



2022 - 2023 National Club Achievement Competition

Category of Entry: Programs

Introduction: The Ad 2 Dallas Programs Committee established the following three goals at the beginning of the term:

1. Host a successful and profitable 32 Under 32 event.
2. Put on more intentional programs focused around specific goals instead of just putting on as many programs as possible.
3. The programs team will support other committees with event logistics to allow committees to focus on their goal for the program and the content delivered.

Our calendar of events for the 2022-2023 year can be seen in Exhibit 1. This calendar includes Ad 2 Dallas and AAF Dallas events so we make sure not to overlap.

Program 1: Fall Mixer

Event Details: Our first event of the year was a Fall Mixer co hosted with AAF Dallas at Dahlia on Ross on Wednesday, September 28 at 5:30pm. This event was also used as a new term kick off event and a chance for prospective and new board members to meet the teams.

Target Audience: This event was open to anyone in the advertising community in the DFW area who was interested in attending. Board members were also a target audience so they could get a chance to meet everyone in person and help to recruit new members.

Method of Promotion: We promoted the event on our Instagram feed (Exhibit 2) and had all of our board members share. AAF was also promoting the event on their socials (Exhibit 3) and in their email campaigns.

Average Attendance: We had a great turn out for our Fall Mixer event. The event was come and go, but at the highest point the bar area was packed and we had around 60 people in attendance. Attendees were a



mix of Ad 2 and AAF and were from both Dallas and Fort Worth. We also had a sign in sheet to track attendance and collect contact information to follow up with attendees.

Feedback Mechanism: The executive team of both Ad 2 and AAF were talking with attendees during the event to gather feedback. There were also members of AAF/Ad 2 Fort Worth and District 10 in attendance that provided positive feedback on our event. We also gained new members which is a form of positive feedback.

Results: Overall, the event was a very successful first event of the year. We had around 60 people in attendance and many were new faces. We also had about 5 people from AAF and Ad 2 Fort Worth in attendance and 2 District 10 representatives. After the event, Ad 2 Dallas gained 2 new active board members which is a huge win for us. We also had almost everyone on the board in attendance which allowed us to all get to know each other in an informal setting.

Program 2: “Joy for Toys” Holiday Happy Hour Supporting iLookLikeLove

Event Details: For our holiday event, we co-hosted a happy hour with AAF Dallas. This year we decided to use the event to support our Public Service pro bono client iLookLikeLove and called the event “Joy for Toys”. We encouraged attendees to bring a donation of diapers or new toys for us to donate to iLookLikeLove. A member of the iLookLikeLove team was in attendance and our team delivered the donations to their toy and diaper drive the next day.

Target Audience: Our target audience for Joy for Toys was anyone in the advertising community in the DFW area who wanted to get more involved with Ad 2 and/or AAF and also wanted to give to a great cause around the holidays.

Method of Promotion: We promoted this event on social media (Exhibit 4) and had our board members share it on their Instagram stories. AAF also shared this event on their social media for cross collaboration (Exhibit 5). Our executive board encouraged board members to attend to be the face of the event and get to know any prospective members better.



Average Attendance: Unfortunately, this event was lower in attendance than some of our past happy hours. We had around 8 Ad 2 Dallas board members attend. No one from AAF Dallas was able to make it. We did have one prospective new member attend who was qualified for AAF and he is now actively involved on their board.

Feedback Mechanism: The most important feedback that we received from this event was how thankful the iLookLikeLove team was. They were excited that we put together an event to benefit them and mentioned that every donation counts.

Results: Even though this turned out to be a much smaller happy hour than we normally have, the impact was great. The iLookLikeLove team was extremely thankful that we put the event together. We were able to collect a lot of new toys and diapers (Exhibit 6) which the team took to an in person diaper drive iLookLikeLove was hosting the next day (Exhibit 7). The client had tears in her eyes when we delivered the donations. Spire Agency, where our President works, also sent a lot of diapers for donation even though they were not able to attend. Moving forward we will be more careful to check AAF schedules further in advance to make sure that they would be able to attend as well.

Program 3: Ad 2 U Mentorship Program Kick Off Event

Event Details: This education event will host mentors and their new mentees at an informal “get to know you” event where Ad 2 Dallas Education committee members will present the structure and responsibilities of both groups, program teaching points, and expectations. The group will get to network and meet each other. We are currently in the planning phase of the kick off event, but we will be hosting the event at a local restaurant and bar that we use frequently for events. They have a private area which will allow the event to be more intimate. The team thinks it is important to do it in a more controlled environment so that we are able to make announcements and allow for 1 on 1 meetings.

Target Audience: Our target audience for this event is the mentors and mentees that have been selected to participate in the mentorship program.



Method of Promotion: Not a lot of promotion will be needed for the event since it will be by invitation only. Our creative team will be designing an invitation to send out to the mentors/mentees once a location and time are secured. We will more than likely request an RSVP so that we know how much food to prepare for and what to expect.

Average Attendance: Our target for the event is for almost all of the mentors/mentees to be in attendance. We are targeting 30 mentors and 30 mentees, so 60 members attending the event. We will also plan for 5 maximum Ad 2 Dallas board members to attend.

Feedback Mechanism: We plan to survey mentors and mentees after the selection process and the kick off event to see how it went and if it was beneficial. We will take all the feedback and make sure to implement it moving forward since this is the first year of this event.

Results: The Ad 2 U Mentorship Program kick off event is currently being planned for April 20, 2023, so we do not have any results yet. Planning is going great and we have had one joint brainstorming session with the Education Committee to get their look and feel for the event. The Programs Committee is currently working on coordinating with the venue and we are meeting again this week to finalize event details.

Special Event: 32 Under 32

Event Details: Our 6th annual 32 Under 32 Ceremony was held on Thursday, November 10 at 6:30pm at the Lorenzo Hotel 12th Floor Ballroom (Exhibit 8). This was an awards style event with a plated dinner, open bar, and program. Tables and sponsorships were available for purchase as well as individual tickets. During the program each of our honorees was asked to come up on stage and answer a question about the advertising industry. The bar was open before and after the event which allowed for photo opportunities and networking. Trophies were also given to the honorees.

Target Audience: We targeted a few different audiences for this event. Our overall audience was anyone in the DFW area that was in the advertising/marketing industry that could nominate young professionals. This year, we also put together a target list of agencies and companies that we would like to have more



representation from or haven't had activity from in a while to reach out to (Exhibit 9). We created scripts for each type of outreach we are doing to make it easy for the team (Exhibit 10). Once honorees had been selected, our target audience moved to their companies and friends and family to invite them to the event and have them purchase sponsorships or tickets.

Method of Promotion: For this event we did all of our promotion on social media. We posted multiple times letting people know nominations are open (Exhibit 11), reminding them the deadline is approaching (Exhibit 12), letting them know the deadline has been extended (Exhibit 13), announcing the winners (Exhibit 14), and announcing the location (Exhibit 8). We also did outreach to potential targets (Exhibit 9) and followed up with past winners and nominees to get them to nominate again. Our creative team developed a great landing page on the website and nomination form to send to prospects to make it extremely easy for them to nominate (Exhibit 15).

Average Attendance: This year, we had about 200 attendees at our event including the honorees. This was an 8% increase from the year prior (Exhibit 16). The attendees were a mix of agencies and individual friends and family of honorees.

Feedback Mechanism: We regrouped afterwards as an executive team to discuss how the event went and what changes could be made. Unfortunately, we had a lot of issues with the venue, so we decided that we will not be working with them again. The Executive Board was also networking throughout the event and collecting feedback. We received feedback from honorees and agencies that although the event had its issues everyone still had a good time and was happy to be there celebrating honorees. We were worried that we would receive negative feedback afterwards and/or requests for refunds but we didn't have any follow up or issues from attendees.

Results: We had some major hurdles during the actual ceremony, but overall the event was a success. Unfortunately, the hotel we used for the event and their vendors were extremely unprepared which led to numerous issues with event set up, AV, food, and overall event quality. We addressed the issues with the venue during and after and were able to receive a discount of almost \$8,000 (Exhibit 17). We will not be



using this venue again and will likely return to the venue from the year prior. Overall, we had just about 200 attendees which was an 8% increase from the year prior (Exhibit 16). We also hit an all time high of nominations at 142 total nominations (Exhibit 18). This allowed us to have an outstanding class represented this year. We were able to sell \$24,700 in sponsorships (Exhibit 19) and tickets which was a slight decrease from the prior year (Exhibit 20). Total profit for the 2022-2023 event was \$10,181.32 (Exhibit 19) which was a small decrease from last year (Exhibit 21). One highlight was that we were able to secure our first ever valet sponsorship. Samba TV also provided a donation of “hangover kits” for the winners which consisted of Liquid IV, Tylenol, and other recovery items.

Conclusion: Overall, the Programs team had a great year so far and it’s only going to improve. Our 6th annual 32 Under 32 event was extremely successful. Despite all of the issues we had with the venue we had record attendance and made a strong profit. We were able to reduce the number of overall events to make sure that we were producing high quality events that had a great turnout and were being put on with a specific goal in mind. Our fall mixer was all about connecting and introducing the board and our Joy for Toys event was solely to support the amazing cause of iLookLikeLove. We have also been successfully collaborating with the Education Committee on their upcoming kick off event and will be partnering with the DEI Committee on their spring event - allowing them to focus on the content of the event while we handle logistics.

Exhibits:

Exhibit 1: Calendar of Events

2022-2023 Term	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023
Other General Dates				9/22 - NTX Giving Day 9/23 - 32U32 Norms Close	10/1 - AAA Comp Opens								
Workshops	6/17 - Board Retreat	8/16 - Workshop 1				11/15 - Workshop 2			2/7 - Workshop 3		4/18 - Workshop 4		
AAF - Edu Event					10/19 Coffee w/ Creatives "All Booked Up" Ft Jake Mikosh	Keep Shining - Nov-Dec Range		1/16 week - Summer Internship Job Fair		3/20/23 - Ady's Student Showcase	"All Booked Up" Ft TBD		
AAF - Social Event				9/28 - AAF & Ad 2 HH		11/30 - Holiday Happy Hour w/ Ad 2							
AAF - Special Event										3/22/23 - ADDYS			6/15/23 - Shining Stars
Ad2 - Edu Event											4/20 - Mentorship Program Kick Off		
Ad 2 - DEI Event						11/30 - Holiday Happy Hour w/ AAF benefiting public service client						5/6 or 5/13 - Around the World event	
Ad2 - Social Event			8/18 - Board Retreat	9/28 - meet the teams mixer at dahlia w/ AAF						3/9/2022 Club Achievement Book Due to District 10			potential social??
Ad2 - Special Event						11/19/22 32 Under 32							
Dream Fund NO COMPLETE MCG - Lavender Hill NO COMPLETE			Lavender Hill?		10/22/22 - Night in Monte Carlo	11/12/22 Charity							

Exhibit 2: Fall Happy Hour with AAF

The image displays a promotional flyer for a happy hour event and a screenshot of an Instagram post. The flyer, titled "MEET THE AAF & AD 2 DALLAS TEAMS!", is for a "HAPPY HOUR" at The Dahlia Bar & Bistro, located at 3300 Ross Ave, Dallas, TX 75204. The event is scheduled for Wednesday, September 28, 2022, at 5:30 PM. The flyer features images of the bar's interior and an outdoor patio area. The Instagram post, from the account ad2dallas, is dated 24 weeks ago and contains the following text:

ad2dallas We're back with our regularly scheduled happy hours! 🍷 Get to know the AAF & Ad 2 Dallas teams at Dahlia next Wednesday for delicious drinks and even better conversations. 🍷 Let us know you're coming by registering in the #linkinbio

#happyhour #hh #whyad2 #ad2dallas #aaf #aafdallas #dfw #dallas #advertising #marketing #networking #networkingevent #meettheteam

Replies include:

- vsharkrider I'll be there!! 🍷
- juliya3596 Promote it on @dallas__community 🍷

The post is liked by Imbryant__ and 41 others. The date of the post is September 21, 2022.

Exhibit 3: AAF posting Fall Happy Hour

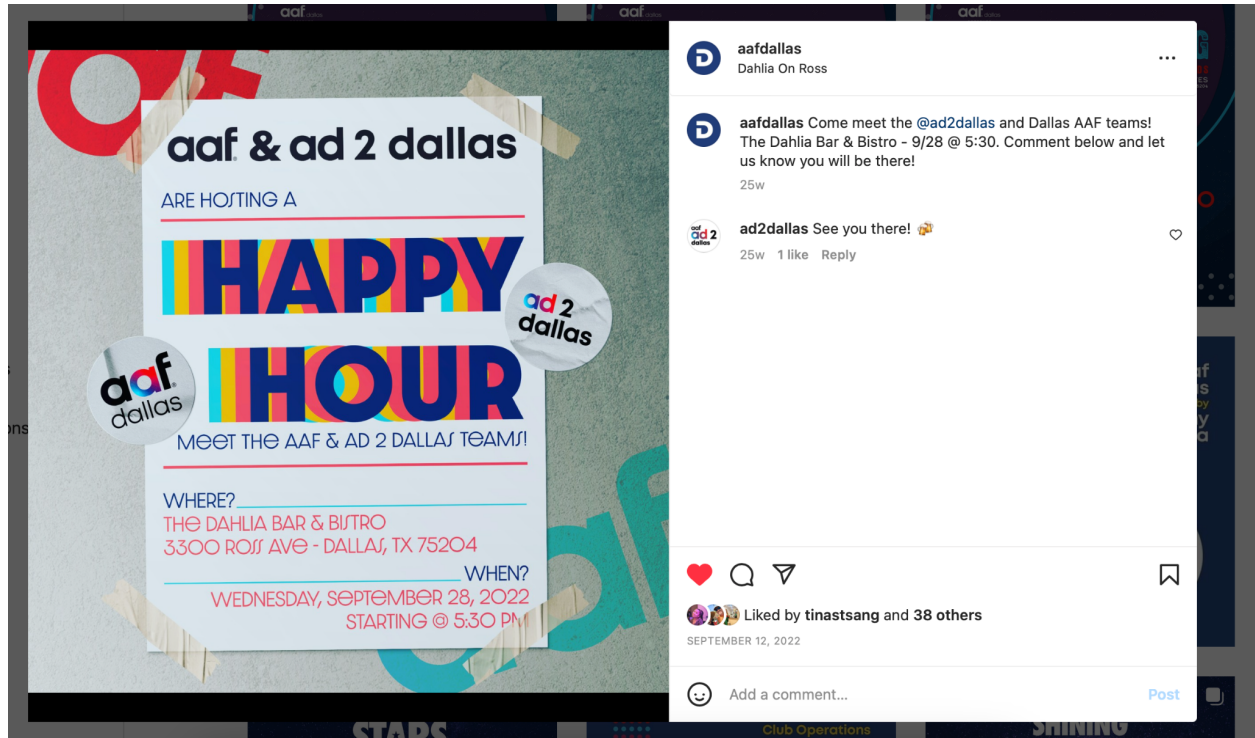


Exhibit 4: Joy for Toys Holiday Happy Hour

aaf & ad 2 dallas PRESENT...
Joy FOR TOYS
HAPPY Hour Benefiting **ilooklike LOVE**

Toy & Diaper Drive

Please join us!
WEDNESDAY, NOVEMBER 30TH • 5:30 PM - 8:00 PM
The Dahlia Bar & Bistro
3300 ROSS AVE, DALLAS, TX 75204

*Attendees are encouraged to bring New Toys & Diapers to the event to donate to **ilooklike love**.*

ad2dallas Dahlia On Ross

ad2dallas What better way to spread holiday cheer than with a toy drive? 🧸👶 We're partnering up with @aafdallas again for Joys for Toys, combining two of our favorite things - happy hour and giving back! 🍹 Find us at @dahliaonross next Wednesday.

Any new toys or diapers you bring will be donated to this year's Public Service client, @ilooklike love_, in support of Dallas single mothers. Find all information and RSVP at #linkinbio

#whyad2 #aaf #aafdallas #ad2dallas #dallas #advertising #marketing #dfw #happyhour #networking #toydrive #donations #holidayevent #dallascharity #toysforjoy #donationdrive

Edited · 14w

christy_kreme @jamienwallis @maddie_wagner y'all should come with me to this 😊

Liked by Imbryant_ and 27 others

NOVEMBER 23, 2022

Add a comment... Post

Exhibit 5: AAF posting Joy for Toys Happy Hour

aaf & ad 2 dallas PRESENT...
Joy FOR TOYS
HAPPY Hour Benefiting **ilooklike LOVE**

Toy & Diaper Drive

Please join us!
WEDNESDAY, NOVEMBER 30TH • 5:30 PM - 8:00 PM
The Dahlia Bar & Bistro
3300 ROSS AVE, DALLAS, TX 75204

*Attendees are encouraged to bring New Toys & Diapers to the event to donate to **ilooklike love**.*

aafdallas

aafdallas Join us on weds 11/30 at @dahliaonross for our Joy for Toys happy hour!!

15w

ad2dallas See you there! 🍹👶🎄

15w Reply

Liked by Imbryant_ and 16 others

NOVEMBER 21, 2022

Add a comment... Post



Exhibit 6: Ad 2 Team with ilooklikeLOVE donations at Joys for Toys Happy Hour



Exhibit 7: ilooklikeLOVE Diaper Drive



Exhibit 8: 32 Under 32 Location Announcement

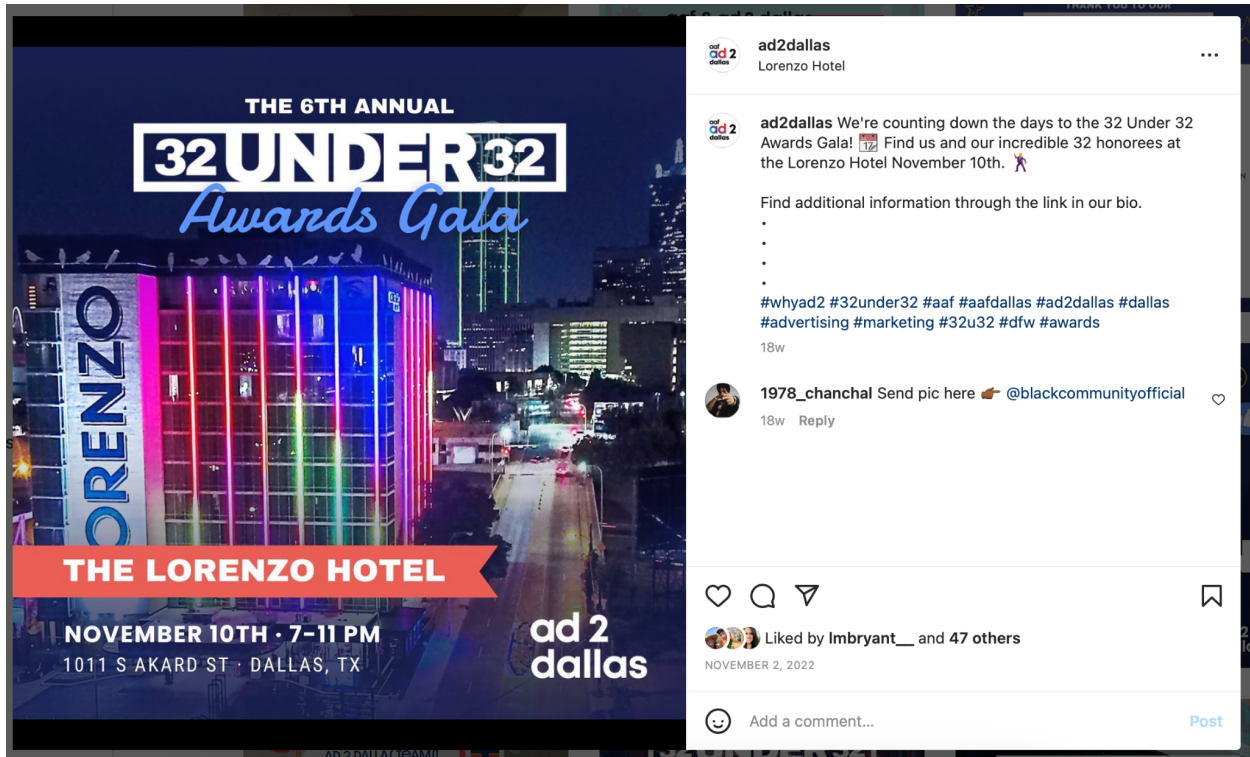


Exhibit 9: 32 Under 32 Targeted Outreach List

1	Company:	Contact 1:	Contact 1 Email:	Contact 2:	Contact 2 Email:	Contact 3:	Contact 3 Email:	Ad 2 Point:	Contacted?	Notes:
2	Mary Kay							Shelby	<input type="checkbox"/>	
3	Michaels	Katie Kennedy??						Shelby	<input type="checkbox"/>	
4	Infinite Agency	Jonathan Ogle		Josh				Shelby	<input checked="" type="checkbox"/>	
5	Balcom Agency	Lynne Swihart						Shelby	<input checked="" type="checkbox"/>	Fort Worth
6	Champion Management	Lad Birro		Jami Sharp				Shelby	<input type="checkbox"/>	
7	The Power Group	Kortni Robinson		Amy Power?				Shelby	<input checked="" type="checkbox"/>	
8	Loomis								<input type="checkbox"/>	
9	iluminere	Dax		Josh Whitaker				Shelby	<input checked="" type="checkbox"/>	
10	Agency Habitat			Madison McQuary					<input checked="" type="checkbox"/>	Fort Worth
11	The Dealy Group	Marissa		Carli					<input type="checkbox"/>	
12	9th Wonder Agency								<input type="checkbox"/>	
13	PMG								<input type="checkbox"/>	
14	Groove Jones								<input type="checkbox"/>	
15	Firehouse	Tina Tsang		Steve Smith				Shelby	<input type="checkbox"/>	
16	Slingshot								<input type="checkbox"/>	
17	Warren Douglas								<input type="checkbox"/>	
18	Saatchi	Carissa		Roslyn			Al Reid	Luke?	<input type="checkbox"/>	
19	Ads That Disrupt								<input type="checkbox"/>	
20	TDC Agency								<input type="checkbox"/>	
21	Medium Giant	Erika Long						Shelby	<input checked="" type="checkbox"/>	
22	Zen Media								<input type="checkbox"/>	
23	Agency Creative								<input type="checkbox"/>	
24	Agency Entourage								<input type="checkbox"/>	
25	The Point Group								<input type="checkbox"/>	
26	Idea Grove								<input type="checkbox"/>	
27	Dodd Creative								<input type="checkbox"/>	
28	Spire	Steve Gray		Kimberly Tyner					<input checked="" type="checkbox"/>	
29	Alpha Business Images	Sophia Johnson	sophiaj@alphabusinessimages.com			guy from AAF..		Shelby Kayleigh	<input type="checkbox"/>	
30	Aletheia Marketing								<input type="checkbox"/>	
31	Digilant	Kate Mashburn	kate.mashburn@digilant.com					Christy	<input type="checkbox"/>	
32	Asher Media	Jackie Barrera	jbarrera@ashermedia.com					Christy	<input type="checkbox"/>	
33	Ansira								<input type="checkbox"/>	
34	Belmont Icehouse								<input type="checkbox"/>	
35	RKD Group	tiffany m						shelby	<input type="checkbox"/>	
36	TracyLocke								<input type="checkbox"/>	
37	Commerce House								<input type="checkbox"/>	

Exhibit 10: Script Example



Hello former 32 Under 32 Honoree,

I hope you've been doing well! As a former 32 Under 32 honoree I wanted to personally reach out and let you know that nominations for our 2022 class of 32 Under 32 are now open!

Good people know good people and I'd love your nominations to add your rockstar peers to this year's class.

Our annual awards ceremonies will be held this fall to honor our 6th class. More details to come on our social pages.

As a reminder: this can be anyone in the advertising, creative, marketing, communications, digital field working here in the DFW area that is under the age of 32.

You can nominate here. Deadline is September 16.

Reach out if you have any questions!

Thanks,

Exhibit 11: 32 Under 32 Nominations Open



Exhibit 12: 32 Under 32 Nominations Deadline Reminder

Exhibit 13: 32 Under 32 Deadline Extended

Exhibit 14: 32 Under 32 Winners Announcement

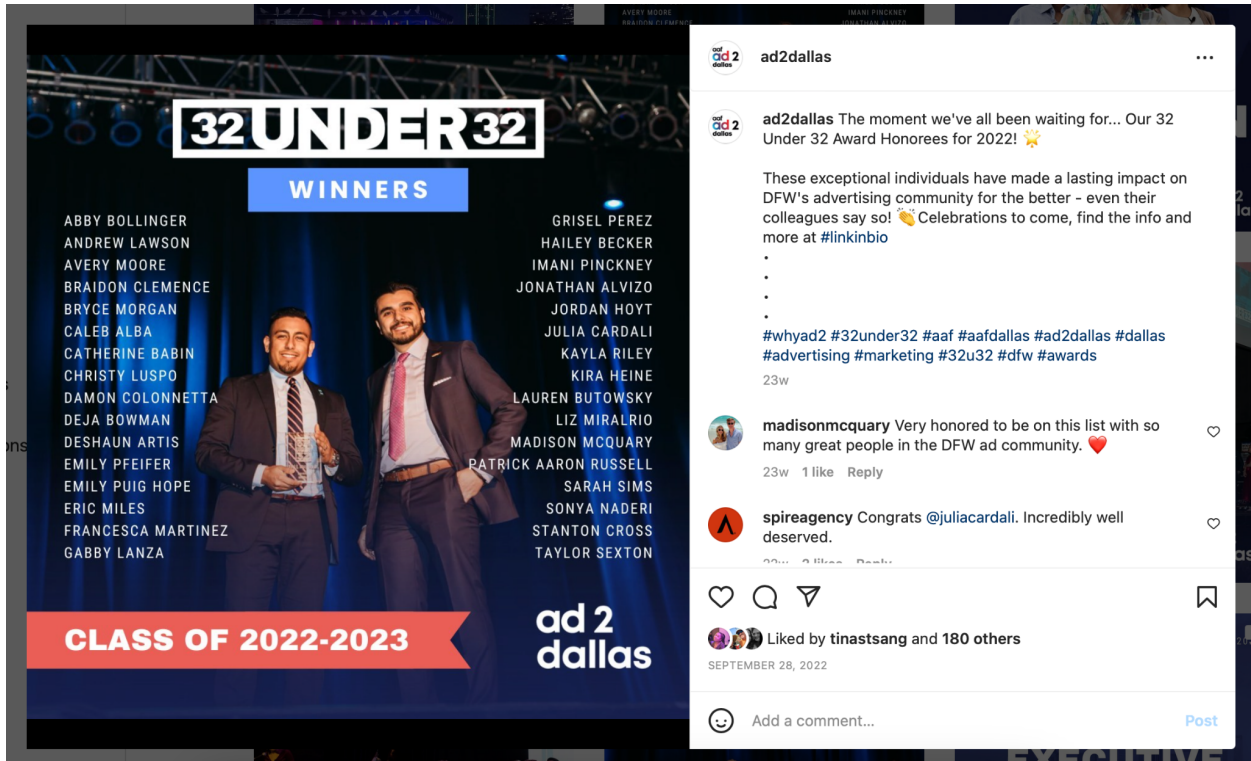


Exhibit 15: 32 Under 32 Landing Page

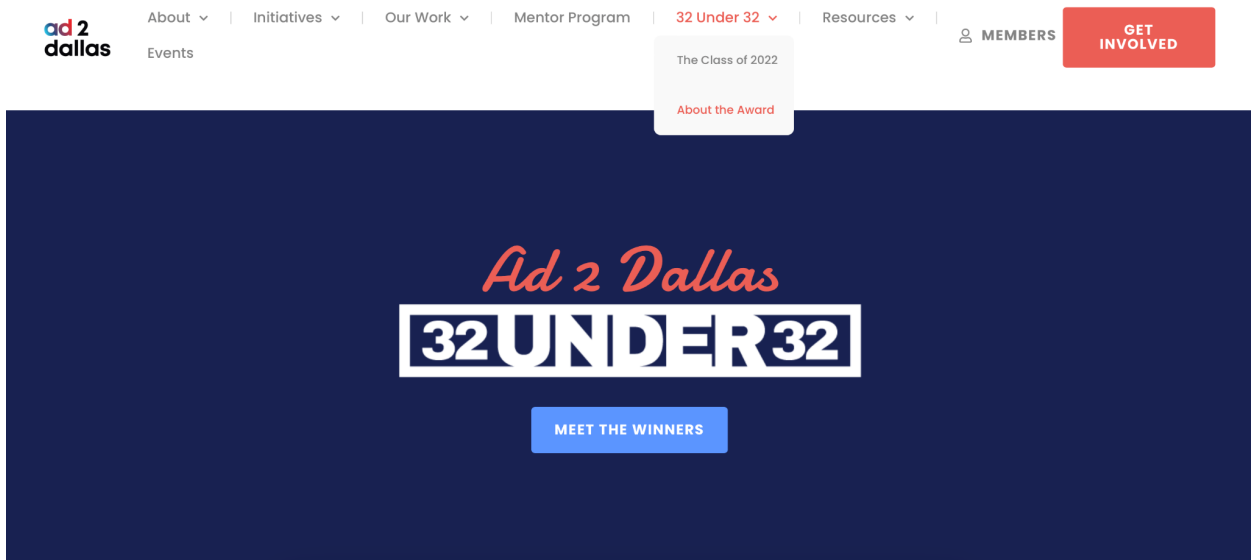


Exhibit 16: 32 Under 32 YOY Attendance

Attendance:	
2017/2018 to 2018/2019	-16.52%
2018/2019 to 2019/2020	29.17%
2017/2018 to 2019/2020	7.83%
2019/2020 to 2021/2022	-25.81%
2021/2022 to 2022/2023	8.00%

Exhibit 17: 32 Under 32 Discount from Venue

14		
15	Total In:	\$24,700.00
16	Total Out:	\$22,466.33
17	DISCOUNT	\$7,947.65
18	Total Expenses:	\$14,518.68
19	Profit:	\$10,181.32
20		

Exhibit 18: 32 Under 32 Nominations Count



	A	B	C	D	E	F	
	Submitter Name (First)	Submitter Name (Last)	Submitter Email	Submitter Title & Employer	Nominee Name (First)	Nominee Name (Last)	Nominee Title
140	Tara	Allison	tdallison15@gmail.com	Group Brand Director at TRG	Taylor	Sexton	Partnership Director
141	Trent	Walters	trent.walters@trg.agency	Brand Management, Principal	Taylor	Sexton	Partnership Director
142	Zac	Pritchett	zac.pritchett@trg.agency	Principal, TRG	Taylor	Sexton	Partnership Director
143	Miranda	Miranda	paluchmiranda@yahoo.com	Content Specialist, Matthews Real Estate Investment Services	Victoria	Harkrider	Website Content M
144							
145							
146							

Exhibit 19: 32 Under 32 P&L

P&L							
REVENUE							
Type:	Cost:	Actual Quantity:	Actual:	Quantity:	Budgeted:	Notes:	
Table - Member (8)	\$800.00	2	\$1,600.00	2	\$1,600.00		PROFIT
Table- Non-member (8)	\$900.00	2	\$1,800.00	1	\$900.00		
Table - Member (10)	\$1,000.00	3	\$3,000.00	2	\$2,000.00		
Table- Non-member (10)	\$1,200.00	2	\$2,400.00	3	\$3,600.00		
Bronze	\$1,100.00	1	\$1,100.00	3	\$3,300.00		Budgeted: Actual:
Silver	\$1,300.00	6	\$7,800.00	3	\$3,900.00		\$3,300.00 \$10,181.32
Additional Table	\$500.00	1	\$500.00	1	\$500.00		
Gold	\$1,800.00	1	\$1,800.00	2	\$3,600.00		
Drink	\$2,500.00	0	\$0.00	2	\$5,000.00		
Valet	\$2,500.00	1	\$2,500.00	1	\$2,500.00		
Title	\$5,000.00		\$0.00	0	\$0.00		
Individual Tickets	\$100.00	20	\$2,000.00	8	\$800.00		
Comp Individual Tickets	\$0.00	3	\$0.00	3	\$0.00		
Extra			\$200.00		\$0.00		
			\$24,700.00		\$27,700.00		
EXPENSES							
Type:	Budgeted:	Actual:					
Venue	\$18,000.00	\$18,000.00					
Printing	\$3,000.00	\$1,150.00					
Photographer/Video	\$1,000.00	\$2,000.00					
Napkins	\$200.00	\$0.00					
Trophies	\$1,700.00	\$1,316.32					
Misc	\$500.00	\$0.00					
	\$24,400.00	\$22,466.32					
		\$14,518.68	DISCOUNTED FINAL				

Exhibit 20: 32 Under 32 Sponsorship Change YOY

Sponsorship Money:		
2017/2018 to 2018/2019		
2018/2019 to 2019/2020	96.74%	
2017/2018 to 2019/2020		
2019/2020 to 2021/2022	-10.93%	
2021/2022 to 2022/2023	-8.91%	

Exhibit 21: 32 Under 32 Profit Change YOY

Profit		
2017/2018 to 2018/2019	65.18%	
2018/2019 to 2019/2020	233.28%	
2017/2018 to 2019/2020	450.50%	
2019/2020 to 2021/2022	-22.36%	
2021/2022 to 2022/2023	-8.73%	