PROGRAMMING FOR AAF’S YOUNG PROFESSIONALS
OVERVIEW

✓ Who are we?

✓ What motivates Millennials and Gen Z?

✓ How AAF can engage young professionals

✓ Q&A
WHO IS AD 2?

- Bridge
- Growth
- Catalyst
- Experience
- Purpose
- Passion
JOURNEY OF AN ADVERTISING PROFESSIONAL WITHIN AAF

STUDENT BUILDING
- Mentorship
- Jobs
- Experience
- NSAC

YP/AD 2 INCUBATING
- Career Advice
- Purpose
- Comraderie
- Intro to AAF

AAF MAINTENANCE
- Recognition
- Professional Development
- Career Connections
- Mentoring Opportunities
Millennials
- Grew up during an economic boom
- Tend to be idealistic
- Focused on having experiences
- Mobile pioneers
- Prefer brands that share their values
- Prefer Facebook & Instagram

Generation Z
- Grew up during a recession
- Tend to be pragmatic
- Focused on saving money
- Mobile natives
- Prefer brands that feel authentic
- Prefer Snapchat & Instagram

Millennials: Born between about 1980 & 1996
Generation Z: Born between about 1997 & 2010s

Most were raised by Baby Boomers
Most were raised by Gen Xers
YPS DEMAND PERSONALIZED EXPERIENCES

What you want to say.

What they’re interested in.

Relevance
YP JOIN ASSOCIATIONS FOR:

- Networking+
- Gaining New Skills
- Educational / Professional Resources
- Jobs
- Community Outreach

Source: Naylor Association Advisors, 2016
THOUGHT STARTERS

✓ Promote inclusivity in all programming
✓ Focus on mentorship and education
✓ Expand upon relatable young professional topics
 PUBLIC SERVICE

✓ Demonstrate social responsibility

✓ Give back to their communities

✓ Want to make an impact
2038
DE&I (DIVERSITY, EQUITY, & INCLUSION)

✓ Seeking authenticity and tangible results

✓ Breaking away from the status quo

✓ Speaking up and using your voice
KEY TAKEAWAYS

✓ Millennials + Gen Z are shaping the future with a more diverse lens

✓ Put on programming with a purpose

✓ Incorporate YP elements and promote inclusivity

✓ Knowledge spillover among multi-generational teams is inevitable
INSIGHTS IN ACTION

Implement a program focusing on young professionals in September

OR

Appoint a chair to represent young professionals to your board
CONNECT WITH THE EXPERTS

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Q&A