5/5 / Event
 - Promo push
 - Social
 - May 8 | Event
-

Exhibit 3: The Minnies budget

	What	Details	Estimate	Actual	
The Minnies: Media Masters			-\$806	\$231	
Event Date: Thursday May 8, 2025 (9:30am-Noon)	Tickets	Member \$38 - 80 tickets			
Location: Mall of America Parkview	Tickets	Non-Member \$50 - 40 tickets			
Estimated Attendance: 150	Tickets	Free Board + Partners - 30 tickets			
	Table Purchases	Star trib (in sponsorship), MOA + HAI			
	Overall Ticket Sales			\$2,282	
	Offline Ticket Sales	MOA table paid via check		\$500	
	Venue / AV	MOA providing complimentary \$1,200	\$0		
	Small bites	Crave	-\$2,500	-\$2,725.39	
	Beverages Coffee	Sweet Paris Free	0		
	Food Nothing Bundt Cake	Total 72 3 dozed - MOA to cover the other 3 dozen	0		
	Photo / video	Ryan Veil - doing both	-900	-976.77	
	Notebooks / Embroidery / Decor	200 notebooks, stage, centerpieces etc.	3194	-3194.43	
	Creative conceiving	Free			
	Nametags / printed signage	Printed signage - Grafix Shoppe	-100	-154	*with tax
	Moderators / Dave Ryan	Fee - need to confirm but this should be what they charge us	-500		
	Hana Company	Decor + embroidery station			
	Sponsorships	Artful Living - swag bags / magazines	0		
	Sponsorships	Robert Half		1000	
	Sponsorships	Star Tribune		3500	
	Sponsorships				
	Speaker Gifts				

Exhibit 4: Alive After Five promotions, materials, and event photos





Exhibit 5: Annual meeting photos and deck (select slides)



AdFed

- Chapter of the Year for Division II
- President of the Year for Division II
- National Club Achievement Awards for Division II:
 - 1st Place in Club Operations
 - 2nd Place in Programs
 - 2nd Place in Cornerstone Initiatives



NSAC

- University of Minnesota took 2nd place
- 96 teams competed nationally
- Tiers of competition
 - Regional/District (8 teams)
 - Semifinals (16 teams)
 - Finals (8 teams)
- 2026 corporate client: NFL



AdFed

Sponsorship

Highlights

- The Show: \$24,600 cash + \$70k in-kind
- SAS: \$21,000 cash + \$1k in-kind
- WLP: \$9,500 cash + \$10k+ in-kind
- The Minnies: \$4,500 cash + \$5k in-kind

Challenges

- Lower in-kind sponsorship for The Show this year
- Some program timelines made it difficult to secure sponsors

Priorities for '25-'26

- Expand our list of annual sponsors
- Strategize to differentiate the roster and avoid sponsor fatigue



AdFed

Ad 2 YEAR IN REVIEW

2024-2025



Ad2

2025-2026 Leadership Team

Executive Director: **Kate Kearns**

AdFed

President Emeritus: **Hana Chughtai**

President: **Althea Larson**

Vice President: **Sara Johnson**

Secretary: **Melissa O'Keefe**

Treasurer: **Alex Ostermann**

Ad 2

President Emeritus: **Caleb Peabody**

President: **Hannah Olson**

Vice President: **Sydney Skemp**



AdFed

Exhibit 6: Coffee & Conversations promotional materials and event recap)

Event Recap: Coffee & Conversations: AI, Privacy, and the Future of Digital Trust

Posted on October 1, 2025 by [Chaddix Malchow](#)

General Events

AdFed

A morning with **Fredrikson**



COFFEE & CONVERSATIONS

AI, Privacy, and The Future of Digital Trust.

Courtney Thompson & Steve Helland

Thursday, September 25 9-10:30am 60 South Sixth Street

At our latest Coffee & Conversations event, we dove into one of the buzziest topics of the year: artificial intelligence. With AI tools showing up in more and more corners of our work, it was the perfect time to sit down with two experts from **Fredrikson**—**Steve Helland** and **Courtney Thompson**—to unpack what's happening at the intersection of AI, advertising, and the law.

Over coffee and breakfast, Steve and Courtney shared what they're seeing in the legal landscape and then broke out into smaller groups for discussion sessions, where attendees could ask questions, swap use cases, and compare how AI is showing up in their own worlds.

What We Learned

Here are some of the high-level takeaways that sparked great conversation in the room:

Bias vs. Creativity: AI tools are working hard to reduce bias, but sometimes that can come at the expense of creativity or originality.

Think Before You Prompt: Be careful what you feed into AI—free versions especially. Confidential info and trade secrets don't belong in public tools. Paid or enterprise-level tools are generally more secure.

Policies Matter: Companies should create clear AI policies so employees know what's okay (and what's not) when using these tools.

Laws Are Coming: Colorado's new AI Act (taking effect in 2026) is the first state law of its kind and could set the tone for other states.

Copyright & AI: Right now, only human authorship is protected under copyright law. AI can play a role in creating a work, but it has to be disclosed—and only the human contributions are copyrightable.

Truth in Advertising Still Rules: From FTC rules on fake reviews to questions around synthetic influencers, the golden rule hasn't changed: don't mislead consumers.

Beyond the Legal Stuff

Our discussion also stretched into some bigger-picture topics, like the ethics of AI, how it might change hiring and recruiting, what it means for schools and kids, and even the rise of "vibe coding." A couple of tools that got name-dropped: **Cursor** for coding experiments and **Gemma** for presentations.

Final Thought

AI is moving fast—faster than most of us can keep up with. But the energy in the room made it clear: our community is eager to learn, share, and figure it out together. Huge thanks to Fredrikson, Steve, and Courtney for guiding us through the conversation, and to everyone who joined us for another great morning of connection and curiosity.

AdFed

ADFD
AD 2
THE SHOW

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adfedminnesota

AdFed

A morning with **Fredrikson**



COFFEE & CONVERSATIONS

AI, Privacy, and The Future of Digital Trust.

Courtney Thompson & Steve Helland

Thursday, September 25 9-10:30am 60 South Sixth Street

12 1

Liked by [altheasun](#) and others

adfedminnesota Join us for our next Coffee & Conversations event, proudly sponsored by Fredrikson... more

September 10, 2025

adfedminnesota

AdFed

1/3

The digital trust talk lineup –

MEET THE PANEL

A morning with **Fredrikson**

COFFEE & CONVERSATIONS AI, Privacy, and The Future of Digital Trust.

9 1

Liked by [altheasun](#) and others

adfedminnesota Meet next week's Coffee & Conversations guides... more

Exhibit 7: Past Presidents Council photos and documentation

eventbrite Search events St. Louis Park Create an event Likes Tickets kate@adfed.com

need to make some updates? Edit event

Past Presidents COUNCIL

OCTOBER 2025 Minneapolis, MN AdFed

EVENT ENDED

AdFed Past Presidents Council: Take One

By The Advertising Federation of MN / Ad 2 Follow

True Media · Minneapolis, MN
Wednesday, Oct 8, 2025 from 6 pm to 8 pm

Sales ended Wed, Oct 8, 2025 6 pm Explore similar events

Overview

Calling all past presidents! We're getting the band back together for the ultimate AdFed reunion. Don't miss it.

AdFed is nothing without the leaders who shaped it. And we're bringing you back to the table.

Join us for the first-ever Past Presidents Council, a casual night of dinner, drinks, and conversation between AdFed's former presidents and today's leadership team. You can plan to swap stories from the glory days, share your thoughts about what's happening in AdFed (and the industry) today, and help us look ahead to what's next.

This isn't a board meeting. It's a chance to connect, reflect, and keep AdFed's creative legacy alive.

Read less

Good to know

Highlights
2 hours
In person

Location

True Media
701 North 3rd Street
#Suite 108 Minneapolis, MN 55401

How do you want to get there?
Driving
Public transport
Biking
Walking

Show map



Kate Kearns <execdirector@adfed.org>

You're invited: AdFed Past Presidents Council

42 messages

Hello, former AdFed Presidents!

As part of this year's lineup of initiatives, AdFed is introducing a Past Presidents Council. We're bringing folks together for a casual night of food, drinks, and conversation between the board's former presidents and today's leadership team. And we'd love you to join our inaugural meeting on October 8!

Event details can be found [here](#). Please grab a free ticket if you plan to attend, so we can get an accurate headcount for food and drinks. Michelle Zoccoli (nee Benson, AdFed Pres 2019-2020) is graciously hosting us at True Media.

Don't hesitate to reach out with any questions. Hope to see you there!

Kate Kearns
Executive Director
AdFed MN
(612) 306-6848
execdirector@adfed.org



Exhibit 8: Community and inclusion event materials and photos

community + inclusion

"What Now?"

NOV. 6

FIRESIDE CHAT + NETWORKING

AdFed

EVENT ENDED

Community + Inclusion: "What Now?"

By The Advertising Federation of MN / Ad 2 Follow

The Journey · Minneapolis, MN
Thursday, Nov 6, 2025 from 6 pm to 8 pm

Sales ended Thu, Nov 6, 2025 6 pm Explore similar events



Exhibit 9: Alive After Five: Smize Sip & Sleigh materials and photos



Fargo



Create an event



Likes



Tickets



kate@advokatecomm.com





EVENT ENDED

Alive After Five: Smize, Sip & Sleigh



By The Advertising Federation of MN / Ad 2

Follow



Current Resident - Minneapolis, MN



Wednesday, Nov 12, 2025 from 5:30 pm to 8:30 pm

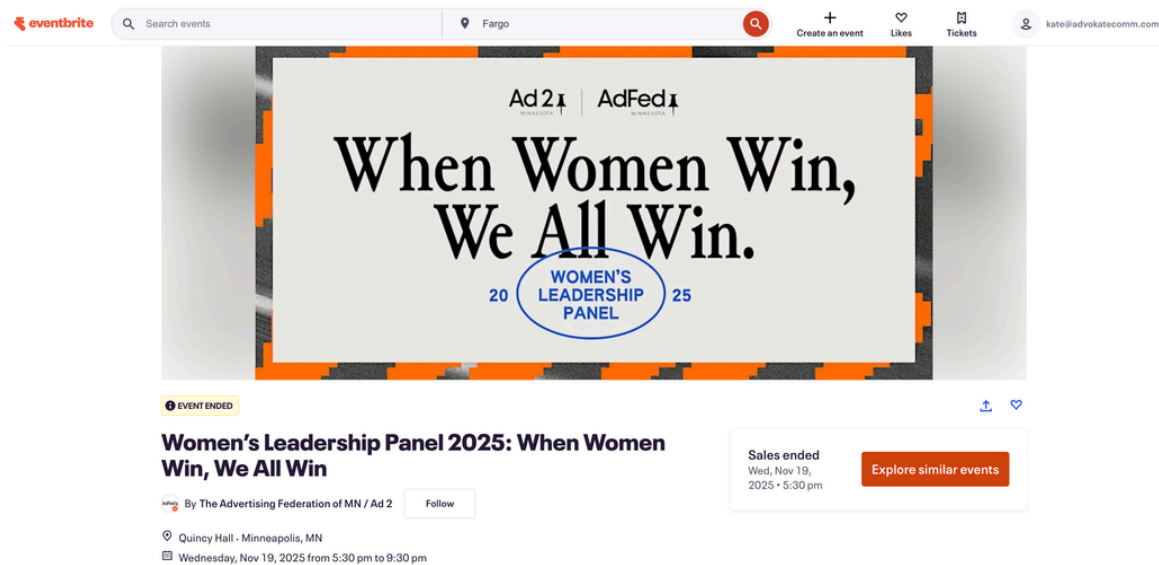
Sales ended
Wed, Nov 12,
2025 • 5:30 pm

Explore similar events

View all event details



Exhibit 10: Women's Leadership Panel materials and promotional creative





Women's Leadership Panel

Link to event folder:

https://drive.google.com/drive/folders/19Z4tiuk7-US3i2U5jTFINqE5YpqOmv5I?usp=drive_link

Link to photo/video:

https://drive.google.com/drive/folders/1-sM_iVocxUh_n_UnGH2QIndmRWMaP9RS?usp=drive_link

Date of event debrief: 12/1/25

Attendees at event debrief: Hannah, Maddy, Annie, Sydney, Natasha, Kate, Jamey, Claire, Jace, Courtney

Basics

Date: Wednesday, November 19

Time: 5:30-9:30 PM

Location: Quincy Hall

Ticket price(s):

- General public: \$75 (\$65 for Early Bird)
- AdFed & Ad 2 Members: \$60 (\$50 for Early bird)
- Students: \$25
- Free for Ad 2 Minnesota board members, AdFed board members
- Table pricing - \$650 (\$550 for Early bird)

Committee members and roles:

TRICHAIRS:

- Maddy Miller - Panelists / Moderator comms and day-of point person, weekly check in agenda prep, MOA activation coordination
- Annie Huynh - Photographer / Videographer comms, weekly check in meeting set up, drive organization, networking activity, speaking notes
- Claire Tierney Anderson - Decor, printing, stage draping, Fredrikson comms, Quincy comms
- Natasha Carlson - Executive Producer/helped w trichairs with random things, joined weekly meetings

Detailed description: Women's Leadership Panel 2025 promises energizing conversation and connection as we tackle topics like workplace equity, coaching the next lineup of women marketers, and more. We'll hear from insightful panelists who've won, lost, and gotten up again to make strides for all.

[Link to creative brief](#)

Goal:

Audience & Attendance

Target audience: 400

Tickets sold: ([budget tracker here](#)) 289 ~~172~~ - 99 Paid, 73 Complimentary

Attendance: Roughly 230+ confirmed

Overall/High Level Thoughts

Successes

- Quality of the panel - the anecdotes, quotes, chemistry of the panelists, plus the moderator Jill
- Panelists were incredibly personable and answered questions extremely thoughtfully.
- Panelist prep call with Jill helped a lot with logistics and organization
- Helpful to have MarComm join weekly status calls and they were also very responsive to helping us troubleshoot any social posts or eventbrite.
- Despite lower ticket sales, we were able to fill up Quincy Hall pretty well.
- Lighting was everything when it came to decor.
- Sponsorships (goal was 11k, came in at 12.5k) – having sponsorship chairs (from both ~~adfed~~ + ad2) help
- Having someone with experience or historical background on WLP close for the trichairs to reach out to (Natasha being a part of weekly check ins helped)
- Creative team was fantastic and made all the deadlines + were super communicative. Made the process w/ any creative super easy.

Challenges

- Panel: Finding/honing in on specific panelists, including diverse panelists (considering age, ethnicity, etc.) Recommend to start that sooner/ASAP
- Panelists: Discussing early on how sponsorships played in with panelists; sometimes companies who sponsor ask for panelists or are willing to sponsor IF they have panelists; identifying if we're OK with that early on.
- Moderator: Finding a solid moderator that knows what they're doing; having a great moderator this year helped us immensely
- Decor budget: Limited us with ideas
- Decor options were limited with only 2 vendors, low budget, and short timeline. Felt forced to go with one otherwise we would have had to do decor ourselves.
- Having more structure with the timeline during the first month, considering how soon panelists should be sought out + considering/solidifying decor much quicker during that time. It would benefit future WLP trichairs to have overall roles/responsibilities identified early on and what they should be focusing on. Considering what creative does vs. what trichairs do vs. what sponsorship chairs do.
- Quincy is an expensive venue.
- The theme may have been more of an inclusivity talking point.

Recommendations

- Listed out in the rest of the doc by section

Exhibit 12: Beyond the Boardroom panelist lineup and promotional materials

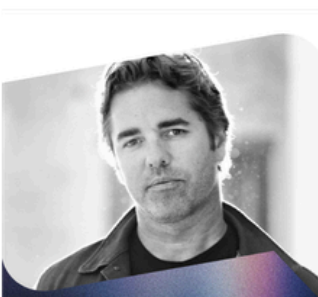
AdFed Minnesota
5,165 followers
2mo · 🌐

Join us next Tuesday, Jan. 20 for a conversation with agency leaders who are shaping what's next.

Moderator: **Jason DeRusha**, WCCO Radio Host
Panelists: **Dean Broadhead** (broadhead.), **Gina Nacey** (Rise and Shine and Partners), **Neil White** (BBDO MW), **William "Billy" Jurewicz** (space150), **Van Horgen** (Superhuman)

!! Attendees are encouraged to bring nonperishable food or toiletry donations to support our Minneapolis community. All donations will go directly to families and organizations supporting community members in need.

📅 January 20 | 5:30-8:00pm
🍽️ Food + drinks included
📍 Register now: <https://lnkd.in/g/KFFQ5As>



BILLY JUREWICZ
Space150



VAN HORGEN
Superhuman



MODERATOR
JASON DERUSHA
WCCO Radio Host

**YOU ASK.
THEY ANSWER.**
Say hello to the panel.



AdFed



DEAN BROADHEAD
broadhead.



GINA NACEY
Rise and Shine and Partners



NEIL WHITE
BBDO MW



JAN 20
5:30-8pm
@ broadhead

Join us for an evening of candid conversations with CEOs from top MN agencies.

AdFed

TOMORROW
TOMORROW
TOMORROW
TOMORROW
we go beyond.

5:30 – 8pm
@ broadhead
AdFed



Exhibit 13: Beyond the Boardroom photos, budget, and event recap (select pages)



Budget - CEO Panel 2026						
File Edit View Insert Format Data Tools Gemini Extensions Help						
Q Menus 100% 123 ProxL - 10 + B I Z A						
M16	A	B	C	D	E	F
1	CEO PANEL			Estimate	Actuals	
2			Income	\$4,500.00	\$3,480.00	
3			Expenses	\$4,258.88	\$3,332.44	
4			Net Profit/Loss	\$241.12	\$147.56	
5	INCOME					
6	Category	Vendor	Detail	Estimate	Actuals	Notes
7	Ticket Sales	Eventbrite		\$2,000.00	\$1,480.00	Ticket Prices: Member: \$20 Non-Member: \$25 Student: \$15 Event space can fit 1150 chairs 2026 Ticket Estimation Logic: 2025's data for reference: 143 tickets sold, 107 were paid. If we took 107 x 1.08 (estimating 8% growth YoY based on initial kickoff meeting) at the standard member rate (\$20) this would bring sales to \$2300. Set estimate at 2,000 to come in a bit under
8	Sponsorship			\$2,500.00	\$2,000.00	2000 from Forge, sponsorship gifts from Fredrikson
9	EXPENSES					
10	Category	Vendor	Detail	Estimate	Actuals	Notes
11	Venue	Broadhead		\$0.00	\$0.00	Broadhead offered event space free of charge
12	Chair Rentals	N/A		\$858.88	\$0.00	Used broadhead chairs. Originally had scoped renting 1150 chairs from Fredrikson, but broadhead purchased additional seating shortly before the event, so we did not move forward with that contract.
13	Bartender	Broadhead	bartender connection	\$400.00	\$300.00	1 bartender (2 hours), 4-4:5pm - 6-6:45pm. Forge (sponsor) will be serving at the bar from 6-6:45pm - 8:00pm
14	Food	Lagos Tacos		\$1800.00	\$1942.93	
15	Beer/Wine/NA Drinks/Disposables	Costco		\$600.00	\$689.51	Total for ALL alcohol, NA drinks, disposables. Beverage shopping list: - 5 soda 24-packs (320 bottles/cans); sparkling water, coke, diet coke, sprite - 7 beer 24-packs (Sully IPA, smaller brands) - 24 wine bottles (2 versions of white wine, 2 versions of red wine) - 3-4 packs of mini waters - 2 bags of ice - Classicware plastic party plates, fluted - Chinrest plastic cups - Clear cutlery - Vanity Fair napkins extras to be rolled over for future program needs 13 Classicware 7 1/2 Plastic Party Plate, Heavyweight, Elegant Fluted, 70ct Total plates: 210 Total cost: \$38 2 Chinrest Plastic Cups, Cut Crystal, 10oz, 150 ct/total cups: 300 Total cost: \$26 1 pack Kirkland signature crystal clear cutlery assortment, 360 ct Total cost: \$18 1 pack Vanity Fair Everyday Casual Napkins, 2 ply, white, 660 ct Total cost: \$14 Total: Approx \$96 based on online estimate *
16	Photographer	Orr		\$400.00	\$400.00	Photographer is Orr, who did C&I event in 2025
17	Gifts	Sponsored from Fredrikson		\$0.00	\$0.00	Fredrikson will provide sponsor gifts
18	Name tags	Using old name tag covers from AdFed stash, Kate ordered more inserts		\$100.00	\$0.00	Used old nametag holders from AdFed storage
19	Signage	FedEx		\$100.00	\$163.85	2 x 18x24 and 2x 24x36 signs. All other signage printed for free by members.
20						
21						

2026 CEO Panel Recap - Beyond the Board Room

[Link to event folder:](#)

[Link to photo/video:](#)

Basics

Date: January 20, 2026

Time: 6 - 8:30pm

Location: broadhead., 411 N Washington Ave Suite 500, Minneapolis, MN 55401

Ticket price(s):

- Member: \$20
- Non-Member: \$25
- Student: \$15

Committee members and roles:

- Chelsie Babcock
- Dustin Steuck
- Emily McCallson
- Rachel Flores

Detailed description:

Join us for a candid panel discussion featuring local agency leadership. Beyond the Boardroom returns with a powerhouse panel of Twin Cities agency leadership for an honest, forward-looking conversation on the advertising landscape heading into 2026. It's real talk about what's changing inside agencies, the challenges leaders are navigating right now, and what they're excited about in the year ahead.

Goal: 150 tickets

Audience & Attendance

Target audience: Advertising and marketing leaders (VP, C-suite, etc.)

Tickets sold: 120

Attendance: ~125+

Promotion

Link to creative:

[Link to eventbrite page](#)

Marketing channels used:

- Email newsletter (one-off since event didn't align with standard schedule)
- LinkedIn
- Instagram
- AdFed website

Successes:

- Sending a one-off email to promote event

- Team pivoted quickly while promoting event to highlight current events in Minneapolis and weave in support for the local community as part of programming.

Opportunities:

- Current events in Minneapolis impacted ticket sales a bit, softer than we had anticipated

Program & Logistics

Run of show highlights:

-

Speakers/panelists:

- Moderator:
Jason DeRusha, WCCO Radio host

Panelists:

- Dean Broadhead, broadhead.
- Gina Nacey, Rise and Shine and Partners
- Kevin Reilly, SixSpeed
- Neil White, BBDO MW
- Billy Jurewicz, space150
- Van Horgen, Superhuman

Vendors used:

- Photographer: Om Harris
- Food: Lagos Tacos
- Bartender: christianstrong2@gmail.com and phone number: +1 (763) 412-2770

Volunteer/staffing overview:

- Emily McCallson (main contact + Run of show)
 - Chelsea, Rachel also On-site to support with set-up and break down
- Althea, Kate, Emy, Allyson, Emily R & Melissa were also integral in helping with setting up
- Due to elevators being down we appreciate all board members jumping in to help!

Accessibility considerations:

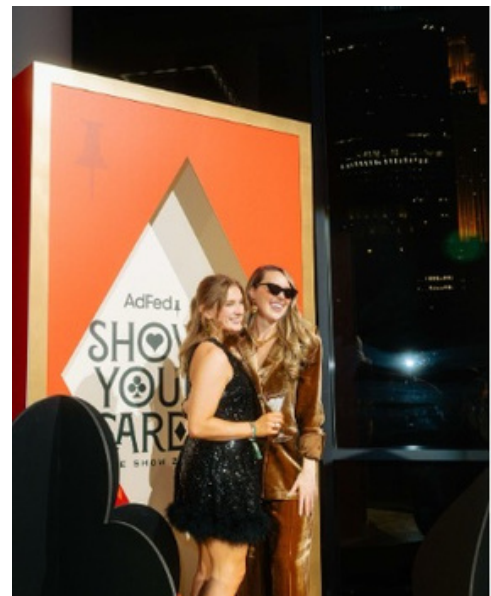
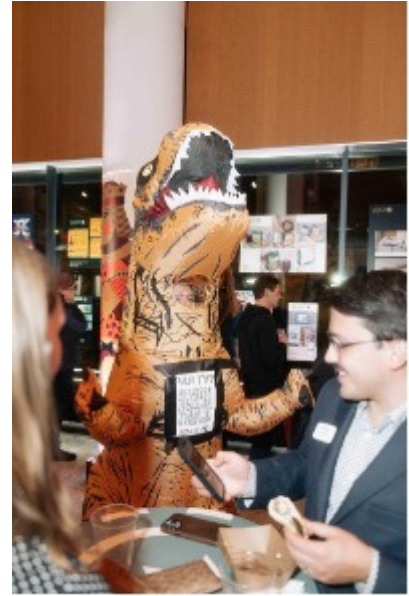
- There was only 1 elevator at the venue and it broke during key event times. We did not hear that the broken elevator prevented anyone from attending, but would recommend using a venue that is either on ground floor or has multiple elevators going forward.
- Panel space and speaker space were 2 floor apart

Successes:

- Great attendance turn out
- No shortage of food or beverages
- Ample seating/space for live discussion

Opportunities:

Exhibit 14: The Show 2026 event photos and promotional materials

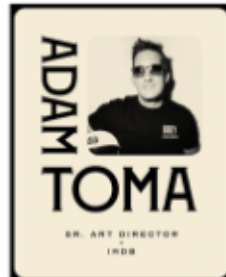




AdFed 

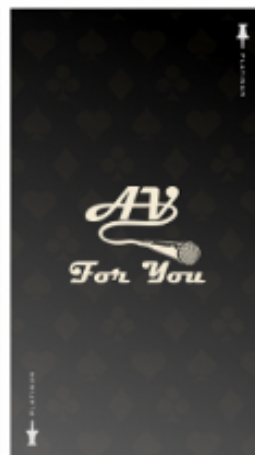
SHOW YOUR CARDS

THE SHOW 2026



Post Copy

This year's judging deck is stacked! With experience, expertise, and face cards to boot, these award dealers are ready to make the tough calls at Show Your Cards.



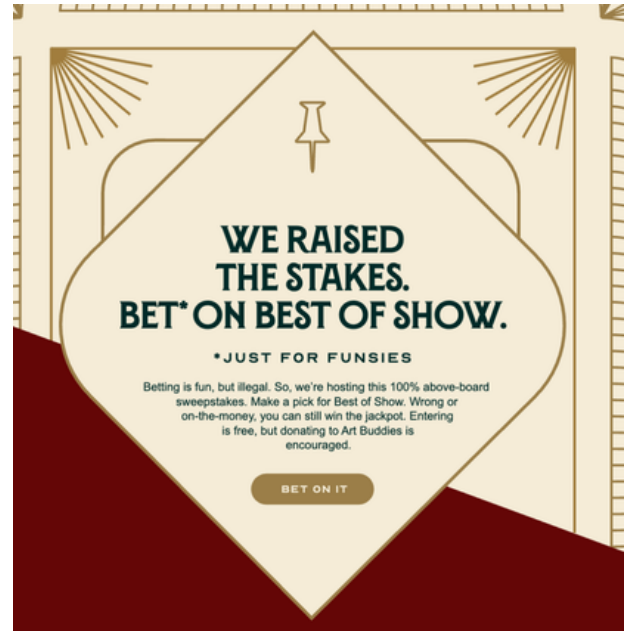


Exhibit 15: Student Advertising Summit event page and materials



The banner features a black background with colorful, curved geometric shapes in shades of green, blue, red, yellow, and pink. On the left, the AdFed logo is displayed in white. In the center, the text "make your next move" is written in a white, lowercase, sans-serif font. To the right, "STUDENT AD SUMMIT" is written in a large, bold, yellow, uppercase font, with "February 5th-6th, 2026" in a smaller white font below it. The Ad2 logo is visible in the bottom left corner of the banner.

make your next move

STUDENT AD SUMMIT
February 5th-6th, 2026

AdFed

Ad2

About Public Service Women's Leadership Panel Agency Hops Student Ad Summit 32 Under 32 DEIB Membership Contact

Get Ready to Make Your Next Move

Life certainly has competing priorities these days. Between classes, work, and everything else on your board, it can be tough to sharpen your strategy for reaching the career you want. If you've been scanning the board for clues that might point you toward your next step, the Student Ad Summit (SAS) is ready to guide your play.

SAS is a two-day event for students and young professionals interested in advertising, public relations, marketing, and communications. It's a low-pressure space to study the game, learn the rules, and get a clearer sense of how the industry works.

Whether you just started on your journey or you've been playing for a while, SAS is here to help you level up for the job search. No matter what experience you're working with, you'll be ready to play!

Two days complete with resume and portfolio reviews, networking opportunities and valuable information sessions await! Get your tickets here! It's game time!

[Get Tickets](#)

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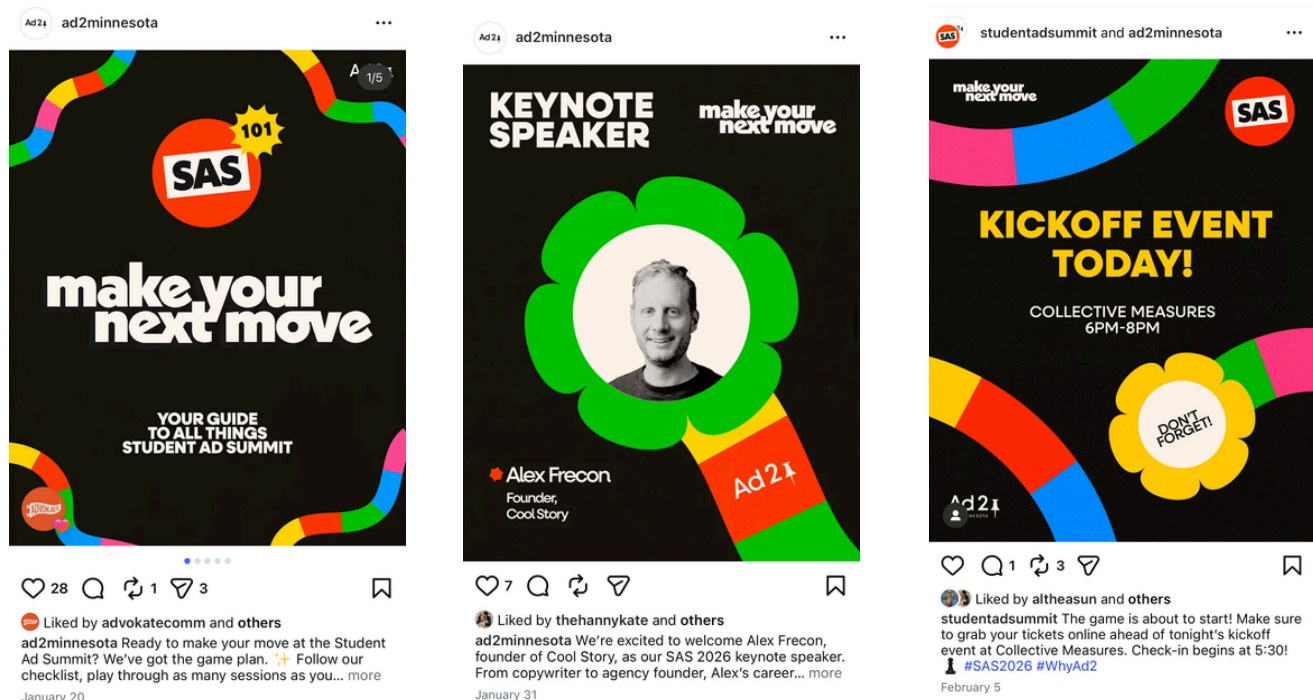


Exhibit 16: 32 Under 32 documentation and remediation plan

ACCEPTANCE

All of the above facilities and services are being held on a first option tentative basis until **fourteen (14) from receipt of this agreement**. After that date, all contractual items noted herein shall be null and void unless notified in writing.

Should another organization request the same set of dates and desire to confirm prior to your option date, you will be notified and given twenty-four (24) hours to sign this Agreement. If the signed Agreement is not returned within twenty four (24) hours, space will be released to the other group.

Please sign and return a copy of this Agreement within **fourteen (14) days**. Both parties must initial any changes to this Agreement. This Agreement will constitute a binding contract between the parties. If this Agreement is not received within the fourteen (14) days, all function rooms and meeting space referred to herein will be released, and neither party will have any further obligations under this Agreement. There are no other representations, implied or oral, between **American Swedish Institute** and Client with respect to this Agreement.

POWER AND AUTHORITY

This Agreement has been duly executed and delivered by **Client** and, assuming the due execution and delivery of this Agreement by **American Swedish Institute**, constitutes valid and binding obligations of **Client** enforceable against Client in accordance with the Agreement's terms. The signature of the respective individual signing this Agreement on behalf of **Client** is binding upon **Client** and the individual signing this Agreement represents that he or she is authorized to enter into this Agreement on behalf of **Client**.

American Swedish Institute and Culinaire/Slate & Stone Catering look forward to serving as your host.

I have read the above contract and agree to the terms and conditions as well as any terms and conditions on any contract addendum which I may sign.

Client: Gianna Camorani Date: _____
 E-Signed : 04/21/2025 03:23 PM CDT
 giannarc@gmail.com
 IP: 174.20.32.36
 Director of Sales & Catering: _____ Date: _____
 DocID: 20250328172206911

American Swedish Institute 2600 Park Avenue Minneapolis MN 55407 ASImn.org

Venue contract signed by an Ad 2 board member not authorized to sign contracts on behalf of the organization

Wednesday, Jun 04, 2025	
DIGITAL TRANSFER: *4996 TO *2834	-\$2,650.00 \$22,518.26
Slate & Stone Ca Slate & St	-\$21,608.46 \$25,168.26

Wire transfer from the business checking account of AdFed executive director Kate Kearns, the day of the event, to remit payment in full after the venue threatened to cancel the event due to lack of payment on the part of finance board chairs.



Kate Kearns <execdirector@adfed.org>

32 Under 32 Debrief

4 messages

Executive Director AdFed <execdirector@adfed.org> Wed, Jun 25, 2025 at 11:18 AM
 To: Programs AdFed-Ad2 <larsonalthea@gmail.com>, Hana Chughtai <hana@hanaaprilinc.com>, Sara Johnson <sara.johnson@moa.net>, Caleb Peabody <Caleb.Peabody21@gmail.com>, Hannah Olson <hkateolson@gmail.com>, Sydney Skemp <skemper02@gmail.com>, Treasurer AdFed <alex@ostermann.com>, Jamey Boerjan <j.boerjan9@gmail.com>

Hi all,

Looking to schedule time for this group and the 32 Under 32 chairs to debrief this year's event. It was clearly a great success from an attendee standpoint, but we need to understand how we got to a \$17,000 loss and what plans are in place to ensure future profitability for the event.

I'll share an agenda closer to the meeting, but we'll likely walk through:

- Budget plans and sponsorship outreach
- Contracts and invoices
- Feedback from the venue
- Attendee feedback (not sure if a survey goes out for this one)
- Strategies/plans to make up the \$17k deficit in the '25-'26 board year

Here's a scheduling poll for the week of July 7. Please forward the poll to Courtney, Gianna, and Mark – otherwise I'm happy to reach out to them directly.

Thank you all so much! I know this isn't fun, but it's important that we all understand how such a significant loss happened and have a strong plan for moving forward.

—

Kate Kearns
 Executive Director
 AdFed MN
 (612) 306-6848
execdirector@adfed.org



Email to '24-'25 Ad 2 president regarding the budget deficit for the event.
 Upon totaling final invoices, the deficit for 32 Under 32 was \$18,190. A final budget was never completed by the Ad 2 team.

Over four years, this single event lost the organization \$44,541.

32 Under 32 is a beloved marquee event for Ad 2, serving a strong purpose in the advertising community and consistently delivering a positive guest experience. Unfortunately the event has operated as a net loss for Ad 2 since its introduction, including losses totaling nearly \$45,000 over the last four years.

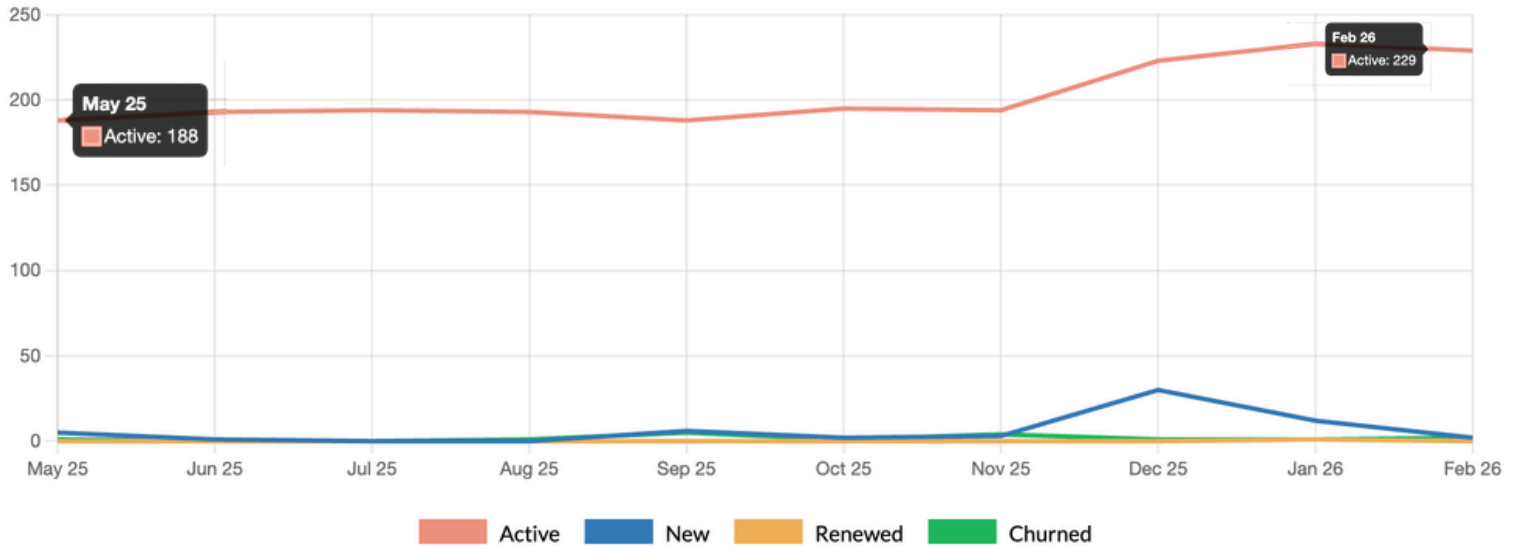
As an organization, we are making one final effort to salvage this event. This year's committee must execute 32 Under 32 2026 profitably, and restructure the event for long-term financial viability.

In order to accomplish this, we are implementing changes to how the 32 Under 32 committee functions:

- AdFed Program Chairs Dustin and Rachel will join the 32 Under 32 committee in a supervisory role
 - Advising on strategy and best practices
 - Co-leading and participating in all stages of 32 Under 32 planning and production
 - Serving as final decision makers for what proposals are brought forward for AdFed executive committee approval
- AdFed executive committee will approve all budget/finance decisions, and review/approve/sign contracts
- Creative strategy, marketing and communication plans, and judges will be approved by Ad 2 President and Vice President
- Executive Director, AdFed President and Vice President, and Ad 2 President and Vice President will be included on all emails/communications and meetings
- AdFed Sponsorships Chair will participate alongside Ad 2 Sponsorships Chair in all meetings, negotiations, and decisions
- AdFed Treasurer will participate alongside Ad 2 Finance Director in all meetings and budgets discussions

Internal memo aligned upon by AdFed and Ad 2 leadership teams, and the executive director

Exhibit 17: Membership engagement data and event attendance breakdown by member status on select events



[Back to events](#)

AdFed MN's The Show 2026

Thu, Mar 5, 2026, 7:00 PM

Event ended [View](#)

Steps

- Build event page
- Add tickets
- Publish

Dashboard

Order Options

Sales by ticket type

Ticket type	Tickets sold	Price	Status
Early Bird: AdFed Member	12/150	\$55.00	Ended Ended: 1/31/2026 at 11:59 PM
Early Bird: Non-Member	11/150	\$80.00	Ended Ended: 1/31/2026 at 11:59 PM
Early Bird AdFed Member Group Package: 10...	0/500	\$50.00	Ended Ended: 1/31/2026 at 11:59 PM
Early Bird Non-Member Group Package: 10...	0/500	\$75.00	Ended Ended: 1/31/2026 at 11:59 PM
AdFed Member	155/350	\$60.00	Ended Ended: 3/5/2026 at 11:00 PM
Non-Member	182/350	\$85.00	Ended Ended: 3/5/2026 at 11:00 PM
Student Ticket	46/100	\$40.00	Ended Ended: 3/5/2026 at 11:00 PM
AdFed Member Group Package: 10 Tickets for \$550	120/500	\$55.00	Ended Ended: 3/5/2026 at 11:00 PM
Non-Member Group Package: 10 Tickets...	50/500	\$80.00	Ended Ended: 3/5/2026 at 11:00 PM

[Ticket type report](#)

[Back to events](#)

Beyond the Boardroom

Tue, Jan 20, 2026, 5:30 PM

Event ended

[View](#)

Steps

- ✓ Build event page
- ✓ Add tickets
- ✓ Publish

[Add funds to event](#)[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
Student	7/25	\$15.00	● Ended Ended: 1/20/2026 at 5:30 PM
AdFed Member	67/75	\$20.00	● Ended Ended: 1/20/2026 at 5:30 PM
Non-Member	46/50	\$25.00	● Ended Ended: 1/20/2026 at 5:30 PM

Recent Orders

[Go to all orders](#)[Back to events](#)

Community + Inclusion: "What Now?"

Thu, Nov 6, 2025, 6:00 PM

Event ended

[View](#)

Steps

- ✓ Build event page

[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
> AdFed/Ad 2 Member	48/100	\$25.00	● Ended Ended: 11/6/2025 at 6:00 PM
Non-Member	10/100	\$35.00	● Ended Ended: 11/6/2025 at 6:00 PM
Student	1/50	\$15.00	● Ended Ended: 11/6/2025 at 6:00 PM

Recent Orders

[Go to all orders](#)[Back to events](#)

Coffee & Conversations: AI, Privacy, and the Future of Digital Trust

Thu, Sep 25, 2025, 9:00 AM

Event ended

[View](#)

Steps

Quick actions

[Add funds to event](#)[Attendees report](#)[Order form responses](#)

Sales by ticket type

[Ticket type report](#)

Ticket type	Tickets sold	Price	Status
AdFed Member	32/50	Free	● Ended Ended: 9/23/2025 at 5:00 PM
Non-Member	11/50	\$10.00	● Ended Ended: 9/23/2025 at 5:00 PM