

Programs & Diversity

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PROGRAMS & DIVERSITY WORKSHOP



Programs: Educate. Enlighten. Entertain.

Creating a successful year of programs and events for your club.

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Why Are Programs Important To Your Club?

- Primary benefit to your members
- Networking opportunity for members
- Exposure for your club
- Opportunity to solicit new members and volunteers
- Potential income source
- Opportunity to include diversity
- Opportunity for Club Achievement Points



Your role as program chair is a big one. You must be committed to your position all year. Your sole responsibility is to your members. They are looking to you to entertain them, educate them and/or enlighten them. You will be successful if you:

- Think outside of the box
- Stay organized
- Entertain, educate and/or enlighten your members
 - every single time.



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Planning: The key to a successful, hassle-free year is to plan ahead. Be proactive, not reactive.

Four areas of planning:

- Developing and securing yearlong schedule
- Speaker and event coordination
- Promoting speakers and events
- The day of the event



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Planning: Developing and Securing a Yearlong Schedule

#1: Develop your topic or theme outline for the year

- Consider member mix when developing topics
- Poll members on what they want to learn about
- Mix it up and keep it interesting and fun
- Consider different types of programs:
Guest speakers, member socials, community education
- Always ask yourself: Will this speaker educate, entertain and/or enlighten my members?"



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Planning: Developing and Securing a Yearlong Schedule

#2: Finding Speakers:

- American Advertising Speaker Directory
- Ask members for references
- Ask neighboring clubs to share speakers
- Use social networking to find potential speakers
- Pick up the phone: call someone that you've read about



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Speaker and Event Coordination:

#1: Speaker Coordination Checklist:

- Secure all or most speakers immediately
- Book flights and make travel arrangements
- Request topic, bio and photo in advance
- Request AV and presentation needs
- Always have a contingency plan and prepare for cancellations



Speaker and Event Coordination:

#2: Event Planning

- Consider using the same location for each event
- Schedule event at the same time and day of each month. (i.e., third Friday of the month at noon)
- Select menu for each event in advance
- Make sure facility is suitable for a presentation: power source, darkening shades, etc.
- Always plan for an overage of guests



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Promoting Speakers & Events

#1: Spread The Word Early:

- Remember: Zero marketing equals low turnout
- As soon as you have your speakers/events secured for the year, send out your calendar of events via:
 - E-mail newsletter
 - Post dates, speakers and topics on your club website
 - Include information in your club newsletter
 - Utilize social marketing: facebook, Twitter, etc.



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Promoting Speakers & Events

#2: Schedule for Promoting Individual Events:

- Three Weeks Prior To: Send mass email
- Two Weeks Prior To: Members receive postcard
- One Week Prior To: Mass email reminder

Other Important Marketing Vehicles:

- Publish in local calendar of events
- Public relations
- Print advertising
- Social media
- Announcements at club events



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Promoting Speakers & Events

#3: Market Beyond Your Member Mix:

- Purchase mailing list and invite targeted audiences
- Request mailing lists from Chamber of Commerce or other business entities
- Ask your members to bring guests
- Always invite student chapters



The Event

- Make it fun: Consider door prizes, trivia questions, games, etc.
- Properly introduce and thank speaker
- Always introduce new members and guests
- Always have board in attendance at events to network and mingle with members
- Make sure to have nametags for guests
- Use the forum to brief members on upcoming events, etc.
- Take the opportunity to solicit volunteers
- Get feedback about program by placing survey cards on tables



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Ways To Save:

- Find speakers that will speak for free or at a discounted rate
- Always take advantage of your nonprofit status
- Find sponsors for food, AV equipment, etc.
- Co-op opportunities: Share speaker with local clubs or organizations in your community, co-host an event
- Ask agencies or business members to pick up the tab
- Ask for discounts from hotels

Diversity: The Untapped Strength of Your Club

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Why does membership need to be diverse?

- Makes your club more representative
- Heightens the conversation
- Looks good for you, your profession and the all-important club achievement book
- It's the right thing to do



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I live in Homogenous-ville, USA. Where do I start looking?

- Chamber of Commerce
- Better Business Bureau
- Other trade groups
- Friend of a friend of a friend
- Small businesses
- AAF college chapters



How do I ask someone to join without saying, “Hey, you’re African-American, Hispanic, Latino, Chinese, Korean, Indian, etc...”

- Treat them like any other potential member
- Speak to their skills
- Be honest but give it a spin
- Make them more than your sponsorship or scholarship candidate



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Ok, there is no one that I can ask that fits the criteria of “multicultural.”

Turn to:

- Experts on minority representation in the advertising industry
- Experts on minority representation in media
- Professionals from multicultural/urban-focused firms
- Experts and brave souls to challenge the membership on hiring practices and recruiting



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Guaranteed success strategies for the Diversity Chair

- Mentorship, mentorship, mentorship
- Honesty and openness
- Patience and objectivity
- Follow-up and follow-through



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Resources to get the conversation started:

- aaf.org: click on the multiculturalism tab
- Pat Martin of District Two, patjmartin@aol.com

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