

MAKE IT NEW*



AAF NATIONAL CONFERENCE / 2009
JUNE 4-6 / CRYSTAL GATEWAY MARRIOTT
WASHINGTON D.C.

AAF NATIONAL CONFERENCE 2009

CALL FOR SPEAKERS



CALL FOR SPEAKERS



Call for Presentations:

Thank you for your interest in presenting for the AAF National Conference 2009, which draws nearly 1,000 industry professionals from agencies, media companies and advertisers, as well as students and academics, for three days of intense exploration of the advertising industry. Each conference has general sessions and advertising forums, which educate attendees about cutting-edge advertising techniques.

Conference Theme:

The theme for the 2009 conference is Make It New. What's new in advertising? Everything. There's a new economy, a new administration and new technology. So this year, we celebrate a new beginning in Washington, D.C., at the AAF National Conference 2009. Come share ideas, award inspiring work and network with clients, creatives, execs and students. Let's make it better. Let's make it bolder. Let's make it new. It's the nature of what we do. This is AAF National Conference 2009. Join us.

Presentation Information:

- Audience members demand entertaining and enlightening presentations. Please do not talk only about your accomplishments. Relate your topic to their business needs.
- All attendees are looking for new ways to solve their business challenges. Make sure all presentations offer take-away value to audience members.
- Include attractive visuals in your presentations. Examples of commercials, high-quality PowerPoints and other presentations are appreciated.
- Consider being interactive with the audience. Get them involved in your topic.
- Moderators should be dynamic, respected, knowledgeable and able to keep discussion moving. Moderators should have experience leading panels with high-powered business executives and the ability to finesse provocative and entertaining responses from them.
- General session speaking slots will be in front of all conference attendees and are therefore reserved for high-level, name/celebrity speakers. The amount of general session speaker slots available will depend on the proposals submitted. Proposals for high-energy panels of two or more presenters will also be considered.
- Advertising forums are smaller breakout sessions for an audience of 50 to 100 people. These usually consist of panels to accommodate the high demand for speaking opportunities. There are eight forums this year.



CALL FOR SPEAKERS

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Audience Demographics:

- 27% - Senior Level Executives (CEO, CFO)
- 23% - Students/Professors
- 22% - Marketing/Advertising/Communications (Directors, Managers)
- 9% - Advertising Sales
- 5% - Media Production
- 4% - Creative Directors/Design/Copywriting
- 3% - Human Resources
- 3% - Other
- 2% - Public Relations/Press
- 2% - Advertising Club Management

Registration/Travel Information:

The AAF does not pay honorariums for conference speakers. We are not able to reimburse or comp your travel expenses, which are the responsibility of the speaker. However, you will be registered on a complimentary basis for the AAF National Conference 2009. This includes a ticket to the ADDY® Awards on June 6. Information on hotel accommodations can be found at <http://www.aaf.org/conference>.

Presentation Proposal:

Please submit this form by e-mail to speakers@aaf.org or by fax to (202) 898-0159 by March 20, 2009.

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| Name: | | |
| Title: | | |
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| City: | State: | Zip: |
| Web site: | | |

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| Is this a general session presentation?: |
| Is this an advertising forum?: |
| Presentation Title: |
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| Presentation Topic: |
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| Speaker Name(s): |
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| Speaker Bio(s): please attach full bio(s) of speaker(s). |
| Brief description of presentation content: |
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| Which track does your topic apply to? |
| <input type="checkbox"/> Creative <input type="checkbox"/> Marketing <input type="checkbox"/> Media <input type="checkbox"/> Professional development <input type="checkbox"/> Other |