



## **CORNERSTONE INITIATIVES & EVENTS**

### **Introduction**

Ad 2 Minnesota is dedicated to provide our target audience the resources to succeed whether it be skill expansion, connection building opportunities, or career establishing moments through our events, public service opportunities, and leadership positions. As a result of our mission, we have several motivated position holders and stemming committee members of our board of directors focused on cornerstone initiatives and events specifically to carry out this mission in effective ways aiming to promote multiculturalism, advertising education, and activism in relation to our local and national advertising communities. Through the Ad 2 MN Co-Directors of Diversity, Equity & Inclusion, Co-Directors of Marketing Communications, Co-Directors of Events, and Director of Partnership, Ad 2 Minnesota has championed five goals for the 2022-2023 year, all created with the intention of awareness and connection building opportunities as top priority.

### **Goals:**

- Increase the scope of Ad 2 Minnesota's 15th annual Student Advertising Summit, destined to provide students with advertising education, creating an opportunity to invest profits into further programming.
- Plan a workshop that invites advertisers of all different backgrounds and lived experiences to come together to connect and spark important conversations regarding what we're currently doing and what we could do better in terms of DE&I efforts within our industry.
- Partner and support other nonprofits and groups in the community who are passionate in creating change in a space that connects to the advertising and marketing community.



- Become a thought leader in the Minneapolis advertising and marketing industry by creating a series of community-driven educational conversations on our channels.
- Support in helping the advertising/marketing workforce better reflect society's demographics.

### Advertising Education

#### **Student Advertising Summit**

*Goal: Increase the scope of Ad 2 Minnesota's 15th annual Student Advertising Summit, destined to provide students with advertising education, creating an opportunity to invest profits into further programming.*

**Event Overview** – The Student Advertising Summit is a yearly Ad 2 Minnesota marquee event, which consists of agency networking, a special keynote address, breakout sessions, workshops, resume/portfolio reviews, headshot taking opportunities, and agency tours. This year, the 2-day event was held on February 16th and 17th at the WeWork North Loop Minneapolis coworking space and the University of Minnesota McNamara Alumni Center, with the opportunity for local agencies to host students for agency tours at their spaces following the agenda of the main day event.

**Target Audience** – Students and young professionals.

**Event Details** – For this year's Student Advertising Summit, the Co-Directors of Student Advertising Summit quickly established high achievement metrics as they kicked off their planning year in the fall of 2022. After a very successful recruitment of 24 committee members (*Exhibit 1*), the Student Advertising Summit announced the theme as "Top Secret - Advertising Declassified" (*Exhibit 2*) with the intention of building an event to unlock doors and reveal the secrets to help students break into the industry with essential knowledge and the confidence to take the next step in their career. We increased the scope of the event by choosing a more premium venue, adding additional activations, hiring a videographer to create a thoughtful recap, and covering the increased costs of inflation. For the first day's kickoff event, we



welcomed our annual, gold, and silver sponsors to have the first, and most premium access to students by tabling and participating in a special agenda of events. The kickoff night workshop was titled “What Kind of Agent Are You” (*Exhibit 3*), destined to help students and young professionals understand the different departments and opportunities within an agency, taught by True Media. Several agency professionals volunteered to inspire students by reviewing resumes and portfolios (*Exhibit 4*). A headshot photographer was hired to equip students with LinkedIn ready shots

(*Exhibit 5*). The main day was opened to all sponsors and volunteers of the event, leveraging students the opportunity to network, learn, and grow through nine different breakout sessions, a keynote address from Michelle Rowe, a media professional from Haworth Marketing, and agency tours at four well-loved agencies in town, Colle McVoy, Haberman, The Social Lights (*Exhibit 6*), and Superhuman.

**Strategy** – To cover the costs of the event, we built out robust sponsorship tiers for agency partnership and agency ticket giveaways to further the relationship between agencies and students while championing our needed funds for the event. To capture our target audience in promotion, we pushed the event on all Student Advertising Summit and Ad 2 channels with the inclusion of a newly launched TikTok account. We boosted the content to our target audience to push our reach beyond our followers, and reached out to professors at colleges and universities in Minnesota (*Exhibit 7*) to generate awareness through the classroom and word of mouth.

**Outcome** – The Student Advertising Summit has continued to be an event that not only students, young professionals, and local recruiters *rely* on, but ultimately a community driver considering the essence of the event, celebrating the knowledge sharing and opportunities the industry consists of locally in the Twin Cities. From a financial perspective, the planning team excelled in creating a **net profit of \$18,255.26** (*Exhibit 8*) by obtaining \$29,500 in sponsorships, \$4,920 in ticket sales, and accumulating a total expense of \$16,164.74 for the event. Beyond the major financial success, the event unlocked unique opportunities for young professionals and agency members alike, growing the support and love for the Ad 2 Minnesota organization and community as a whole.



## Diversity & Multicultural Initiatives

### **Diversity, Equity & Inclusion Workshop**

Goal: *Plan a workshop that invites advertisers of all different backgrounds and lived experiences to come together to connect and spark important conversations regarding DE&I efforts.*

**Event Overview** – On June 23rd, 2022, Ad 2 Minnesota partnered with The Brand Lab (*Exhibit 9*) with the common goal of inviting advertisers of all different backgrounds and lived experiences to come together to connect and spark important conversations regarding what we’re currently doing and what we could do better in terms of DE&I efforts within our industry. The event began with light refreshments provided by a small BIPOC-owned business, then fostered a powerful workshop called “Intent vs. Impact” (*Exhibit 10*), led by Jamila Joiner of The Brand Lab and Hamy Huynh of Ad 2 Minnesota, and wrapped with small groups and mingling. Sponsors of the event were made up mostly of agencies from the area, for which had a 100% attendance rate with provided sponsor tickets.

**Target Audience** – Professionals within the Minneapolis advertising and marketing community.

**Method of Promotion** – The event promotion began on June 3<sup>rd</sup> with an initial event announcement (*Exhibit 9*) on social media, followed by additional promotion (*Exhibit 11*) through the Ad 2 Minnesota social channels and combined Ad 2 and AdFed MN (AAF) email file of 3,200 recipients.

**Attendance Report** – The event sold out at 37 total attendees.

**Feedback/Membership Retention Mechanism** – Our chapter issued a post event survey to gauge feedback of the event (*Exhibit 12*), and 100% of respondents confirmed that they would attend another event like this which was a powerful sense of motivation to continue creating space in the community for events like this. Within the survey, respondents had an opportunity to voice specific points of feedback, for which we gained a great understanding of the parts of the event that were more or less valuable to





attendees. The Brand Lab organization voiced their love for participating in the event and motivation to continue partnering with Ad 2 Minnesota.

**Takeaways** – Ad 2 Minnesota has continued to push forward in being a thought leader and community builder in the DEI space, both locally in Minneapolis and on the national level with other chapters. This event supported The Brand Lab, locally BIPOC-owned food vendors, and most importantly, a conversation that sparked learning and connection between attendees.

### **AdVocation Group Participation**

Goal: *Partner and support other nonprofits and groups in the community who are passionate in creating change in a space that connects to the advertising and marketing community.*

**Overview** – Ad 2 Minnesota holds close relationships with many of the agencies in Minneapolis. Broadhead, one of Minneapolis’ highly regarded advertising agencies created a group called AdVocation with the mission of sharing a greater goal, sharing respective actions and learnings across agencies (*Exhibit 13*). The AdVocation group began serving its mission by organizing quarterly leadership roundtables for agency leadership members to attend. With that, Ad 2 Minnesota was invited to have a seat at the table, as a thought leader and community driver stemming from our notable experiences driving change in DE&I in the advertising realm.

**Audience** – In the Fall roundtable, marketing employees from 17 agencies/companies/organizations gathered (*Exhibit 14*), representing vast backgrounds and lived experiences.

**Strategy** – Our President and Co-Directors of DE&I attended AdVocation (*Exhibit 15*) to continue the conversation and relationship with many of our partner agencies and companies that are doing the work to push for more diversity and multiculturalism in the advertising and greater community. With our attendance, we were hopeful to grasp further ideas of how we could benefit our target audience of Ad 2



members and non-members, as well as, for knowledge of how other organizations are showing up and exceeding their DE&I goals.

**Takeaways** – The event turnout was impressive for the first-ever summit. While honoring conversations of progress and ideas for growth yet to be fostered, we had the opportunity to connect with many individuals at the event that happened to be members of Ad 2 and AdFed (AAF) MN, leveraging us the ability to connect further with our audience in the DE&I space. We were able to bring back multiple ideas that were presented during the event to gear us up for our future DE&I event to come in the Spring of 2023.

### **Monthly Social Media Series**

Goal: *Become a thought leader in the Minneapolis advertising and marketing industry by creating a series of community-driven educational conversation starters on our channels in the DE&I space.*

**Overview** – Within the Twin Cities advertising space, we identified ourselves as a neutral ground for agencies and marketing teams to reference for education and information in the DE&I space. With this in mind, we launched a series of social media posts (*Exhibit 16*) to continue supporting the Twin Cities with useful information and conversation starters online to create a more equitable society at large.

**Target Audience(s)** – Ad 2 individual & agency members wanting to expand their knowledge and actionable goals in the DE&I space.

**Strategy** – At the beginning of the year, our Co-Directors of DE&I created a Figma board (*Exhibit 17*) to brainstorm different topics within the DE&I space that could serve our local community and audience at hand through a planned content calendar. The topics in which the team brainstormed for the content series were Emotional Wellness Month (October 2022), Native American Heritage Month (November 2022), Local Business Gifting & Businesses to Support (December 2022), and Black History Month (January



2023) prior to the launch of our Summer 2023 DE&I event that would begin outreach in February of 2023 (*Exhibits 18*). With a powerful social series for our audience to follow month to month, we were passionate in growing our community and education.

**Outcome** – Our social series launched continuing the conversation around several important DE&I related pieces of content, bringing our members and showing up in the conversation to help create a more equitable community.

### **Conclusion**

By focusing efforts on cornerstone events and initiatives, we are proud to look back on our initial goal and feel an immense sense of pride as we've not only continued the conversation and provided resources in our own community, but also by participating in philanthropy and by supporting other organizations in our community that drive to do the same. Ultimately, our goals will drive beyond this term as we drive forward in being a changemaker at both the local and national levels.

**EXHIBITS**

*Exhibit 1: Student Advertising Summit - Committee*



*Exhibit 2: Student Advertising Summit - Theme*



*Exhibit 3: Student Advertising Summit - Workshop*

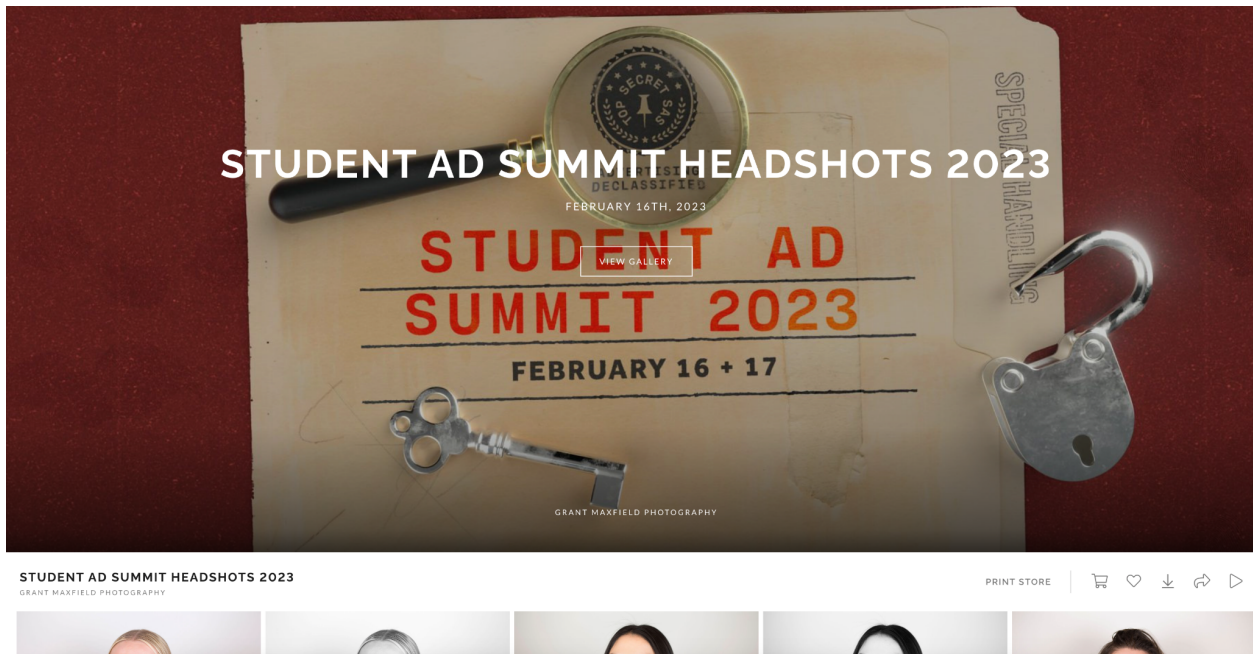


*Exhibit 4: Student Advertising Summit - Portfolio Reviews*





*Exhibit 5: Student Advertising Summit - Headshots*



*Exhibit 6: Student Advertising Summit - Agency Tours*

## AGENCY TOURS

**Colle McVoy**  
400 N 1st Ave, Suite 700 Minneapolis, MN 55401  
612-305-6000

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**Haberman**  
43 SE Main Street, Suite 300 Minneapolis, MN 55414  
612-338-3900

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**Superhuman**  
430 N First Avenue, Suite 720 Minneapolis, MN 55401  
612-354-3550

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**The Social Lights**  
729 N Washington Ave, Suite 600 Minneapolis, MN 55401  
612-803-8833



### Exhibit 7: Student Advertising Summit - Professor Outreach

On Tue, Jan 3, 2023 at 10:46 AM Student Advertising Summit | Ad2 <[sas@adfed.org](mailto:sas@adfed.org)> wrote:

Hello **Mark!**

I am reaching out in regards to the upcoming leading advertising event for students in the Midwest, the Student Ad Summit (SAS).

If you could help spread the word it would be greatly appreciated!!

**The Details-**

Each year, SAS sets out to break down barriers of the advertising industry by showing students what the industry is all about. This year's theme is focused on opening doors and unlocking the secrets to the enticing and elusive advertising industry. As a young professional, breaking into the industry can be tough and at times it feels like there has to be a secret code. At SAS, we're aiming to reveal those secrets and disclose our insider info to leave them feeling as though they have the confidence to break in and make it big.

The event is hosted every February, with this year's kickoff event falling on the evening of Thursday, February 16<sup>th</sup>, and the main event occurring all day Friday, February 17<sup>th</sup>. SAS is put on by Ad 2, a nonprofit sister organization of AdFed that sets out to create inviting and engaging events for advertisers all over Minnesota.

With this year's event theme encompassing unlocking the secrets to the advertising industry for ALL students, it feels only fitting to spread the word to Universities across the Midwest. We would love to see University of Minnesota Duluth students at our event!

For more information about SAS, check out our event page from last year (pending 2023 updates): <https://adfed.org/ad2/student-ad-summit-2022/>. To learn more about AdFed/Ad 2, check out our website here: <https://adfed.org/>.

**The Ask-**

As we gear up for this event, we were hoping to work with your school to spread the word about our upcoming event. Would you be willing to pass along the attached one-sheeter to your students and organizations who may be interested? Your partnership would be greatly appreciated!

If you are at all interested in learning more or have any questions, please reach out.

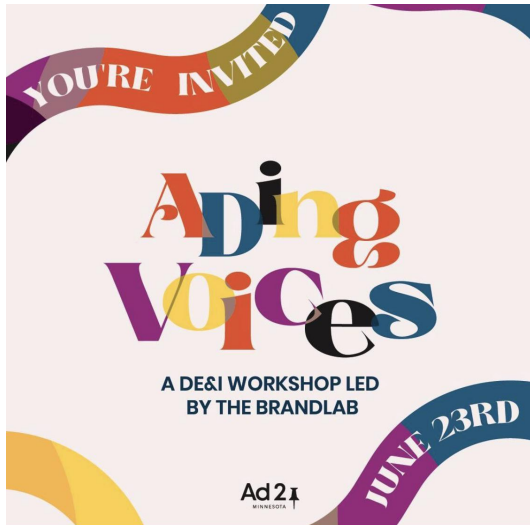
Thanks!

### Exhibit 8: Student Advertising Summit - Profit Report

SAS 2023	Budget		2023 Actuals	2023 Budget
<b>Income</b>				
	3100 — Registrations	\$45 for AdFed Mem, \$55 for Non Mem, \$44 for Bundle of 10 <i>Note: We did a 20% off sale right before the event</i>	\$4,920.00	\$4,920.00
	3999 — Misc Income		\$0.00	\$0.00
	59806 — Sponsorships		\$29,500.00	\$29,500.00
<b>Total Income</b>			<b>\$34,420.00</b>	<b>\$34,420.00</b>
<b>Expenses</b>				
	4000 — Facility Fees	McNamara fee	\$5,625.00	\$5,625.00
	4000 — Facility Fees	WeWork fee	\$1,050.00	\$1,050.00
	4100 — Catering	D'Amicos fee	\$6,643.42	\$6,643.42
	4100 — Catering	Kickoff Food & Drink: Cotton Candy Clouds	\$150.00	\$150.00
	4100 — Catering	Kickoff Food & Drink: Additional Food & Beverages	\$73.57	\$73.57
	4400 — Program Supply		\$76.04	\$76.04
	4500 — Program Advertising		\$55.00	\$100.00
	4500 — Program Advertising		\$35.00	\$35.00
	4600 — Printing	Minuteman Printing	<b>\$1,690.90</b>	<b>\$2,036.61</b>
	4600 — Printing	Minuteman Printing - Last Minute Edit Charge	\$40.55	\$40.55
	4700 — Other Program Costs	Uptown Balloons	\$334.55	\$334.55
	4700 — Other Program Costs	Headshot Photographer: Grant Maxfield	\$300.00	\$300.00
	4700 — Other Program Costs	Event Photographer: Jake George	\$600.00	\$600.00
	4700 — Other Program Costs	Videographer: Maggie Stout	\$600.00	\$600.00
<b>Total Expense</b>			<b>\$16,074.03</b>	<b>\$16,164.74</b>
<b>Net Ordinary Income</b>			<b>\$18,345.97</b>	<b>\$18,255.26</b>



*Exhibit 9: ADing Voices - Brand Lab Event Partnership*



*Exhibit 10: ADing Voices - "Intent vs. Impact" led by the Brand Lab.*



### **WORDS MATTER: INTENT VS. IMPACT**

The BrandLab will guide a Fearless Conversation about the power of words. Facilitators welcome participants into a safe space to share their identities and experiences. We will explore unconscious biases, how they show up in the workplace, and how they impact marginalized communities. Attendees will practice addressing biases in the workplace and walk away with tools to help create an inclusive and safe culture in the workplace.




Exhibit 11: ADing Voices - Social Promotion





Exhibit 12: ADing Voices - Post-Event Survey



### Ad 2 x Brand Lab ADing Voices Workshop

Thank you for attending Ad 2's 2022 ADing Voices Workshop event! We hope you found the event meaningful, growth filled, and memorable! We'd love to hear your feedback so we can keep improving our events and better cater to interests + relevant topics.

Please fill out this quick survey and let us know your thoughts. We appreciate any and all pieces of feedback you have!

Cheers & thank you for attending this year's ADing Voices Workshop,  
The Ad 2 Board of Directors

[chloe.lewis687@gmail.com](mailto:chloe.lewis687@gmail.com) (not shared) [Switch account](#)

**\* Required**

How satisfied were you with the following aspects of the event? \*

1 = Very dissatisfied 5 = Very satisfied

	1	2	3	4	5	N/A
Content + Theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Beverage Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about this event?

Your answer \_\_\_\_\_

How can we improve a future workshop centered around diversity, equity & inclusion in the industry?

Your answer \_\_\_\_\_

How did you hear about this event? \*

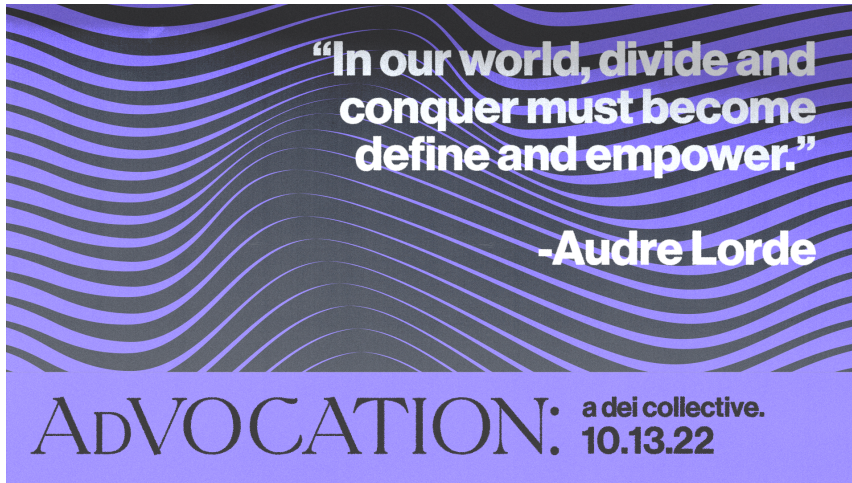
- AdFed or Ad 2 LinkedIn
- AdFed or Ad 2 Instagram
- AdFed or Ad 2 Facebook
- Friend or Family Member
- Colleague or Manager
- AdFed or Ad 2 Email
- Other: \_\_\_\_\_

Any additional feedback for the event?

Your answer \_\_\_\_\_

[Next](#) [Clear form](#)

*Exhibit 13: AdVocation: A DEI Collective Mission*



**MISSION**

**As drivers of agency change, we share the same greater goal. Let's reach that goal together by sharing our respective actions and learnings.**

*Exhibit 14: AdVocation Group Photo*



*Exhibit 15: Ad 2 Minnesota at AdVocation*





Exhibit 16: Social Media Series

Ad 2 1/5

**76%**

OF RESPONDENTS REPORTED AT LEAST ONE SYMPTOM OF A MENTAL HEALTH CONDITION IN THE PAST YEAR.

>>> HERE ARE SOME WAYS WE RECOMMEND CHECKING IN >>>

**1**

**PREVENT BURNOUT BY TAKING MENTAL HEALTH DAYS.**

Spend this time off getting rest or doing what you enjoy.

**2**

**LEAN ON YOUR SUPPORT SYSTEMS.**

Check in with your colleagues, family members, and friends.

**3**

**ESTABLISH WHAT WORK-LIFE BALANCE MEANS TO YOU.**

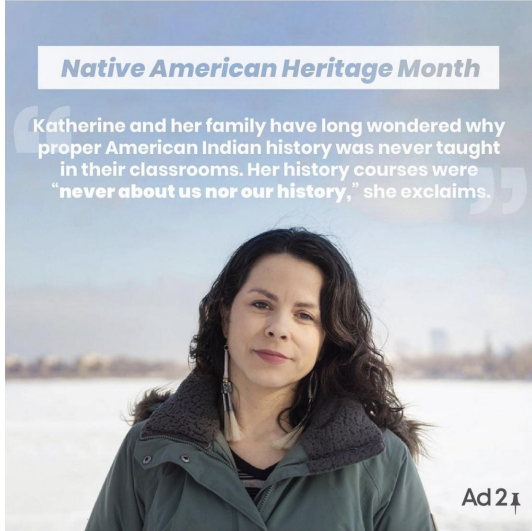
Set boundaries such as not checking emails outside of work hours.

**EMOTIONAL WELLNESS RESOURCES FOR EVERYONE**

- HEADSPACE
- WONDERMIND
- JOUR
- BETTERHELP
- OPEN APP

Ad 2

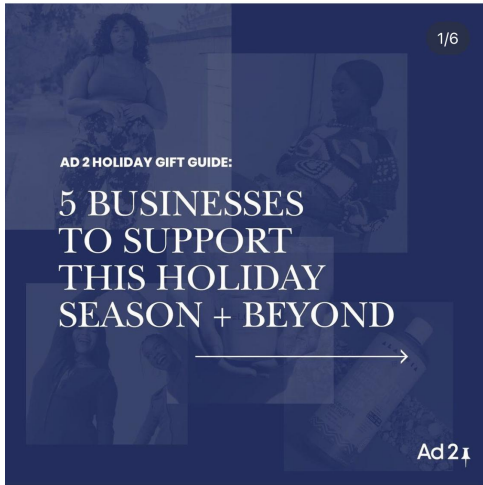
ad2minnesota



Liked by archierae and 9 others

ad2minnesota To round out November and Native American Heritage Month, Hamy Huynh, one of our DEI co-directors, interviewed Katherine... more

ad2minnesota



Liked by archierae and 16 others

ad2minnesota The season of giving is upon us and we've created a gift guide to showcase just a few incredible small businesses you should... more

December 13, 2022

ad2minnesota



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ad2minnesota The season of giving is upon us and we've created a gift guide to showcase just a few incredible small businesses you should... more

December 13, 2022

Ad21 ad2minnesota

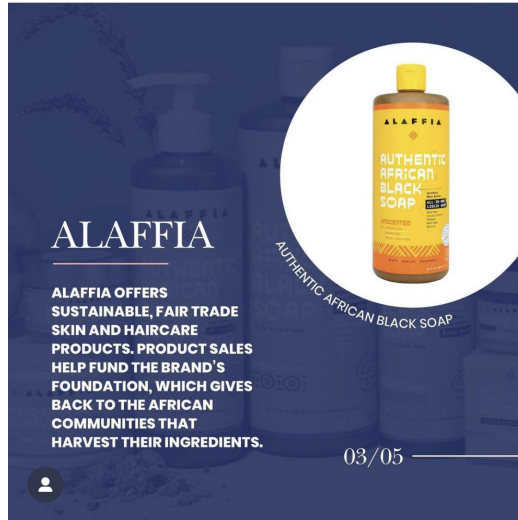


Liked by archierae and 16 others

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December 13, 2022

Ad21 ad2minnesota



Liked by archierae and 16 others

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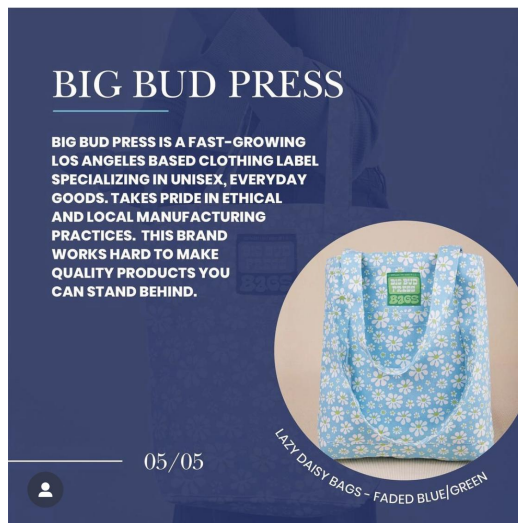


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Ad21 ad2minnesota



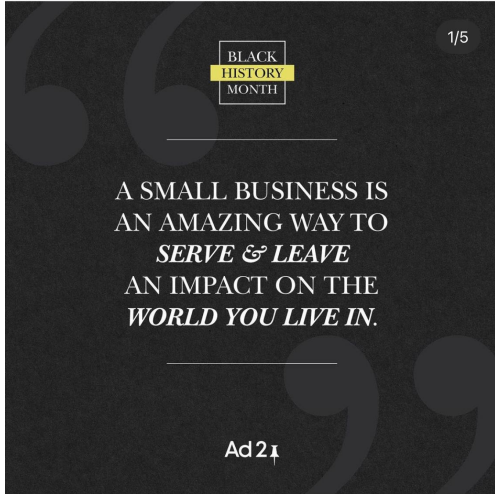
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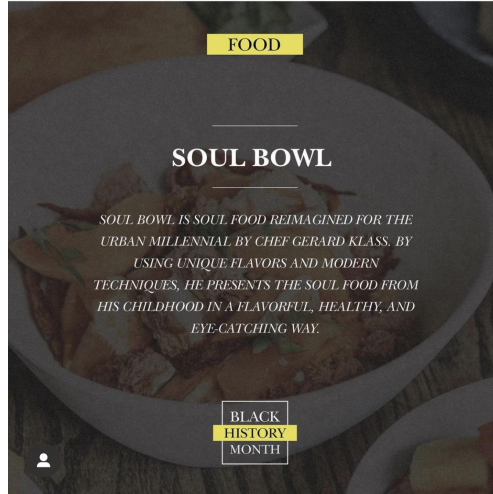


Liked by archierae and 40 others

ad2minnesota #BlackHistoryMonth is right around the corner and we're highlighting a few of our favorite local Black-owned businesses in the... more

View all 2 comments  
January 31

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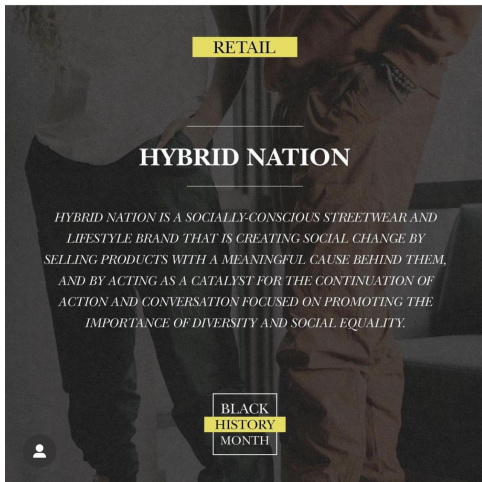


Liked by archierae and 40 others

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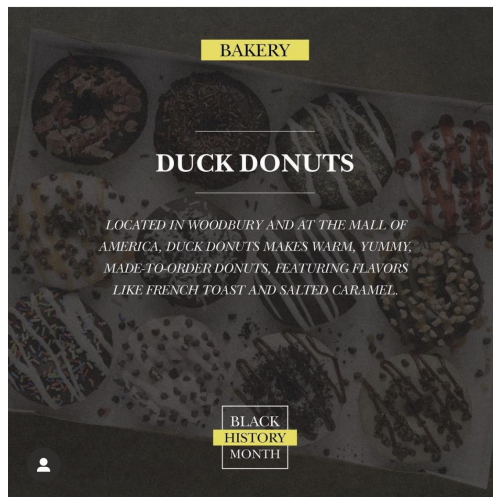


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Exhibit 17: Brainstorming Figma Board

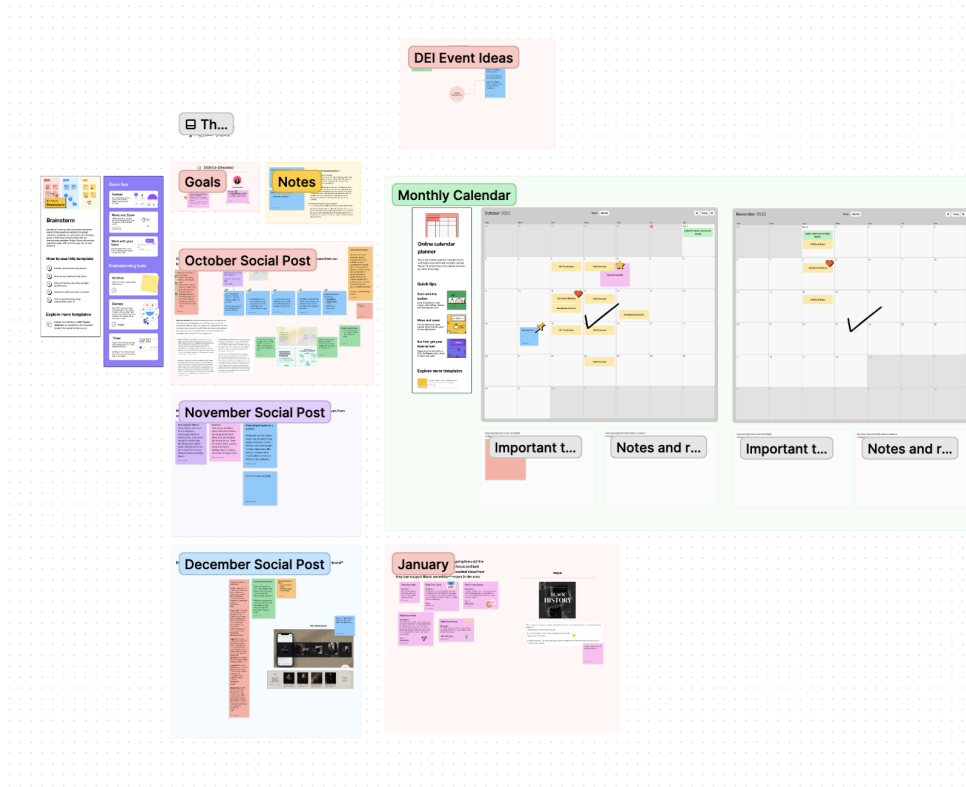


Exhibit 18: DE&I Call for Committee Members

