



DISTRICT 7 CLUB ACHIEVEMENT COMPETITION
CALL FOR ENTRIES 2021 - 2022

OFFICIAL ENTRY FORM

Name of club or federation: _____

Population of city or metro area served by club (#): _____

Total club members at date of entry (#): _____

Name of club or federation president: _____ Phone: _____

Check Appropriate Division

(based on size of membership):

- Division II/III 100 - 499 members
- Division IV up to 99 members

Check Appropriate Category

- Club Operations
- Cornerstone Initiatives & Events
- Membership & Communications
- Programs
- Public Service

Club Contact

(For questions or notifications regarding the entry)

Name of Club President: _____

Company: _____

Street Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

DEADLINE

Friday, March 4, 2021 – 5:00 PM CST | Late Deadline: Monday, March 7, 2021 – 10:00 AM CST

ENTRY FEE

Entry fees for District Club Achievement are \$45 for the first entry (category) and \$10 for each additional entry. A late fee system was implemented as of July 2018. The regular deadline is set for 5pm on a Friday. The late entry deadline will be set for 10am the following Monday. Late fees are \$55 for the first late entry and \$20 for each additional late entry. (In the event that one or more books are entered in time for the regular deadline, the first late entry is still \$55.) Entry fee checks must be postmarked no later than the late entry deadline.



AAF – Baton Rouge / 2021-22 Club Achievement Competition / PROGRAMS

INTRODUCTION

The mission of AAF Baton Rouge (AAF-BR) is to serve, connect, and provide professional development opportunities for advertising, marketing, and design professionals in our local market. Our programs are what prospective and new members typically experience first, and we meet this goal by recruiting speakers from a wide variety of disciplines to deliver informative programs and workshops that focus on unique topics.

PROGRAM GOALS

In 2021-22, AAF-BR's programing goals were the following:

1. Provide a wide range of topics in our Speaker Series lineup.
2. Continue providing quality Speaker Series, in person even with Covid-19 restrictions rising. Aim to have programs in person but look into virtual options if need to pivot the format.
3. Tap into other Louisiana regions and surrounding states for speakers willing to travel to Baton Rouge.

METHODS USED TO ACHIEVE GOALS

We achieved success of providing a wide range of topics at our Speaker Series by researching advertising community trends and by recruiting a well rounded team to help plan, promote, and execute all events. A top priority was to assemble a committee of members from different professional backgrounds like design, event planner, photographer, writer, marketer, and

videographer. By bringing these multi disciplines together new, fresh ideas emerged for guest speakers. Each team member was assigned a task: speaker researcher, designer of promotional graphics, copywriter, speaker coordinator, transportation, event setup, and feedback collector. By planning ahead, the Programs committee was able to incorporate key disciplines into our speaker lineup. **(EXHIBIT 1.1)** Then we took into consideration how we could help alleviate member and guest speaker Covid-19 concerns by establishing prevention guidelines at the Speaker Series. We followed the current recommended guidelines established by the state of Louisiana and the city of Baton Rouge at the Programs. **(EXHIBIT 1.2)**

The Communications committee worked closely with Programs to ensure we were covering all channels, including website banners, social media platforms, and email blasts to get the word to our AAF-BR community. **(EXHIBIT 1.3)** We also asked speakers to video a short preview of their talk to help promote the event. **(EXHIBIT 1.4)** In order to address the needs and concerns of our members each individual at our monthly luncheons was provided with a feedback card and pen to rate the luncheon presentation, provide insight into thier rating, and then to share their biggest take-away. **(EXHIBIT 1.5)** This information helps Programs learn which disciplines or style of presenting was most engaging and entertaining.

After the luncheon events are over, we post photos provided by a local photography company, Eye Wander Photo, who takes photos at events. **(EXHIBIT 1.6)** These photos have been valuable for posting content about the event, but also for future use in promoting the club and other events. By tagging our members in the photos it helps share our club with their friends on social media.

THREE MOST SUCCESSFUL PROGRAMS

#1 - AAF Baton Rouge's May Speaker Series, featuring Matt Watson, Watson Creative

Luncheon date: May 2021 / 11:30 a.m.-1:00 p.m.

Location: Crowne Plaza Executive Center Baton Rouge

In-Person Attendance – 50

Virtual attendance / Facebook live– 187 Views views

Sponsored by Adobe Xd

Target audience: Agency and in-house designers & creatives, agency owners, account managers & ops, general membership, new members & college graduates

Event Details: Matt shared some of his experience and insight he's gained over the years, from landing a job at Lippincott, a global leader in brand design based in NYC, to navigating and climbing the ladder at Nike for over a decade, to then creating his own business from scratch. During his retrospective he discussed several case studies throughout his career path, breaking down the concept and application of each idea. Through his connections, Matt was able to get Adobe Xd to sponsor the luncheon, showcasing how he uses the Xd platform.

Feedback: His presentation was personal, engaging and the feedback was great with five out of five scores across the board.

Results: Matt's talk was very informative, and inspiring to many of the members. **(EXHIBIT 2.1)**

#2 - AAF Baton Rouge's September Speaker Series, featuring Jady Regard, Cane River Pecan Company

Luncheon date: September 8, 2021 / 11:30 a.m.-1:00 p.m.

Location: Crowne Plaza Executive Center Baton Rouge

In-Person Attendance – 41

Target audience: Members and prospective members, agency owners, branding, creative strategy, purpose-driven design, independent agency growth, digital media/marketers, marketing salespeople, storytelling, freelancers, brand managers, content creation.

Event Details: Jady Regard, the self-appointed CNO (Chief Nut Officer) of his family-owned company - Cane River Pecan Company was our first in-person speaker after Hurricane Ida impacted our area on August 30, 2021. Despite the recent weather event, we decided to push forward and continue with the Speaker Series and our members were pleased with this decision. Jady told his lifelong story of being in a “pecan family” and how he had creatively built their gourmet pecan company into a national-leading, direct-to-consumer, multichannel merchant of gourmet pecans and pecan specialties. He also shared how his creative approach to life and out-of-the-box thinking about business has led to his success. Jady’s background as a pecan salesman, children’s book author, college band replica producer and even alligator hunting guide provided us all with some much-needed entertainment during that stressful time.

Feedback: His presentation was very well received by our members and guests. Jady is an amazing storyteller and used his witty humor to keep our members engaged. We received almost all very satisfying experience marks from our feedback cards.

Results: The kickoff for this year’s programming was well received. (**EXHIBIT 2.2**)

#3 - AAF Baton Rouge’s November Speaker Series, featuring Joe Fournet, Ideas and More

Luncheon date: November 5, 2021 / 11:30 a.m.-1:00 p.m.

Location: Baton Rouge Marriott

In-Person Attendance – 40

Target audience: Agency and in-house creatives & designers, agency owners, account managers & ops, creative strategy, sales, general membership and new members.

Event Details: Joe Fournet, a self-appointed creative guru, writer and former Regional Manager of the Bozell Worldwide office in Houston gave us access to his “Creativity Survival Toolkit.” He shared his personal approach to harnessing the energy of your creativity and how to achieve the results our team and clients would appreciate. To enhance the experience for our attendees we provided “Creativity Survival Toolkits” buckets and accompanying handouts. Joe taught us how to capture creativity and reignite the burnt embers of innovation by using our new toolkits.

Feedback: Joe’s first-hand knowledge of thinking outside the box and his love for brainstorming new ideas gave members an engaging, and informative program.

Results: The take home “Creativity Survival Toolkits” were a big hit! The attendees appreciated receiving the creativity tool kit and being able to personalize it to their needs. We also received a “Thank You” letter sent by the Advertising Education Foundation of Houston due to a donation our chapter made.

(EXHIBIT 2.3)

IN CONCLUSION

(Goal 1 - Provide a wide range of topics in our Speaker Series lineup.) This was a goal that we felt was very important to our chapter. Our Baton Rouge membership consists of a wide range of professionals

and so we wanted to provide a variety of speaker topics. We ended up having a nice range of speakers from various backgrounds of advertising, sales, writers, designers, artists, social media and more. We are pleased that we pushed for more diversity in topics from the speakers.

(Goal 2 - Continue providing quality Speaker Series, in person even with Covid-19 restrictions rising, but aim to have programs in person and look into virtual options if we needed to pivot the format.) Another goal of ours was to hold all the Speaker Series in person, while still following the current Covid-19 guidelines. We did have a virtual backup plan in place by researching the best ways to pivot to digital programs if the need arose. Luckily we were able to hold the events in person at various venues around our area and did not end up needing to meet virtually.

(Goal 3 - Tap into surrounding states and other Louisiana regions for speakers more willing to travel to Baton Rouge.) Finally, providing quality speakers from across the country was sometimes a challenge due to Covid-19 restrictions and the speakers' reluctance to travel. So we decided to focus on bringing in speakers that were from states that surround us and also Louisiana parishes outside of our market region. This ended up working out great with hosting speakers from Texas, Florida and different regions in Louisiana.

The success of our club's programs this year was largely because of the planning ahead from the rockstar committee. Each committee member executed their role for every one of the speaker engagements and workshops perfectly. By coordinating the speakers as early as possible, we were able to provide a diverse range of topics for our members to enjoy (goal 1). Also, by continuing to offer in-person monthly Speaker Series gave our membership a sense of normalcy in a year with so many obstacles. Our members crave gathering in-person to establish

connections, network with their peers, and visit with the speaker. Not needing to pivot to virtual events was a positive outcome for us (goal 2). With Covid-19 restrictions on the rise we found most speakers were not willing to travel long distances and in turn this limited our options for speakers. So we decided to focus our efforts on bringing in amazing and talented speakers that resided in or close to Louisiana. This new strategy worked really well and we were able to secure great speakers that were closer to Baton Rouge (goal 3). With the support of our members we were able to stay within our budget and provide them with inspiring programs and workshops in the spring of 2022. Achieving our goals this year and gaining even more valuable information to continue to plan for the future has fulfilled the AAF-BR club mission to serve, connect, and provide professional development opportunities for advertising, marketing, and design professionals in our local market. **(EXHIBIT 3.1)**

[1.1] EXHIBIT - PROGRAMS CALENDAR & SPEAKERS

Programs Calendar - 2020-2021

April 9th 2021 - Speaker Series - Baton Rouge Marriott

Troy Spring, CEO and founder of Dealer World

“Advertising From the Tip of Your Toes!”

May 7th 2021 - Speaker Series - Crowne Plaza

Matt Watson, CEO and founder of Watson Creative

“A retrospect, of a personal journey as a Creative Director”

September 8th 2021 - Speaker Series - Crowne Plaza

Jady Regard, CNO of Cane River Pecan Company

“Marketing Creatively”

October 1st 2021 - Speaker Series - Crowne Plaza

Robert Campbell, Creative Director of 808

“I Smell Funny, Use & Misuse of Humor in Advertising”

November 5th 2021 - Speaker Series - Baton Rouge Marriott

Joe Fournet, Writer & Freelance Creative Director

“Creativity Survival Kit”

December 10th 2021 - Speaker Series - Baton Rouge Marriott

Giavona Williams, Owner of Grova Creative

Former judge for American Advertising Awards - Baton Rouge

“How to get Ad-mazing Addy Results”

January 14th 2021 - Speaker Series - Crowne Plaza

Daniel Pennington, Corporate Speaking Coach

“Perfecting Your Pitch”

March 4th 2021 - Speaker Series - Embassy Suites

Nathan Pyle, General Manager for Songfluencer

“How the TikTok Algorithm Works and How To Combat it”

[1.1] EXHIBIT - PROGRAMS CALENDAR & SPEAKERS - CONTINUED



Troy Spring
CEO and founder of Dealer World
Leighton, PA



Matt Watson
CEO and founder of Watson Creative
Portland, OR



Jady Regard
CNO of Cane River Pecan Company
Lafayette, LA



Robert Campbell
Creative Director of 808
Houston, TX



Joe Fournet
Writer & Freelance Creative Director
Sugar Land, TX



Giavona Williams
Owner of Grova Creative
Tallahassee, FL



Daniel Pennington
Corporate Speaking Coach
Pensacola, FL



Nathan Pyle
General Manager for Songfluencer
Nashville, TN

[1.2] EXHIBITS - METHODS USED TO ACHIEVE GOALS



The AAF-BR membership team takes extra precautions while checking in members and guests.



Signage placed at the check in table before entering the Speaker Series.



Attendees received food provided during the September Speaker Series. Both staff and attendees practiced safety precautions not to spread Covid-19.

[1.3] EXHIBITS - METHODS USED TO ACHIEVE GOALS



AAF-Baton Rouge (American Advertising Federation) ...

May 3, 2021 · ⚙️

Join us for lunch Friday as Matt Watson shares his career journey, from developing his skills working for industry leaders such as Nike and Lippincott NYC, to his current role as CEO/Creative Director of his own agency [Watson Creative](#). Even better, this event is sponsored by [Adobe XD](#) and there are surprises in store! RSVP now to reserve your seat!

The graphic features a central portrait of Matt Watson, a man with glasses and a beard, wearing a t-shirt with a graphic. The background is dark with a faint image of a person working at a computer. Text elements include: 'AAF | BATAON ROUGE | SPEAKER SERIES' in the top left; 'MAY 7TH CROWNE PLAZA EXECUTIVE CENTER' in the top right; 'Former Designer & Team Member LIPPINCOTT NYC & NIKE MATT WATSON WATSON CREATIVE' in the middle left; 'Sponsored by Xd Adobe XD' in a pink box on the right; and 'WatsonCreative.com @watsoncreative' with social media icons in the bottom left. Below the graphic, the text reads: 'AAFBR.ORG Speaker Series: Matt Watson Join us for our Speaker Series lunch featuring designer Matt Watson...'

Social media post to promote the upcoming Speaker Series with Matt Watson.



Social media post to promote the upcoming Speaker Series with Jady Regard.

[1.4] EXHIBITS - METHODS USED TO ACHIEVE GOALS



AAF-Baton Rouge (American Advertising Federation) ...

May 4, 2021 · ⚙️

Register for the conclusion of our Speaker Series this Friday with very special guest Matt Watson ([Watson Creative](#)), and sponsored by [Adobe XD](#)! Save your seat now at: aafbr.org/events/speaker-matt-watson/



👍 5

2 Shares

👍 Like

💬 Comment

➦ Share

Promotional video from upcoming speaker.



aafbatonrouge • Following
Original Audio



9 likes

NOVEMBER 2, 2021



Add a comment...

Post

Promotional video for upcoming speaker by board member.

[1.5] EXHIBITS - METHODS USED TO ACHIEVE GOALS



Feedback cards from Speaker Series.

[1.6] EXHIBITS - METHODS USED TO ACHIEVE GOALS

Album May 2021 Speaker: Matt Watson



AAF-Baton Rouge (American Advertising Federation)



added 26 new photos.

June 3, 2021 · 🌐

Photos from the AAF-BR Speaker Series event on May 7, 2021 featuring Matt Watson, CEO & Executive Creative Director of Watson Creative.

Photography: Eye Wander Photo



Social media post sharing photos from May 7th, 2021 Speaker Series with Matt Watson.

[1.5] EXHIBITS - METHODS USED TO ACHIEVE GOALS (CONTINUED)



AAF-Baton Rouge (American Advertising Federation)

September 24, 2021 · ⚙️



Photos from September's luncheon with Jady Regard, the Chief Nut Officer, are up! Take a look find, find yourself, tag a friend.

[Eye Wander Photo](#)



AAF-Baton Rouge (American Advertising Federation) added 44 new photos to the album: **September 2021 Speaker: Jady Regard** — with **Jady Regard** and **Emily Byrd Burke**.

September 2021 · 🌐 · ⚙️

Social media post sharing photos from September 8th, 2021 Speaker Series with Jady Regard.

[1.5] EXHIBITS - METHODS USED TO ACHIEVE GOALS (CONTINUED)

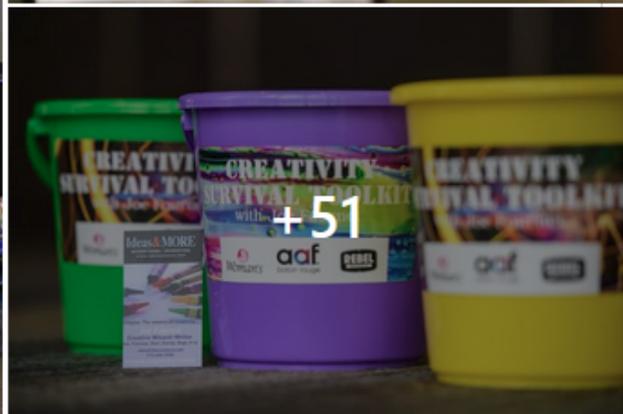


AAF-Baton Rouge (American Advertising Federation)

November 17, 2021 · 🌐



Another great speaker from our monthly Speaker Series and another amazing turn out for our annual food drive supporting the [Greater Baton Rouge Food Bank](#). Thank you to every who donated, and to Joe Fournet, [Woman's Hospital](#), and [Rebel Graphix](#) for the Creativity Survival Toolkits.



AAF-Baton Rouge (American Advertising Federation) added 55 new photos to the album:
November 2021 Speaker: Joe Fournet.

November 2021 · 🌐 · 🌐

Social media post sharing photos from November 5th, 2021 Speaker Series with Joe Fournet.

[2.1] EXHIBITS - #1 MATT WATSON

The image is a composite of two parts. On the left is a promotional poster for the AAF Baton Rouge Speaker Series. At the top, it says 'AAF BATON ROUGE | SPEAKER SERIES' and 'RSVP NOW!' in large yellow letters. The date 'MAY 7TH' and location 'CROWNE PLAZA EXECUTIVE CENTER' are also listed. The name 'WATSON' is written in large, illuminated letters. Below that, a photo of Matt Watson is shown with the text 'MATT WATSON Former Designer & Team Member LIPPINCOTT NYC & NIKE'. A 'Sponsored by Xd' logo is visible. Below the poster is a grid of 15 small images representing various brands and projects, including 'STRUCTION', 'OREGON STATE UNIVERSITY ATHLETICS', 'HI-TEC OUTDOOR FOOTWEAR', 'CLARINO - LEATHERS', 'ANTHROPOLOGIE', 'LL ELECTRIC', 'COMMUNITY FIRST BANK', 'CROCS FOOTWEAR', 'ROAD RUNNER SPORTS', and 'CLOTHESLINE'. On the right is a screenshot of a social media post from 'aafbatonrouge'. The post includes the text 'Register Now LINK IN BIO!' and a paragraph describing Matt Watson's career journey, mentioning clients like Nike, Lippincott NYC, and Watson Creative. It also states the event is sponsored by Adobe XD. The post has 38w (38 weeks) of age and shows engagement icons for likes, comments, and shares.

Social media example for May 2021 Speaker Series featuring Matt Watson's upcoming appearance.

 **AAF-Baton Rouge (American Advertising Federation)** May 5, 2021 · 🌐

Cinco de Mayo? More like "Cinco de Sign Up" for this Friday's luncheon speaker event!



AAF | **SPEAKER SERIES**

Former Designer & Team Member
LIPPINCOTT NYC & NIKE
MATT WATSON
WATSON CREATIVE

MAY 7TH
CROWNE PLAZA
EXECUTIVE CENTER

Sponsored by
Xd
Adobe XD

WatsonCreative.com
f @watsoncreative

AAFBR.ORG

Speaker Series: Matt Watson
Join us for our Speaker Series lunch featuring designer Matt Watson (Nike, Lippincott NYC)...

👍 You and 2 others

👍 Like 💬 Comment ➦ Share

Social media example for May 2021 Speaker Series featuring Matt Watson's upcoming appearance.



Free swag table at Matt Watson's Speaker Series.



Attendees networking before the program starts.



Facebook Live streaming of Matt Watson's Speaker Series.



Matt Watson kicks off his presentation with a creative, icebreaker activity.



Matt Watson during the presentation.



Matt Watson doing an interactive exercise with the attendees.

September Speaker Exhibits

[2.2] EXHIBITS - #2 JADY REGARD

JADY REGARD, CNO

CHIEF NUT OFFICER

CANE RIVER PECAN COMPANY



aafbatonrouge • Following

Crowne Plaza Executive Center Baton Rouge



aafbatonrouge Don't miss the first installment of this year's AAF-BR Speaker Series, next Wednesday! Join us for a warm lunch in some cool A/C and some light entertainment.

Jady Regard, the self-appointed CNO (Chief Nut Officer) of his family-owned company - Cane River Pecan Company, tells his lifelong story of being in a "pecan family" and how he has creatively built their gourmet pecan company into a National-leading, direct to consumer, multichannel merchant of gourmet pecans and pecan specialties.

September 8th from 11:30 am to 1:00 pm at Crowne Plaza.

21w



6 likes

SEPTEMBER 1, 2021



Add a comment...

Post

Social media example for September 2021 Speaker Series featuring Jady Regard's upcoming appearance.



AAF-Baton Rouge (American Advertising Federation) ...

September 7, 2021 · ⚙️

Who's worked for the Chicago Bears, written children's books and is the Chief Nut Officer of a successful gourmet pecan company? Our next speaker, Jady Regard. Come hear his story and how his creative approach to life and business has led to his success.

TOMORROW! September 8, 11:30am-1pm at Crowne Plaza



WED, SEP 8, 2021

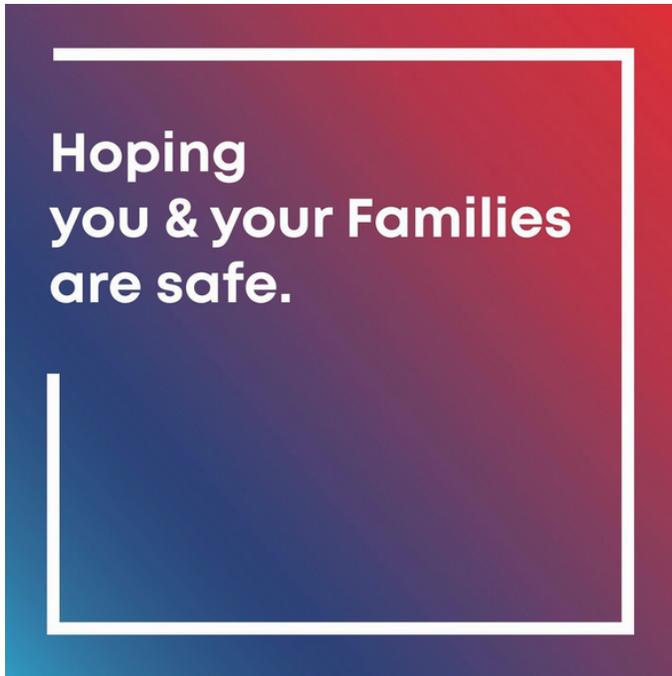
**AAF Speaker Series: Jady Regard – CNO
(Chief Nut Officer)**

Baton Rouge, LA

Jessica likes this place

☆ Interested

Social media example for September 2021 Speaker Series featuring Jady Regard's upcoming appearance.



aafbatonrouge • Following
Baton Rouge, Louisiana

aafbatonrouge We hope you and your families are safe from the storm. As we all start to recover and rebuild we want you to know your AAF-BR family is here for you.

For a list of resources here in Baton Rouge check out our link to @225batonrouge on our Facebook page.

#rebuildlouisiana #staystrong #batonrouge

22w

10 likes
AUGUST 31, 2021

Add a comment... Post

Hurricane Ida made landfall over Baton Rouge, LA just eight days before our September program.



Hurricane Ida's path through the Baton Rouge area on August 30, 2021.



Attendees networked and enjoyed the provided lunch at the program.



Jady Regard during the presentation.

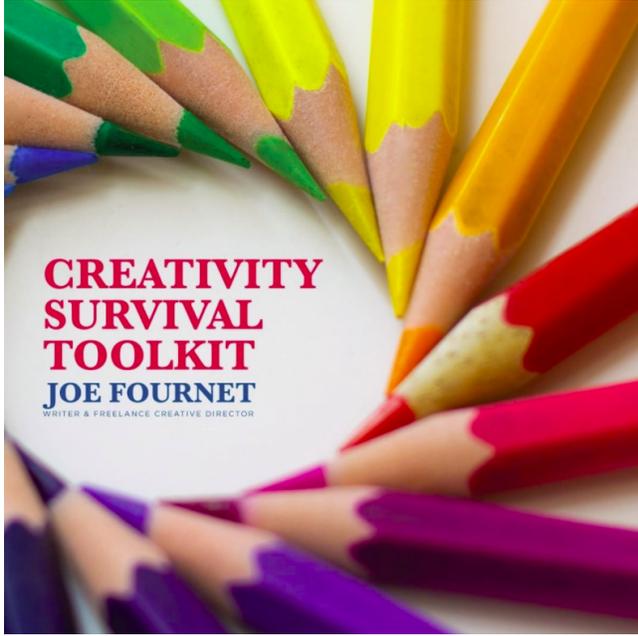


Jady Regard shared his tips on how to market creatively during the Speaker Series.



Attendee browsing catalog from Cane River Pecan Company.

[2.3] EXHIBITS - #3 JOE FOURNET



aafbatonrouge • Following

aafbatonrouge Have you ever wanted to capture creativity and reignite the burnt embers of creative thought? You're in luck as this month, Joe Fournet provides us access to the "Creativity Survival Toolkit" whose existence is designed to make you feel creative and think creatively.

Join us Nov. 5th, 11:30am at the @batonrougemarriott for our November speaker.

RSVP Today > Link in Bio

13w

6 likes
OCTOBER 27, 2021

Add a comment... [Post](#)

Social media example for November 2021 Speaker Series featuring Joe Fournet's upcoming appearance.



AAF-Baton Rouge (American Advertising Federation) ...

November 3, 2021 · ⚙️

Join us this Friday as [@joefournet](#) shares his "Creativity Survival Toolkit." This creative guru and former Regional Manager of the Bozell Worldwide office in Houston is ready to unveil his approach to harnessing the energy of your creativity.

RSVP Today to get your very own "Creativity Survival Toolkit" at the luncheon this Friday at the [@batonrougemarriott](#).

🛒 Also don't forget to bring canned goods and non-perishable items for the [@brfoodbank](#)!



Social media example for November 2021 Speaker Series featuring Joe Fournet's upcoming appearance.



Social media example of an event innative where two committees worked together. We utilized our November Speaker Series to host a food drive for our local food bank.



The Community Outreach committee and the Program committee members collaborated to collect food during the program.



Every attendee of the Joe Fournet Speaker Series received a “The Creativity Survival Toolkit.” The buckets were donated by Woman’s Hospital and the toolkit stickers were designed and donated by Rebel Graphics. Both organizations are local to the Baton Rouge area.



Joe Fournet shared his tips on how to spark creativity.



Attendees listen to Joe Furnet's presentation on the "Creativity Survival Toolbox."



Joe Fournet showing an example of one of his toolkit items during the presentation.



Joe Fournet explains how to create your own “Creativity Survival Toolkit” by utilizing his provided handouts and new buckets.



Members excited to create their own personalized “Creativity Survival Toolkit.”



GUIDELINES TO ENHANCE YOUR CREATIVITY

- Always think of yourself as creative! If in doubt, think of this: If you can challenge your own imagination and stimulate thoughts leading you to a new level of solution, you'll be realizing your own sense of creativity.
- Creativity needs to be synonymous with "FUN!"
- A.) Don't manage creativity; manage FOR creativity. Provide an environment that is open and receptive to new ideas. Acknowledge error or failure in a constructive and supportive way, build it into your culture as part of the process; don't ridicule it; honor and embrace it.

Consider adopting the "suckless mentality" - When presented with something that doesn't quite measure up, say something to the effect of "Gee, that really sucks. However, if you tried this or that, it might suck less."

- B.) Chief Marketing Officers must have creativity in themselves, for the good of the business and their own teams. "Creativity as a weapon of business is under-leveraged not for lack of ideas, but for lack of courage to use them or refusal to give up on them. The phrase, 'We don't have time for creativity,' is not something you would ever hear in the most successful businesses," says Mark-hans Richer, Sr. VP-CMO Harley-Davidson.
- Trying to satisfy everybody never got anybody anywhere. Focus on what's important, then do it.
- The strategy must be clear, concise and on target. Your message is going to be screwed up if the creative is too cute, too complex, doesn't follow strategy or is just plain dumb.
- Don't let the execution bury the idea. The computer and software are just tools to enhance the idea, not to compete with, replace, or screw it up. Use your own computer – your brain.
- Take time to think. There's always more than one way to do something. That's creativity!
- Do not bring a DEAD CAT without a shovel! In other words, never present a problem without bringing the shovel – at least two possible solutions. In doing so, you save time if one of these solutions is the one adopted, and you can share your creative thinking while learning more about what's important to your boss; remember, you may not know all there is to know.

Joe Fournet

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15000 W Airport Blvd #1118 • Sugar Land, Texas 77498 • (713) 459-1856
j4net@ideasmore.net

Joe Fournet's first of two handouts that accompanied his "Creativity Survival Toolkits."



“Kick-Starting Your Creativity Without Screwing Up the Idea”

**** TOP TIPS ****

- Creativity needs to be synonymous with “FUN!”
- Idea Tub - can be a physical place or thing and/or an electronic file. It’s a compilation of all ideas ever submitted since you started keeping track, but organized as to be readily accessible.
- Don’t let the execution bury the idea. Your message will be diluted and possibly even confusing if the creative is too cute, too complex or just plain dumb. Think napkin, not computer.
- Realize your own sense of creativity by challenging your imagination and stimulate thoughts to lead yourself to a new level of solution.
- The idea, for best results, should be media and discipline neutral. Otherwise, you limit yourself.
- Focus on how you’re going to make the idea work and be relevant. But, never fall in love with it.
- Don’t ever underestimate the power of the mind or your imagination. Don’t ever be afraid to ask, “Why, Why not or What if . . .?”.
- Ye Olde Creativity Survival Kit -- Any sort of container in which you place whatever makes you FEEL creative and THINK creatively. In this industry, silly is sometimes serious business.
- Thinking at Warp Speed – Generating ideas at breakneck speed is a great way to capture ideas on Post-it Notes (one per note) in answering a specific question to solve a problem. Remember Giant Post-its for your “idea wall” which can foster brainstorming and open-door policy idea addition.
- Drill Down Technique – Discovering THE idea. In this unusual method choose your five best ideas and ELIMINATE THEM, choose five more and ELIMINATE THEM. The last idea Post-it may or may not be the best, but it’s one to which you normally would not have paid much attention. Go play.
- As ideas are developed, make sure their essence is refined. Make sure your ideas are clear and you can explain their basic value in about 20 seconds. Remember the 8-year old.
- Don’t manage creativity; manage for creativity. Provide an environment that is open and receptive to new ideas, and that builds failure into the process. Acknowledge error or failure in a constructive and supportive way. Consider adopting a “suckless mentality.”

Joe Fournet

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15000 W Airport Blvd, #1118 • Sugar Land, Texas 77498 • (713) 459-1856

j4net@ideasmore.net

Joe Fournet’s second of two handouts that accompanied his “Creativity Survival Toolkits.”



AAF-Baton Rouge (American Advertising Federation)

December 9, 2021 · ⚙️



#TBT and a big "THANKS!" to our November student sponsor [Echo Tango](#)

Student pro tip: free tickets are available for each AAF-BR monthly luncheon including for grad students!

Reach out to secure yours seat at tomorrow's luncheon by emailing students@aafbr.org



5

Post event social media post example for November 2021 post Speaker Series featuring Joe Fournet.



November 29, 2021

Ms. Jeanne Lewis
Marketing Coordinator
Woman's Creative Services
8850 Airline Highway
Baton Rouge, LA 70815

Dear Ms. Lewis:

On behalf of the Advertising Education Foundation of Houston, thank you for your contribution of \$100.00 to the AEFH from the AAF-Baton Rouge in honor of Joe Fournet's presentation.

Contributions like yours are very meaningful to the growth and vitality of our foundation and are deeply appreciated by all of us associated with AEFH.

Thank you once again for your generous contribution and support.

Sincerely,

William Fogarty
Chairman

WHF/kws

Joe Fournet requested that our AAF-BR chapter make a donation to the Advertising Education Foundation of Houston. Our board of directors decided to make a donation and we received this thank you letter for the act.