MEMBERSHIP DEVELOPMENT AND COMMUNICATIONS

Our club exists for the benefit of our members. A major piece of AAF Buffalo’s mission is to facilitate student and professional development opportunities for our members — our most important asset. We know that maintaining these connections is crucial for the success of our events, which in turn allows us to increase our programming offerings year over year. We make a great effort to remain active with emails, newsletters, and social media, as well as embracing industry content trends with videography, photography, and blogs. Our membership development and communications efforts have resulted in positive momentum and an overall healthy club.

MEMBERSHIP RECRUITMENT

GOALS:

Goal #1: To engage corporate marketing teams, agencies, and freelancers who were unfamiliar with AAF Buffalo to reach beyond our core group of large agency members

Goal #2: To continue providing a club calendar that is planned far enough in advance to provide value and encourage membership purchases within the first few months of the club year

Goal #3: To increase student membership by establishing a revised list of benefits with added value

PROJECT/PROGRAMS:

Annual Meeting: The annual meeting provides professionals, students, and vendors the opportunity to meet in a relaxed happy hour environment. The one formal part of this event is a 15 minute stretch where the club’s leadership team recaps the successes from the past year and introduces what is to come (Exhibit 1).
VOLUNTEERISM:

**Brandhack**: At our annual Brandhack, we gather teams of students to work on a real nonprofit’s creative needs. The students get to expand their portfolios, while the nonprofit, this year being Family Promise of WNY, a small family homelessness shelter, gets donated creative work. This introduces our organization to a new regional nonprofit each year, as well as a growing group of students.

MEMBER FEEDBACK:

**Surveys**: After every event, we survey attendees for feedback, improvements, and recommendations.

CLUB OPERATIONS:

**Student Liaisons**: This year, our club created a coalition of student liaisons from all local colleges and universities to increase student engagement and membership. We’ve found word of mouth from classmates is the best way to engage students, and this program increased that.

COMMUNICATIONS:

**Dedicated Membership Campaign**: This year, our organization launched a dedicated membership campaign. This began with email campaigns to current members specifically discussing renewal and announcement of new member benefits, and email campaigns to lapsed members introducing them to the improved benefits packages. We printed branded posters, each familied around the same creative theme, but targeted different audiences. We utilized direct mail to corporate members, sending recruitment posters, and mobilized paid social media posts (Exhibit 2).

MEMBERSHIP RETENTION

GOALS:

**Goal #1**: To increase the renewal rate of our corporate and individual members.

PROJECT/PROGRAMS:

**Emphasis on Membership Value**: Members can submit client news, interesting projects, and new hires/promotions that link to their firm’s page. We maintained our membership directory. We also continued single-day Instagram Story
“takeovers” where corporate members could tell a visual story of their company culture, met with enthusiasm and engagement by agency staffers typically not engaged with the club. We also continue to accept job postings to our site from members at no additional charge, while non-members pay $30/posting. The job board is our most visited webpage (Exhibit 3).

**Member-Only Events:** As an additional way to thank our members we organized a member-only social party. We continue to realize successes with our member exclusive Skillshops (Exhibit 4). We hold these workshops periodically 2-4 times every year about various topics where members can hone their skills on a topic they already know or are introduced to learnings on another industry topic they may not have exposure to. In late March, we hosted a Skillshop on *Building a Music Festival 101* with the host of a newly created local music festival. In May and October, we focused on content with *The Value of Influencer Marketing* and *Content Strategy Development*. In January, we hosted a *Tips for Direct Mail Campaigns Skillshop* with one of our vendor members.

**VOLUNTEERISM:**

**The Big Tip Off:** Our celebrity bartender event raises money for our annual scholarship provided to a local student interested in the marketing or advertising fields. The fun and casual event encourages community engagement and balances professional and personal networking events throughout the year for increased retention.

**MEMBER FEEDBACK:**

**Surveys:** After every event, we survey attendees for feedback, improvements, and recommendations.

**CLUB OPERATIONS:**

**New membership software:** This year, we invested in a new membership software to better manage our directory and make ticket purchasing and membership renewal more user-friendly for our community. After multiple demos, we agreed to invest in Join It, an Eventbrite partner that would allow us to integrate with the event management tool we already use (Exhibit 5).
COMMUNICATIONS:

**Creative Communications:** We continue to explore and utilize new media like animation and video to promote events and membership. We try to meet membership where they are, and engage in mediums they prefer.

MEMBERSHIP INVOLVEMENT

GOALS:

**Goal #1:** Provide value to our members that make memberships worthwhile

**Goal #2:** Reinforce and communicate club and national benefits for members

**Goal #3:** Actively support students as they prepare for entering the professional world

PROJECTS/PROGRAMS:

**Event Discounts:** Our members receive discounts on Speaker Series, Skillshops, the American Advertising Awards, Student Portfolio events, and all other club events. The intent is to lessen the added costs for members. Our event discounts are popular as 92% of all event tickets were sold to members when a membership discount was available.

VOLUNTEERISM:

**Jingle Bowl:** a chance for the entire community to rally together and donate non-perishable food items for the WNY Food Bank. The fun and casual event encourages community engagement.

MEMBER FEEDBACK:

**Surveys:** After every event, we survey attendees for feedback, improvements, and recommendations.

CLUB OPERATIONS:

**Timely Event Planning:** We’ve found that the foresight of our club’s event scheduling over the full club year has provided value to our members and in turn increased involvement.
COMMUNICATIONS:

AAF Buffalo Email Newsletter: As our club has expanded its events calendar, we have made an effort to communicate regularly with all members. Our email newsletters reached 2,105 people with a 23.5% open rate and included submissions from 13 different agencies to share news about their companies. This list adds prospective members through event registrations and opt-in through the club website/job board. Newsletters (Exhibit 6) have been expanded to include not only event announcements, but club news, member stories, and new job listings. We also continued providing emails designed specifically for our student and professor mailing list (Exhibit 7).

REGULAR COMMUNICATIONS

We continued regular communications with members through email, social media, event promotion, and blog posts. We also increased our video and animation content to adhere to industry trends.

VEHICLE 1: MONTHLY NEWSLETTER

Description: We distribute monthly newsletters to members, and semesterly newsletters specific to students and educators. These communications ensure a monthly touch point with our membership, while sharing events, local industry news, job postings, and blog content.

Goals: To send one general member newsletter per month and one education newsletter per semester.

Target Audience: Members automatically receive our newsletter, and student and educator members are segmented into a secondary communication list. We also invite local non-members to join our email list.

Budget/Distribution: We have an account through Mailchimp that costs us $30 per month.

Results: We have 2,953 subscribers, up 33.86% from last year, and achieved open rates of 25.02% and an average click-through rate of 3.86% — all of which are increases from the 2018-2019 club year.

VEHICLE 2: WEBSITE AND BLOG

Description: To remain the go-to source of information, we increased the frequency of blog posts. This included event recaps (Exhibit 8), board member spotlights (Exhibit 9), and a recurring series: AAF Asks (Exhibit 10). These help with board recruitment, and share thought leadership in short, easy-to-digest bites.
**Goals:** Recap every event with a blog post and keep web content fresh with thought leadership

**Target Audience:** Any members, non-members, or general public.

**Budget/Distribution:** The blog has no cost.

**Results:** We successfully blogged a total of 27 posts this year, up from last year.

**VEHICLE 3: SOCIAL MEDIA**

**Description:** On Facebook, we utilize a combination of paid ad buys, boosted posts, and organic board member-supported sharing to expand the reach of our posts. We also increased our reach on Twitter by tagging users in tweets and engaging with trending hashtags. We continued Instagram story takeovers as a benefit to corporate members.

**Goals:** Increase the frequency of posts and drive engagement across all platforms.

**Target Audience:** Our focus is to be active and reachable to anyone interested in our organization: members, non-members, and the general public within our community.

**Budget:** We set a budget of $3,400 for all communications, with the majority for social media spending.

**Distribution System:** Social media accounts (Exhibit 11) for Facebook, Twitter, Instagram, and LinkedIn.

**Results:** We saw an increase in all of our followers/members across our social media platforms this year. Facebook followers increased in the past year from 2,113 to 2,362 (11.78% growth). Twitter followers are now at 3,674. Instagram followers grew drastically from 1,176 to 1,407 followers (19.64% growth). LinkedIn profile followers grew drastically from 232 to 350 (50.86% growth). We also had over fifteen corporate members sign up for an Instagram takeover.

**EVENT OR MEETING PROMOTIONS AND ANNOUNCEMENTS**

We continuously work to improve our events and promotion of ourselves as a club. Once again, our successful communications have induced record-setting event attendance.

**VEHICLE 1: EMAIL MARKETING**

**Description:** We distribute email blasts (Exhibit 12) for every event to our mailing list, sending at least two per event.

**Goals:** Generate interest and drive attendance to our club’s events.

**Target Audience:** Members, non-members, students, and anyone related to or interested in our industry.
**Budget/Distribution:** Our $30 per month plan with Mailchimp allows us to send out these emails.

**Results:** Once again, we have set record attendance at numerous events. A total of 144 people attended AdWeek programming. A record of 173 people attended our annual Big Tip-Off happy hour in August 2019, and our Jingle Bowl fundraiser to benefit the Food Bank of WNY sold out in two hours. We also reached record-breaking event sales for the ADDY’s Underground event, with 455 total ticket sales.

**VEHICLE 3: SOCIAL MEDIA**

**Description:** Social has been the most efficient method of connecting with members and non-members. We continue to boost event posts, and have special guests post about their appearance to increase traffic.

**Goals:** Increase club awareness through target ad buys, boosted posts, and event promo spending.

**Target Audience:** Members, non-members, and the general public within our community.

**Budget:** We set a budget of $3,400 for all communications, with the majority for social media spending.

**Distribution:** Social media accounts for Facebook, Twitter, Instagram, and LinkedIn.

**Results:** The 2019/2020 membership ad campaign reached a total of about 3,500 people. The BrandHack campaign, which included two separate ad buys reached about 1,100 people. Combined, all of our boosted posts, event promos, and ad buys received about 220,000 impressions and 3,500 actions.

**COMMUNICATIONS WITH NON-MEMBERS**

**Description:** Our public relations efforts are especially successful to reach those outside of our membership circle.

**VEHICLE 1: PUBLIC RELATIONS**

**Description:** Our earned media push continues to yield great results in reaching the general public.

**Goals:** Reach more non-members and gain awareness of our club’s local impact.

**Target Audience:** Our targeted demographic is members of media, and by extension, their audience.

**Budget:** We have no budget, with all PR being done internally by our board.

**Distribution:** Press releases and media advisories to local media.

**Results:** Our PR efforts landed us an Advertising Week 2019 proclamation from the City of Buffalo Mayor Byron
Brown and Erie County Executive Mark Poloncarz (Exhibit 13) Other successes included coverage from *The Buffalo News* on new board members (Exhibit 14), and of the ADDYs Underground in both *The Buffalo News* and *Buffalo Magazine*.

**SELF-PROMOTION**

This year, we created a revamped membership campaign which included new copy, design, video, and strategy. These WPA-themed elements were used for collateral materials and digital assets and included a brand new look and feel.

**VEHICLE 1: PRINTED COLLATERAL**

**Description:** We created six new WPA themed posters (Exhibit 15), each with a different focus. These were printed and provided to corporate members. We also sent printed postcards including our full programming schedule to display value.

**Goals:** Promote club membership and event attendance.

**Budget:** $700 ($521 actual)

**Results:** Posters were handed out to a total of 48 different companies, including a mix of ad agencies, freelancers/small shops, and in-house marketing teams. In total, 500 postcards (Exhibit 16) were handed out at events throughout the year to a mix of member and non-member attendees, students, and educators.

**VEHICLE 2: DIGITAL MEDIA**

**Description:** Our membership campaign went digital with social assets across platforms and video/animation.

**Goals:** Promote club membership and event attendance.

**Budget:** $35 ($35 actual)

**Results:** Our promoted Instagram Story video reached 6,817 people, 97% of which were not following our account. Our total impressions reached 8,215 and we received 34 website visits despite not being able to utilize the Instagram “swipe up” feature (Exhibit 17).
When in Doubt, Have a Meeting!

This is the one meeting that definitely could NOT have been an email. Come to AAF Buffalo's Annual Meeting to get a rundown of the exciting events the club has planned for the new year from the heads of each committee.

We'll see you tomorrow at 6 p.m. at The Saturn Club.

The meeting is free for members and non-members alike, we just ask that you observe the casual dress code because we don't want you to look all cattywampus!
Exhibit 2 - Membership Campaign

- AAF Buffalo needs you!
- Victory begins with you.
- The future is now.
- AAF keep your skills sharp!
- Serve your community.
- Join join join join the troops.
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<td>FULL-TIME</td>
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<tr>
<td>Project Manager</td>
<td>Gelia, Williamsville, NY</td>
<td>FULL-TIME</td>
<td>Mar, 10</td>
</tr>
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<td>FIFTEEN, Buffalo, United States of America</td>
<td>FULL-TIME</td>
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<tr>
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<td>Buffalo Construction Consultants, Inc., Buffalo, New York</td>
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<td>Mar, 04</td>
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<tr>
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<td>Hadley Exhibits, Buffalo, New York</td>
<td>FULL-TIME</td>
<td>Mar, 03</td>
</tr>
<tr>
<td>Copywriter and Content Strategist</td>
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<td>FULL-TIME</td>
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</table>
Exhibit 4 - Skillshops

skillshop
FESTIVAL BRANDING: 101

THUR, MAY 23 | 5:30PM | CROWLEY WEBB

aaf_buffalo • Following

aaf_buffalo #influencer marketing is hot right now. But how on Earth do you implement an influencer campaign? At our last Skillshop of the year, Andrea Gallagher and Katie Briggs from @crowleywebb are taking us through the basics of advertising’s newest trend. Grab your tickets at aafbuffalo.com/events. aafbuffalo #buffalo #continuingeducation

44w

Liked by luminustim and 15 others
MAY 19, 2019

Add a comment...
# Exhibit 5 - Membership Software

**AAF Buffalo**

**Membership Options**

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<tr>
<td>Student</td>
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Each membership includes access to all AAF Buffalo events, discounts, and benefits. Corporate membership includes access to all AAF Buffalo events, discounts, and benefits along with additional perks for the entire company. **Learn more at [AAF Buffalo](https://aafbuffalo.com).**
<table>
<thead>
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<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COMPANY</th>
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<tbody>
<tr>
<td>Josh</td>
<td>Gumulak</td>
<td>Gelia</td>
</tr>
</tbody>
</table>

**JOB TITLE**
Account Executive

**EXPIRATION DATE**
August 31, 2020

**JOSHGUMULAK**

**INSTAGRAM**
@joshgumulak

**ORDERS PLACED**
22 orders placed

**APPLICABLE CODES**
1 applicable code • [View codes](#)
Exhibit 6 - AAF Buffalo Monthly Newsletter

ANNUAL MEETING

What's In Store for This Club Year?

Find out at the upcoming Annual Meeting. You'll hear from the heads of each committee or learn about the exciting events the club has planned for you.

Join us at 6 p.m. on Wednesday, September 11 at The Saturn Club.

This event is free and open to members and non-members alike. The dress code is business casual, so save your Canadian tuxedos for next time.

Register Now

Be One of the First

Already know you don't want to miss out on AAF Buffalo's events? Get a jumpstart on everyone else and renew your membership or join the club today.

Join the Club

The Local Lowdown

- Summer Design Tips in the Mix
- The Big (in)Off the Buffalo News, Stay Your Phone
- Grand Opening Information Center: Visit on September 13th
- Meet the New Talent Center in Canoe, Willow
- Learn Something: Finding the Jordan Block in 1842

Here's your industry news: 

Catch up on the Blog

NEW JOB POSTED

Make Your Mark Somewhere New

Your new job is just waiting for you. Check out which of the top shops in our area are looking for someone with your skills. View the most recent positions and internships available to find the perfect place to take your talents.

View Open Positions
Here's What You Missed

- Recap: Keni Thacker in the Spotlight Speaker Series
- Recap: Student Portfolio Series Part 1
- Recap: Top Buffalo Ad Professionals Join AAF Panel
- Recap: Fall Agency Tour for Students
- Former AAF Buffalo President Tim Bouchard Named Buffalo 40 Under 40
- The Martin Group's Employee Spotlight
- October Promotions at Crowley Webb
- From Block Club: How to Decode What Your Designer Is Saying
- Meet One of the Financial Services Teams at FARM
- Get to Know the New Digital Director at 19 Ideas

Share your industry news. Submit a story to be considered for future editions of our newsletter.
Get Ready for BrandHack 2020

BrandHack 2020 is less than a week away! If you’re ready to put your creative skills to the test, here’s what you’ll need to know to prepare for the big day:

When: 10 a.m. – 6 p.m. on Saturday, February 8

Where: Daemen College, 4380 Main Street, Amherst, NY 14228 | Visual and Performing Arts Center, Room 200E & 207 (Second Floor of the Art Gallery)

What to Bring: A laptop* with Creative Cloud if you have it and a notebook to brainstorm and sketch in with pen/pencil.

Food and Drink: Water and coffee will be provided to help fuel your creative sprint, along with light breakfast snacks and pizza for lunch.

For once, don’t worry about being an over-nervous! Details about the non-profit organization you’ll be working on will be shared the day of the BrandHack, so no need to research ahead of time. Please note another event is happening at the college this day, so be aware the parking lot and halls may be a little busy.

If you have any other questions or concerns, please contact David Neftert at dneftert@daemen.edu.

View the Daemen Parking Map

*Computation skills required
Exhibit 8 - Blog Recaps

BRANDHACK 2020: FAMILY PROMISE OF WESTERN NEW YORK

The fifth installment of our BrandHack event featured a local non-profit looking for a new postcard, brochure, and social media campaign to generate awareness for their organization. Family promise of Western New York is an emergency shelter for homeless families. They help families experiencing homelessness stay together during tough times. This event was hosted at Daemen College in Amherst, New York.

Five teams of students from Daemen College, Buffalo State College, Villa Maria and Hilbert College were tasked with creating these final deliverables. Leading the teams were seasoned professionals from the area – Samantha Lonczak from Fifteen, Caroline Jette from Delaware North, Andrea Lupiosto from Fifteen, Holly Noris from White Bicycle, and Cody Andrews from the Martin group. These designers and art directors provided guidance and advice for the teams from brainstorming and development through execution.

The format remained the same from 2019. Teams had five hours to organize and create their ideas before pitching them to our two judges, as well as the representatives from Family Promise.

RECAP: JINGLE BOWL 2019

"F*** it Dude, let's go bowling." – Walter Sobchak, The Big Lebowski

Oh did we ever bowl! The 2019 Jingle Bowl was nothing short of a success. Crowley Webb, Fifteen, Gelia, HSBC, Luminus, Telesco, FARM, Evans Bank, Quinnlan, and AAF Board Alumni all came together on December 4 at Kenmore Lanes to bowl for a cause.

Sixteen teams of four competed for the golden pin. And while Todd Harmon from Quinnlan, with his shiny silver bowling shoes, stole most of the spotlight with winning Highest Individual Score for BOTH games one and two (and who was also on the team declared to be most festive), it was Evans Bank who took home the trophy with the Highest Overall Team Score: 1,141 points!

Attendees donated to FeedMore WNY upon entering the event. Beating last year’s total, we weighed in at 531 pounds of donated non-perishables to help feed families during the holiday season. Way to go Buffalo!

Exhibit 9 - Board Member Spotlight
BOARD SPOTLIGHT: CASEY KELLY

Name: Casey Kelly

Occupation: Professor / Freelance Designer / Jewelry Maker

Instagram handle: @jrsforlife / @prettyandgrit

Let’s hear about your day job.

Where do you work, and what does your role entail?

I work at Daemen College as a tenure track Design Professor. My goal is to make students aware of as many perspectives as possible — both through design and worldly experiences — so that they can build a kick-ass body of student work, learn to problem solve and communicate through design in various media, and begin to find their voice as a designer. I am also a Freelance Designer and Consultant as time permits.

What drove you to get into the advertising/marketing biz?

I can’t sit still, I like to meet new people, and I don’t like monotony.

What do you like best about what you do?

BOARD SPOTLIGHT: PAIGE LAMPARELLI

Name: Paige Lamparelli

Role: 3 years at AAF Buffalo: Vice President of Programming

Occupation: Social Media Manager @ Crowley Webb

Twitter handle: @paigessarah_PR

Instagram handle: paigeylamps

Let’s hear about your day job.

Where do you work, and what does your role entail?

I work at Crowley Webb, a local advertising agency.

What’s your advice for emerging talent?

Kill everyone with kindness! In PR especially, it’s essential not to burn bridges. We don’t always have the answers, but be patient, strategic and thoughtful.

Tell us about organizations/charities you’re passionate about.
**Exhibit 10 - AAF Asks blog**

**AAF ASKS: FAVORITE SUPER BOWL AD?**

Though the Buffalo Bills weren't playing in the Super Bowl this year, our board still had plenty to pay attention to. Below are their favorite ads throughout the night.

Oh, and Go Bills.

**Jeff Quinn – Groundhog Day, Jeep**

In three words, “Bill F'king Murray”. It is always great to combine a classic movie with a new promotion, also while bringing in an all-time great comedian. While this is my favorite commercial (I think Budweiser – “Typical American” & Google – “Loretta” are worthy of a nod when talking about great commercials from the 2020 Super Bowl). Go Bills!

**David Seifert – Smalht Pahk, Hyundai**

TLDR – solid mix of celebrity cast members here. I found the humor pretty enjoyable. Wasn’t too obnoxious, and I’m surprised I wasn’t annoyed by this. Reminded me of the Dunkin’ Donuts 80s skit from a few years ago, which is one I enjoyed. A close second for me was Tide’s multi-spot story with Charlie Day. Also, #BabyNut should have never been approved.

**Greg Pokriki – Loretta, Google**

In a society so simultaneously suspicious of and dependent on technology, I thought this Google ad struck the right tone, lending a helping hand to an elderly widower clinging to the memories of his since passed wife. It was the only ad at my Super Bowl party that made everyone stop the bathroom breaks and snack runs to sit in silence and give undivided

**AAF ASKS: WHAT IS YOUR FAVORITE DRINK SPOT TO GET WORK DONE?**

It’s finally time to start that side hustle you’ve been dreaming of in your phone’s notes app for years.

Or maybe you procrastinated your actual work after falling into a YouTube wormhole that started with Jimmy Fallon singing and ended with a flat Earth conspiracy video.

Either way, it’s time to get to work. Our board is made up of some of the top creative- and creative-adjacent- professionals in Buffalo.

So we asked them, what coffee shop or bar are you setting up the laptop and popping in the headphones to get some work done?

**Lauren Carnes – Undergrounds**

Like all of the best places, this little South Buffalo gem is rather unassuming on the outside but filled with character on the inside. It’s a converted funeral parlor that infuses a bit of the
Exhibit 11 - Social Media Channels and Instagram Takeover
Exhibit 12 - Event Promotional Email

A Star-Studded Lineup

The new lineup for the 2019-2020 Spotlight Speaker Series has been released!

This four-part guest speaker series brings you up close and personal with influential advertisers from outside of our local market. You'll have the opportunity to hear their thoughts, ask questions, and better your brand.

To save 15% and reserve your spot for all four talks, snag a series pass now.

BUY A SERIES PASS

When in Doubt, Have a Meeting!

This is the one meeting that definitely could NOT have been an email. Come to AAF Buffalo's Annual Meeting to get a rundown of the exciting events the club has planned for the new year from the heads of each committee.

We'll see you tomorrow at 6 p.m. at The Saturn Club.

The meeting is free for members and non-members alike, we just ask that you observe the casual dress code because we don't want you to look all cattywampus!

Become a Direct Marketing Pro

Our first Skillshop for 2020 will turn you into a direct marketing pro. We're ringing in the new year with a presentation from Compu-Mail to learn more about direct marketing campaigns. Discover the benefits of personalization, industry-specific formatting techniques, and more.

Join us at 5:45 p.m. on January 28 at Compu-Mail for Design Tips for Direct Marketing and give yourself a competitive edge when it comes to marketing strategy. This is a members-only event you will not want to miss!

Get Your Ticket
HONORING
A&F BUFFALO

WHEREAS, A&F Buffalo is a local chapter of the American Advertising Federation, the largest and most respected organization for advertising industry. The organization is designed to promote and enhance communication among the professionals and marketing communication professionals in the Western New York area;

WHEREAS, with over 500 professional, student and corporate members, A&F Buffalo serves as the apex for advertising professionals, with a strong focus on activities that help improve the industry and advance the careers of its members;

WHEREAS, A&F Buffalo offers a variety of events and initiatives that promote the advertising industry, including annual events and activities such as the Ad Club, which helps promote opportunities for students in the industry;

WHEREAS, A&F Buffalo has been instrumental in supporting and rewarding the advertising industry in Western New York, ensuring opportunities for marketing professionals and students to gain valuable experience and develop their skills;

NOW, THEREFORE, in honor of Ad Week, I, the Mayor of Buffalo, do hereby proclaim May 17, 2020, as A&F Buffalo Day in the City of Buffalo.

Given under my hand and the seal of the City of Buffalo, the Mayor of Buffalo.

[Signature]

Mayor of Buffalo

CITY OF BUFFALO
EXECUTIVE CHAMBER

Proclamation

WHEREAS, the Buffalo Chapter of the American Advertising Federation (AAF) is dedicated to advancing the field of advertising, working for the betterment of the profession and the community;

WHEREAS, the Buffalo Chapter of the AAF promotes professional development and networking among advertising professionals, providing valuable opportunities for members to grow in their careers;

WHEREAS, AAF Buffalo has been a leading force in the advertising industry, promoting excellence in advertising and education, and providing valuable opportunities for students and professionals;

NOW, THEREFORE, I, the Mayor of Buffalo, do hereby proclaim May 17, 2020, as AAF Buffalo Day in the City of Buffalo.

Given under my hand and the seal of the City of Buffalo.

[Signature]

Mayor of Buffalo
McKenna Murray named to board

By Staff
Published October 2, 2019 | Updated October 11, 2019

McKenna Murray, marketing project manager, Barclay Damon LLP, was elected to serve a three-year term as a new board member of the American Advertising Federation of Buffalo.

Catching up with Greg Pokriki

What have you been up to since you were a Speer intern?

“Telling Buffalo’s story for Invest Buffalo Niagara, Mentoring at Say Yes to Education, Serving on the board of AAF Buffalo, Graduating Leadership Buffalo, And watching baseball.”
2019/20 AAF Buffalo Event Schedule

August
The Big Tip Off

September
Annual Meeting
College Agency Tour *

October
Buffalo Prep Day
Skillshop
Content Strategy *
Speed Networking
OG Roundtable Chat *
Spotlight Speaker
Keni Thacker *
Portfolio Series Part 1
PRO Panel *

November
Spotlight Speaker
TBD

December
Jingle Bowl

January
Skillshop

February
BrandHack *
ADDYS Preview Night

March
ADDYS

April
Spotlight Speaker
Liz Jackson
Portfolio Series Part 2
The Review *
Skillshop

May
Spotlight Speaker
Stefan Bucher

June
Member Appreciation

Learn, Build, Grow, Create.
Better Your Brand!
Join at AAFBuffalo.com/Membership
Exhibit 17 - Instagram Story Promotion

**aaf_buffalo** • Following

aaf_buffalo Hey friends, @CrowleyWebb here. Tomorrow we're taking over AAF's Insta stories to share more about...well, that's up to you. Wondering what it's like to work at an ad agency? Trying to figure out the first step in a website rebuild? Curious how Matt Low takes his coffee in the morning? (Okay, probably not.) We'll be here, bright and early to answer any question you throw our way. In the meantime, feel free to drop a question in the comments and we'll tag you in our story with the answer tomorrow. See you then! #aafbuffalo #takeover

aaf_buffalo We (@dekalbarenorth) are taking over AAF Buffalo's Instagram story on Wednesday! We'll be bringing you thumb-stopping content such as:
- A look inside our offices – both here and around the world!
- Swipe to see a few of the iconic places where we operate!
- An introduction to our Creative Studio
- A few of our recent projects
- And more!

See you Wednesday! #takeover #aafbuffalo #hq #worldwide

Quinlan

where it all began...