



Atlanta Advertising Club

2019-2020 Club Achievement Competition

Category of Entry – Programs

INTRODUCTION

The mission of the Atlanta Ad Club is to celebrate creativity and thought leadership, create unique experiences, and connect Atlanta's advertising community by inspiring and learning from one another through networking and education. Through our programming, we provide our 300+ members the opportunities to learn, network, and showcase their best work.

PROGRAM GOALS

In recent past years, we have built up our member base and revenue, therefore meeting the tangible goals our Club has previously set forth. This year the Atlanta Ad Club strived to showcase the talent of our market with our programming. Through programming strategy and our special events, Atlanta Ad Club purposefully highlights the amazing work that creatives in Atlanta are doing to elevate the market.

THREE MOST SUCCESSFUL PROGRAMS

1. Atlanta Ad Club Presents “Super Bowl Rewind” // February 5, 2019

Panelists:

[Molly Crawford](#), VP/Group Creative Director at Digitas – leads the creative team at Digitas Atlanta, overseeing customer experience initiatives for Delta Air Lines and brand marketing for FIS. [Kyle Kramb](#), award winning Creative Film & TV Editor at Nine Mile Circle – (owner) with extensive list of credits that include commercials, docs, promos, trailers, television shows and short films. Currently spending most of his time cutting commercials, lots of them. [Billy Gabor](#), Managing Director for Deluxe Entertainment's Atlanta based facility that includes Beast Editorial, Company 3, & Method Studios. He also continues to be a Senior Colorist for Company 3. [Erik Hosteler](#), Executive Creative Director at Moxie -

Specializes in content creation as well as Leading and mentoring teams to drive the work, ideas and executions to perfection.

Event Details: Atlanta's top Creative heads auditing and providing their insight on what was done well and not in Super Bowl 2019 commercials. Moxie hosted the event and provided Chipotle for the whole crowd to enjoy. Atlanta Ad Club's creative chair, Matt Mattingly did a great job moderating the event, to which he asked the panelist questions such as: "What would you do differently?" and "How do you think it worked?" while welcoming audience questions.

Target Audience: Current Atlanta Ad Club members & non-members who are interested in attending events. Typical attendees are from the Atlanta advertising, marketing, creative and production community, including students enrolled in local creative schools.

Method of promotion: We promoted this event through email (Exhibit 1.1) and social (Exhibit 1.2 - 1.4). We had an event page on [AAC.com](#) and a [Facebook](#) event page. All of these methods of promotion drove users to [Eventbrite](#) for ticket registration (Exhibit 1.5).

Attendance:

Registrants:

- Members: 122
- Nonmembers: 32
- Students: 3

This program sold out! Per our host space requirements, 157 tickets were sold with guest fees from non-members totaling \$710 (Exhibit 1.6).

Results: While this was our 4th year in a row doing this event, it still brings in a lot of registrants and the interest is still there. Moxie sponsoring the event as well as paying for the food and drink led the club to making \$720 in ticket sales. In conclusion, if we can obtain top creative and interesting panelists, we will be doing this event again next year for the 5th time (Exhibit 1.7 - 1.8)!

2. Atlanta Ad Club Presents “The Resilient Agency Mindset” with Guest Speaker Wendy Clark of DDB

Worldwide // May 23, 2019

The Speaker: [Wendy Clark](#), Global CEO of DDB Worldwide

The Moderator: [Blair Brady](#), CEO and Co-Founder of WITH/agency

Event Details: We heard Atlanta native Wendy Clark, Global CEO of DDB Worldwide, speak about the power and importance of resilience in an industry that loves judging. The WITH/agency hosted, making it their first time to host an Atlanta Ad Club Event.

Target Audience: Current Ad Club Members and non-members who are interested in attending events. Typical attendees are from the Atlanta advertising, marketing, creative and production community, including students enrolled in local creative schools.

Method of Promotion: A total of 2 rounds of paid social (a \$175 cost) were used on top of the standard methods of promotion to drive attendance (Exhibit 2.1). We promoted this event through email (Exhibit 2.2) and social (Exhibit 2.3 - 2.4). We had an event page on [AAC.com](#) and a [Facebook](#) event page. All of these methods of promotion drove users to [Eventbrite](#) for ticket registration (Exhibit 2.5).

Attendance:

Registrants:

- Members: 84
- Nonmembers: 33
- Students: 1

118 tickets were sold bringing guest fees from non-members to a total of \$660 (Exhibit 2.6).

Feedback: From Blair Brady, moderator: “Excited to be hosting and having Wendy. It will be a fireside chat format with Wendy, and we aim to have a fun atmosphere (outdoor bar) before the program starts to kick off the holiday weekend.” [Ron Huey](#) the Chief Creative Officer at Huey+Partners stated, “Wendy is a very much in demand speaker – she’s awesome, energetic, inspirational.” Ron is also our past Events Chair, and this was the final event he executed. Prior to the talk and during the announcements the Board presented him with a gift to thank him for all of his hard work. We then announced [Ann Daykin](#) the Head of Accounts and Operations & Partner at BARK BARK, as incoming Events Chair.

Results: In a post-event review it was stated, “One of the Best Ad Club Speakers ever!” This program created post-event chatter in the room about how Wendy really excited and inspired people, while also providing tactical insight and takeaways. Because we did not have a sponsor for this event and had to pay out of pocket for food and beverages, the event did not net a profit. However, through the WITH/agency’s involvement, they became first-time Atlanta Ad Club members! Due to this event, the Board decided we would invest in interesting speakers like Wendy as an additional form of incremental revenue next year (Exhibit 2.7 – 2.8).

3. Atlanta Ad Club presents, “Tales from the Client Side” // October 29, 2019

Panelists: From one of the largest banks in the Southeast, to the oldest and most decorated theatre halls in the country (where Gone with the Wind premiered in 1939) to an up-and-coming brewery on the Atlanta Beltline, we welcomed panelists: [Leslie Stevens](#) - Director of Purpose Marketing at SunTrust, [Aly Grubb](#) - Director of Marketing at Fox Theatre, [Zach Thoren](#) – Senior Brand Experience Manager at New Realm Brewing Company.

Event Details: We heard from some of Atlanta’s top marketing and brand directors about the other side of advertising. Hosted and sponsored by Nebo, the event kicked off with complimentary drinks, as well as food from Highland Bakery. President of SCOUT Atlanta and an Advisor on the Board, [Cheryl Maher](#) was the moderator during this program. Cheryl was a spectacular moderator with insightful and humorous questions. Our panelists provided key insight and advice based on their experience on the client side of Atlanta-based brands. This was a great opportunity for Atlanta Ad Club members to hear - what their clients candidly think, and what the client is looking for in their agency, work, and how that affects their brand.

Target Audience: Current Ad Club members & non-members who are interested in attending events. Typical attendees are from the Atlanta advertising, marketing, creative and production community, including students enrolled in local creative schools.

Method of Promotion: We did a paid social (Exhibit 2.1) push investing a total of \$100. We promoted this event through email (Exhibit 3.1) and organic social (Exhibit 3.2 - 3.4). We had an event page on [AAC.com](#) and a [Facebook](#) event page. All of these methods of promotion drove users to [Eventbrite](#) for ticket registration (Exhibit 3.5).

Attendance:

Registrants:

- Members: 117
- Nonmembers: 19
- Students: 0

Guest fees from non-members came to a total of \$280, meaning that the bulk of those who registered were paid members (Exhibit 3.6).

Feedback Mechanism: Zach stated, “Don’t be Afraid to Blow Shit Up!” This really resonated with our audience members and generated buzz post-event.

Results: Usually a very popular program and continuing to grow in attendance each year, “Tales from the Client Side” brings out those interested in hearing from Atlanta Brands. All speakers, particularly Zach, were very well received by attendees. As host, Nebo was able to give away a great amount of their swag as added value to those who attended (Exhibit 3.7 – 3.8).

SPECIAL EVENT

Atlanta Ad Club presents, “Laugh Your Ads Off” // September 18, 2019

Event Details: Atlanta Ad Club was the proud sponsor of the fourth annual Laugh Your Ads Off, Atlanta’s advertising and marketing comedy show, where professionals come together to poke fun at the advertising business. We partnered with Marshall Chiles’ company, [Humor Wins](#) and Laughing Skull Lounge to present Atlanta’s annual ad agency comedy competition. The event was held at Moxie, who was also a sponsor. Attendees enjoyed a happy hour complete with complimentary beverages and food prior to the main event. The lineup included employees from the Atlanta advertising and marketing scene. Each comedian was required to have a sponsor for this event. They partook in a [three week comedy workshop](#) to hone their stand-up routines prior to the event. The Comedian’s sponsors included: Bluetube, Blue Sky Agency, Chemistry, Dagger, Moxie, Outfront Media. We heard our industry’s own flex their comedic skills in this hilarious event. Judges included professionals from the Laughing Skull Comedy Club. A total of 8 comedians took the stage, but [Jake Brannon](#) of Moxie was declared the winner.

Target Audience: Participating agencies and current Atlanta Ad Club Members & non-members. Typical attendees are from the Atlanta advertising, marketing, creative and production community, including students enrolled in local creative schools.

Method of Promotion: We promoted this event through email (Exhibit 4.1) and social (Exhibit 4.2 - 4.3). We had an event page [Facebook](#) as well. All of these methods of promotion drove users to [Eventbrite](#) for ticket registration (Exhibit 4.4).

Attendance:

Registrants:

- Members: 357
- Nonmembers: 101
- Students: 5

A total of 463 tickets were sold with guest fees from non-members coming to a total of \$3,675 (Exhibit 4.5).

Feedback Mechanism: When Miranda Worsely, Media Planner at Billups and 3rd place winner of Laugh Your Ads Off, was asked about her overall experience post-event, she responded “I would say it was an awesome experience to work with Marshall and the other comedians on developing my set and already working on my material for next year! The event itself was super well put on and so so so fun!”

Results: There was a tremendous turnout as you can see in the event [photos](#) (Exhibit 4.6). All attendees were active participants with signs and cheering for their favorite comedians. Recommend continuing this event next year as it generated buzz amongst members and non-members post-event, as well as produced high revenue. Each performer had a sponsor making the event even more inclusive and gave a jolt to attendance. We believe this event really brings together the advertising community in Atlanta and brought out non-members all in support of their fellow teammates and friends. We shared laughs, foods and cocktails with agency peers and new acquaintances. This event provided a different benefit for everyone involved: The comedians were able to practice and perform their routine and received a [video](#) of their individual performance. And for those in attendance, they got a chance to network with people they usually do not have the chance to network with at other Ad Club events. Jake Brannon, the winner of this year’s Laugh Your Ads Off comedy night is now the emcee for Atlanta’s 2020 American Advertising Awards! We anticipate this event to grow further which can only benefit our industry in Atlanta as a whole (Exhibit 4.7).

APPENDIX

2019 Program Calendar for Atlanta Ad Club		
Date	Topic	Venue
February 5	Super Bowl Rewind 2019	Moxie
February 28	2019 American Advertising Awards	Monday Night Brewery Garage
April 25	Spring Mixer	Raider Films / Atlanta Daylight Studio
May 23	A Conversation on Resilience with Wendy Clark	WITH/agency
July 24	Why hiring diverse talent is more important than ever	J. Walter Thompson
October 29	Tales from the Client Side	Nebo
December 11	2019 Holiday Mixer	Dagger

Exhibit 1: Super Bowl Rewind

Exhibit 1.1: Mailchimp Email Blast



Exhibit 1.2: Event Page on AAC.com

The event page on AAC.com has a header "Super Bowl Rewind 2019" and a sub-header "February 5, 2019 @ 6:00 PM - 8:30 PM". It includes a brief description of the event, a list of panelists, and details about the date, time, and location. A "Thanks to our host and sponsor: MOXIE" section is present, along with a "Register Now!" button and social media links.

Exhibit 1.3: Facebook Event Page

The Facebook event page shows a cover photo of a rhinoceros and people at an event. The event details are: "Super Bowl Rewind Feb. 5th - 6pm @Moxie". It was posted by "Atlanta Ad Club | Super Bowl Rewind" on Tuesday, February 5, 2019 at 6:00 PM – 8:30 PM EST. The location is "Moxie 384 Northyards Blvd NW, Ste 300, Atlanta, Georgia 30313". There are 3 interested users. The post includes a "Details" section with the same information as the other pages, including the list of panelists and event description.

Exhibit 1.4: Know Before You Go Facebook Post

The post is from "Atlanta Ad Club" on February 5, 2019. It says: "Looking forward to seeing everyone at our Super Bowl Rewind tonight at 6 p.m.! Huge thanks to our host & sponsor Moxie! Driving and parking instructions: After turning onto Northyards Drive, follow the road around until you reach the cul-de-sac. Once in the cul-de-sac, turn into the "Northyards" complex farthest to the right. Drive straight through the gate and park near or in the parking garage to your left. Parking is free and plentiful all around! The entrance is not visible from the walkway, but just walk up the path behind the Moxie sign and you will find Suite 300." A "Share" button is at the bottom.

Exhibit 1.5: Eventbrite Page

Description
Join us as some of the top creative minds in the city review the good, bad and ugly of this year's Super Bowl commercials. This is one of our most popular events and tickets will go fast!

Panelists:
Molly Crawford | Digitas
Kyle Kramb | Nine Mile Circle
Billy Gabor | BeastCO3/Method/Encore
Erik Hostettler | Moxie

Date / Time / Location:
February 5, 2019
6:00 - 8:30pm
Moxie
384 Northgards Blvd NW #200
Atlanta, GA 30313

Refund Policy
No Refunds

Thanks to our host and sponsor:
MOXIE

Exhibit 1.6: February Event P&L Report

Atlanta Ad Club Monthly Event P&L					
Super Bowl Rewind 2019 (Home)			2/9/2019		
Revenue Description	Budget	Actual	Difference	Ticket Sales Description	Ticket Pricing
Eventbrite - Gross Revenue Ticket Sales	\$0.00	\$799.60	\$799.60	Non-member Paid Tickets	\$20.00
At-The Door Tickets	\$0.00	\$0.00	\$0.00	Student/ Educator Paid Tickets	\$15.00
Other Revenue (Sponsor Donations)	\$0.00	\$0.00	\$0.00	Member/ Participating Agency	\$0.00
				At the Door Ticket	\$25.00
				Comped Tickets	\$0.00
Total	\$0.00	\$799.60	\$799.60	Total	\$157
					\$710.00
Costs Vendor/Description	Budget	Actual	Difference	Notes	
Eventbrite - Payment Processing fee	\$0.00	\$92.85	\$92.85		
TBD - AV	\$0.00	\$0.00	\$0.00		
Venue Rental	\$0.00	\$0.00	\$0.00		
Flight	\$0.00	\$0.00	\$0.00		
Hotel	\$0.00	\$0.00	\$0.00		
Food Reimbursement	\$0.00	\$0.00	\$0.00		
Ground Transportation Reimbursement	\$0.00	\$0.00	\$0.00		
Food	\$0.00	\$0.00	\$0.00		
Beverage	\$0.00	\$0.00	\$0.00		
22% Food & Beverage Fee	\$0.00	\$0.00	\$0.00		
Name Tags	\$0.00	\$0.00	\$0.00		
8% Tax	\$0.00	\$0.00	\$0.00		
Total Cost:	\$92.85	\$92.85	\$92.85		
Profit (Loss)	Budget	Actual	Difference	Notes	
Total Revenue	\$0.00	\$799.60	\$799.60		
Total Expenses	\$0.00	\$92.85	\$92.85		
Profit (Loss)	\$0.00	\$706.75	N/A		

Post-Event Review / Notes / Learnings
Moxie sponsored the event, and paid for food (Chopstix) and drink. Overall it was a great success. 137 registered, 95 attended [plus any Moxie employees]. Attendees were mostly from Atlanta, at a 50% attendance ratio. Matt moderated and did a great job! Everyone seemed to have a great time from Chopstix. There appeared to be more than enough food, but Moxie will keep working on eating it tomorrow. Event was well received by attendees. It still brings a lot of people out and the interest is still there. So if we can still get interesting panelists the recommendation is to do this event again next year!

Exhibit 1.7: Facebook Photo Album



Exhibit 1.8: AAC Instagram Post showing Crowd

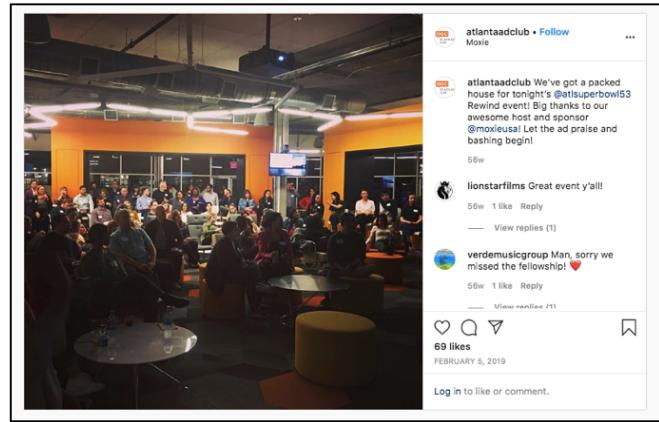


Exhibit 2: The Resilient Agency Mindset

Exhibit 2.1: Paid Social

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Ends
Tales from the Client Side	Off	Using ad set bu...	— Event Response	—	—	— Per Event Response	Oct 28, 2019
2019 Volunteer Recruitment	Off	Using ad set bu...	— Post Engagement	—	—	— Per Post Engagem...	Oct 18, 2019
Post: "Come join us at our next event, Speaking of..."	Off	Using ad set bu...	— Post Engagement	—	—	— Per Post Engagem...	Jul 23, 2019
The Resilient Agency Mindset - Story Ad	Off	Using ad set bu...	— Link Click	—	—	— Per Link Click	May 22, 2019
The Resilient Agency Mindset	Off	Using ad set bu...	— Event Response	—	—	— Per Event Response	May 21, 2019
2019 ADDY Awards Event	Off	Using ad set bu...	— Event Response	—	—	— Per Event Response	Feb 27, 2019
2019 ADDYs	Off	Using ad set bu...	— Landing Page View	—	—	— Per Landing Page ...	Jan 15, 2019
What You Did Last Year is Irrelevant	Off	Using ad set bu...	— Event Response	—	—	— Per Event Response	Oct 17, 2018

More calls, Requests, Cards, etc.

1,666,000

Exhibit 2.2: Mailchimp Email Blast



Exhibit 2.3: Event Page on AAC.com

A Conversation On Resilience With Wendy Clark

May 23, 2019 @ 6:30 PM - 9:30 PM

THE RESILIENT AGENCY MINDSET

A conversation with Wendy Clark, Global CEO of DDB Worldwide, about the power and importance of resilience in an industry that loves to judge.

HOSTED BY:

WITH

The Resilient Agency Mindset

Join us for a conversation with Wendy Clark, Global CEO of DDB Worldwide, about the power and importance of resilience in an industry that loves to judge.

[+ GOOGLE CALENDAR](#) [+ ICAL EXPORT](#)

Details	Venue
Date: May 23, 2019	WITH/agency
Time: 6:30 pm - 9:30 pm	3525 Piedmont Rd NE, Building 5, Suite #210 Atlanta, GA 30305 United States
Website: https://www.eventbrite.com/e/a-conversation-on-resilience-with-wendy-clark-tickets-6574764882	

Exhibit 2.4: Facebook Event Page

The screenshot shows a Facebook event page for 'The Resilient Agency Mindset'. The event is hosted by 'Atlanta Ad Club' on 'May 23' at '6:30 PM - 9:30 PM EDT'. The event description mentions a conversation with Wendy Clark, Global CEO of DDB Worldwide, about the power and importance of resilience in an industry that loves to judge. The event has 9 attendees and 16 interested people. It is categorized under 'Networking'.

Exhibit 2.5: Eventbrite Page

The screenshot shows an Eventbrite event page for 'A Conversation on Resilience with Wendy Clark'. The event is hosted by 'Atlanta Ad Club' on 'MAY 23' at '6:30 PM - 9:30 PM EDT'. The event description is identical to the Facebook page. The event has a price range of '\$0 - \$20' and is categorized under 'Sales Ended'.

Exhibit 2.6: May Event P&L Report

Atlanta Ad Club Monthly Event P&L				
Event: Resilience with Wendy Clark				
Host: The WITHagency				
5/23/2019				
Revenue				
Description	Budget	Actual	Difference	
Eventbrite - Gross Revenue Ticket Sales	\$0.00	\$771.60	\$771.60	
At-The Door Tickets	\$0.00	\$0.00	\$0.00	
Other Revenue (Sponsor Donations)	\$0.00	\$0.00	\$0.00	
Total	\$0.00	\$771.60	\$771.60	
Costs				
Vendor/Description	Budget	Actual	Difference	
Eventbrite - Payment Processing fee	\$0.00	\$96.60	\$0.00	
TBD - AV	\$0.00	\$0.00	\$0.00	
Venue Rental	\$0.00	\$0.00	\$0.00	
Flight	\$0.00	\$0.00	\$0.00	
Hotel	\$0.00	\$0.00	\$0.00	
Food Reimbursement	\$0.00	\$0.00	\$0.00	
Ground Transportation Reimbursement	\$0.00	\$0.00	\$0.00	
Food	\$0.00	\$569.02	\$569.02	
Food/Drink Supplies	\$0.00	\$0.00	\$0.00	
Beverage	\$0.00	\$230.44	\$230.44	
22% Food & Beverage Fee	\$0.00	\$0.00	\$0.00	
Insurance Vendor Fee	\$0.00	\$0.00	\$0.00	
Name Tags	\$0.00	\$0.00	\$0.00	
8% Tax	\$0.00	\$0.00	\$0.00	
Total Cost	\$0.00	\$896.06	\$896.06	
Profit (Loss)	Budget	Actual	Difference	
Total Revenue	\$0.00	\$771.60	\$771.60	
Total Expenses	\$0.00	\$124.46	N/A	
Profit (Loss)	\$0.00	\$647.14	N/A	

Exhibit 2.7: AAC Instagram Post Showing speaker Wendy Clark



Exhibit 2.8: Social Posts of Event



thewithagency • Follow

thewithagency We're excited to host @atlantaadclub tomorrow, live from WITH HQ! Join us for bites, beverages and a great conversation with Wendy Clark about having resilience in advertising. Get your tickets through the #linkinbio

44w

28 likes

MAY 22, 2019

[Log in to like or comment.](#)



blairbradyati • Follow

Atlanta Ad Club

roynizz Great job! Loved every second of the discussion.

44w 3 likes Reply

krobson Good job lady! 🌟

44w 2 likes Reply

wendyclark Such kind words. Thank you, Blair. And I left with a new mandate: #elisathatshit 😊 ❤️

44w 3 likes Reply

jennystorino 🔥 🔥

44w Reply

82 likes

MAY 24, 2019

[Log in to like or comment.](#)

Exhibit 3: Tales from the Client Side

Exhibit 3.1: Mailchimp Email Blast

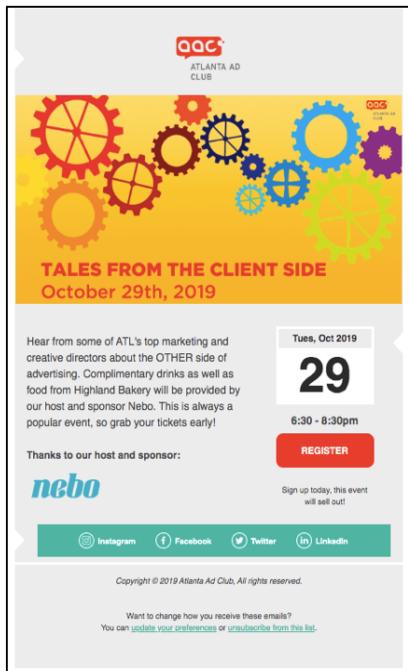


Exhibit 3.2: Event Page on AAC.com

The event page has a yellow header with gears. The title 'Tales From The Client Side' and date 'October 29, 2019 @ 6:30 PM - 8:30 PM' are listed. The description reiterates the event details and encourages early ticket purchase. It lists panelists Aly Grubb, Leslie Stevens, and Zach Thoren, along with the location and time.

Exhibit 3.3: Facebook Event Page

The Facebook event page shows the same yellow gear-themed graphic. The event is titled 'Atlanta Ad Club | Tales from the Client Side' and is listed as public. It includes the date, time, location (Atlanta, Georgia), and a shareable link. A summary of the event's purpose and sponsors is provided.

Exhibit 3.4: Facebook Post promoting Event

The post is from the 'Atlanta Ad Club' page, dated October 17, 2019. It invites users to the event on October 29th, highlighting the speakers and the fact that it's a popular event. It includes a link and the same yellow gear graphic.

Exhibit 3.5: Eventbrite Page

TALES from the Client Side
October 29th, 2019

Description
Tales from the Client Side
A night of ATL's top marketing and creative directors about the OTHER side of advertising. Complimentary drinks as well as food from Highland Bakery will be provided by our host and sponsor nebo. This is always a popular event, so grab your tickets early!

Date & Time
Tue, October 29, 2019
6:30 PM - 8:30 PM EDT
Add to Calendar

Location
Nebo Agency
1000 Marietta St NW
Suite 270
Atlanta, GA 30318
View Map

Refund Policy
No Refunds

Date / Time of Creation:
October 29, 2019
6:30 - 8:30pm
Nebo Agency
1000 Marietta St NW
Suite 270
Atlanta, GA 30318

Thanks to our host and sponsor:
nebo

Tags
United States Events | Georgia Events | Things To Do In Atlanta, GA
Atlanta Networking | Atlanta Film & Media Networking

Exhibit 3.6: October Event P&L Report

Atlanta Ad Club Monthly Event P&L					
Event: Tales from the Client Side					
Host: Nebo					
Sponsor: Nebo 10/29/2019					
Revenue					
Description	Budget	Actual	Difference		
Eventbrite - Gross Revenue Ticket Sales	\$0.00	\$319.90	\$319.90		
At-The-Door Tickets	\$0.00	\$140.80	\$140.80		
Other Revenue (Sponsor Donations)	\$0.00	\$0.00	\$0.00		
Total	\$0.00	\$460.70	\$319.90		
Ticket Sales					
Description	Ticket Pricing	Actual # Tickets Sold	Confirmed Attendance	Gross Revenue	
Non-member Paid Tickets	\$20.00	14	7	\$280.00	
Corporate Member Free Tickets	\$0.00	75	45	\$0.00	
Individual Member Free Tickets	\$15.00	0	0	\$0.00	
At The Door Tickets	\$40.00	5	5	\$200.00	
Comped Tickets	\$0.00	0	0	\$0.00	
Total		136	70	\$460.70	
Costs					
Vendor/Description	Budget	Actual	Difference		
Eventbrite - Payment Processing fee	\$0.00	\$55.70	\$55.70		
AZ	\$0.00	\$0.00	\$0.00		
Venue Rental	\$0.00	\$0.00	\$0.00		
Flight	\$0.00	\$0.00	\$0.00		
Hotel	\$0.00	\$0.00	\$0.00		
Food Reimbursement	\$0.00	\$0.00	\$0.00		
Ground Transportation Reimbursement	\$0.00	\$0.00	\$0.00		
Food	\$0.00	\$0.00	\$0.00		
Food/Drinks Supplies	\$0.00	\$0.00	\$0.00		
Beverage	\$0.00	\$0.00	\$0.00		
22% Food & Beverage Fee	\$0.00	\$0.00	\$0.00		
Insurance Vendor Fee	\$0.00	\$0.00	\$0.00		
8% Tax	\$0.00	\$0.00	\$0.00		
Total Cost	\$0.00	\$55.70	\$55.70		
Profit (Loss)					
Total Revenue	\$0.00	\$460.70	\$319.90		
Total Expenses	\$0.00	\$55.70	\$55.70		
Profit (Loss)	\$0.00	\$405.00	N/A		

Post-Event Review / Notes / Learnings:

- Nebo was a great host! Some of the good stuff ran out quickly, but the vendor selection was less desired.
- Good drinks as well, wine, beer, and water.
- There was a lack of seating in comparison to others (about 13 on Park Holley).
- I think we could have had more of a seat to give away, which I'm sure they appreciated.
- The speakers were VERY well received, especially Zach Thoen from New Realm. His "Slow shh up" became the mantra of the night.
- The networking portion was great, meeting out the agency people interested in hearing from Atlanta brands.

Exhibit 3.7: AAC Instagram Post Showing image of Panelists

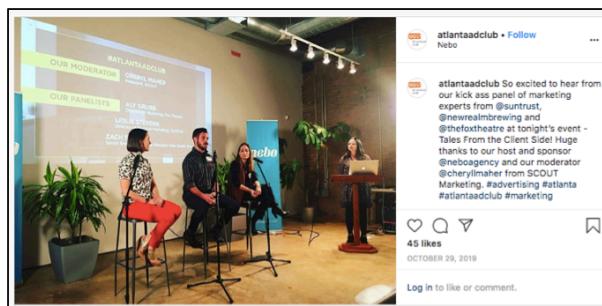


Exhibit 3.8: Event Photos



Exhibit 4: Laugh Your Ads Off

Exhibit 4.1: All Mailchimp Email Blasts

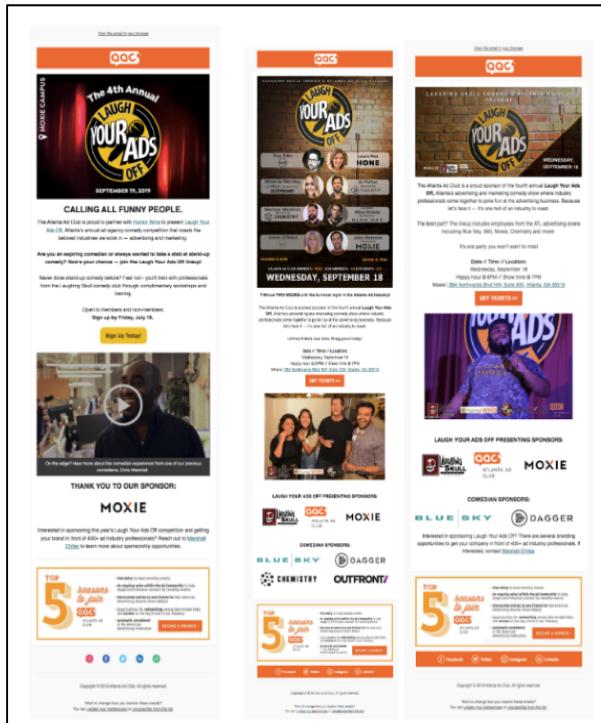


Exhibit 4.2: Facebook Event Page

This screenshot shows a Facebook event page for 'Atlanta Ad Club | Laugh Your Ads Off'. The event is listed as 'Public' and 'Hosted by Atlanta Ad Club and Moxie'. It details the event date as Wednesday, September 18, 2019, from 6:00 PM to 10:00 PM EDT. The location is '384 Northyards Blvd NW, Ste 300, Atlanta, GA 30313'. The post has 39 likes and 59 interested users. A detailed description of the event is provided, mentioning it's a comedy show for advertising professionals.

Exhibit 4.3: Facebook Posts promoting Event



Exhibit 4.4: Eventbrite Page

The screenshot shows the Eventbrite listing for the event. It includes the event title, date (Wednesday, September 18), time (8:00 PM - 10:00 PM EST), and location (Laughing Skull Lounge & Atlanta Ad Club). The page displays the event description, which details the comedy show featuring industry professionals. It also lists the comedians performing, including Mike Schatz, Blue Sky Agency (Regional Champion), Jake Branson - Mozie, Troy Taver - 360, Michael Moore - Blue Sky Agency, Lauren O'Brien - MC-D, Laura Fair - Home Productions, Michael Morelock - Chemistry, Al Parker - Dagger, and Paul Scheckel - Outfront. The page shows logos for sponsors like MOXIE, DAGER, CHEMISTRY, BLUE SKY, OUTFRONT, and Bluetube. There are sections for ticket pricing, refund policy, and tags.

Exhibit 4.5: September Event P&L Report

Atlanta Ad Club Monthly Event P&L					
Event: Laugh Your Ads Off 2019					
Host: Mozie Sponsor: Mozie/Humor Wins/Laughing Skull 9/18/2019					
Revenue					
Description	Budget	Actual	Difference		
Eventbrite - Gross Revenue Ticket Sales	\$0.00	\$3,750.42	\$3,750.42		
Ticket Sales					
Description	Ticket Pricing	Actual # Tickets Sold	Confirmed Attendance	Gross Revenue	
Non-member Paid Tickets	\$35.00	88	79	\$3,080.00	
Corporate Member Additional Tickets	\$25.00	3	2	\$75.00	
Student/Educator Paid Tickets	\$15.00	5	3	\$75.00	
Member/Participating Agency	\$0.00	143	88	\$0.00	
All-You-Can-Eat Ticket	\$40.00	13	12	\$520.00	
Comped Tickets	\$0.00	211	124	\$0.00	
Total		463	308	\$3,750.42	
Costs					
Vendor/Description	Budget	Actual	Difference		
Eventbrite - Payment Processing fee	\$0.00	\$381.45	\$0.00		
A/V	\$0.00	\$0.00	\$0.00		
Venue Rental	\$0.00	\$0.00	\$0.00		
Flight	\$0.00	\$0.00	\$0.00		
Hotel	\$0.00	\$0.00	\$0.00		
Food Reimbursement	\$0.00	\$0.00	\$0.00		
Ground Transportation Reimbursement	\$0.00	\$0.00	\$0.00		
Food	\$0.00	\$0.00	\$0.00		
Food/Drink Supplies	\$0.00	\$0.00	\$0.00		
Beverage	\$0.00	\$0.00	\$0.00		
22% Food & Beverage Fee	\$0.00	\$0.00	\$0.00		
Insurance Vendor Fee	\$0.00	\$0.00	\$0.00		
Fee for Marshal Chiles	\$0.00	\$2,000.00	\$0.00		
8% Tax	\$0.00	\$0.00	\$0.00		
Total Cost		\$2,381.45	\$2,381.45		
Profit (Loss)					
	Budget	Actual	Difference		
Total Revenue	\$0.00	\$3,750.42	\$3,750.42		
Total Expenses	\$0.00	\$2,381.45	\$2,381.45		
Profit (Loss)	\$0.00	\$1,368.97	N/A		

Post-Event Review / Notes / Learnings

- GREAT turnout! We made a lot of new connections.
- Food was good, there seemed to be a lot left. However, that went to Mozie.
- The stage space seems a bit small, as we were overflowing out of that room. That is something that is dependent on what Marshall finds, as he wanted to book the Buckhead Theatre.
- I would consider booking him again, so helping him with planning next year would be a recommendation. Also consider starting planning earlier.
- Indoor parking is always a benefit of Mozie.
- Recommend continuing this event next year.

Exhibit 4.6: Photo gallery of Event



Exhibit 4.7: Social Posts of Event

