

Programs Like A Pro!

BEST TIPS FROM FORMER PROGRAMS CHAIRS ACROSS DISTRICT

1

Oh Crap, I am the Programs Chair. Now What?

- Like other D7 clubs on Facebook.
- Hold a Brainstorming Session with your Board, Past Presidents, etc.
- Read the Club of the Year (COTY)/Club Achievement rule book and previous submissions as early as possible.

2

Take a Deep Breath and Preplan

- The best speaker recommendations I ever got were from other clubs.
- The National AAF Speaker list is a great list.
- A lot of people try to go with a big name or a big company name, but they can fall flat as a speaker. I would recommend asking other clubs for recommendations. Just because someone has a big title at a well known company doesn't mean they are an engaging speaker.
- Start early (obviously) reaching out to 3-5 candidates a week and ramp up as you get closer to the first luncheon.
- Get speaker suggestions from other members and colleagues who have recently been to conferences.
- You'd be amazed how many speakers have their slides or a video of their talks online - finding these can help the vetting process.
- Set yourself up for success by picking luncheon/workshop dates that are not close to holidays or other big events.
- I would try to get a couple of local or regional speakers that don't hit the budget too hard to allow yourself more room for bringing a couple of larger speakers.
- Pairing up with a nearby club can save on costs for speakers and can be an upsell to speakers to get a wider audience. Scheduling and time though can be difficult.
- AAF Conferences... look at speaker lineup of other districts and national convention.
- Browse Slideshare.
- Sign up to receive emails from other clubs and see who's speaking there.
- Contact Past Club Presidents for ideas for speakers and topics.
- Find speaker sponsors.
- Find student sponsors. These donations pay for students to attend for free. Assistance Membership for years in advance.
- Have a rotation schedule of who will be responsible for airport runs and planning dinners for guest speakers.
- Book a whole season's worth of speakers so you can announce them at the beginning of July/January.
- Call your media outlets and ask if they can help you find a speaker. Ask the media outlets to sponsor.

3

Spread the Word

- Quickly collect promotional materials from the speaker (headshot, bio, topic description, etc.) and disseminate to other committees as needed.
- Communication with your members what your programs calendar is essential as early as possible. Laying out at least the dates at the beginning of the year is super helpful, speakers titles and bios can be added later.
- Adequate promotion before a luncheon or event is key too, at least 3 weeks and then a follow up reminder a week and then few days before by way of email.
- Book a whole season's worth of speakers so you can announce them at the beginning of July/January.
- Call your local hotels and work out a deal to get a cheaper rate to have all your speakers stay at that location.
- Better promo graphics make for better turnout.
- Use Ticketleap for ticket "sales" even if they are free.

4

Event Day. Pay Attention to Details

- Create itineraries for the speakers.
- Touch base often with speakers, especially around holidays.
- Figure out the audio/video logistical requirements of the presentations before the first luncheon.
- Hire an AV group if no one has the expertise.
- Get a handful of club members to just be support to chauffeur speakers from airport, etc. Tell them they get to have face to face time with great awesome people.

5

Follow up and Prepare Your Successor

- Take a survey after every meeting (Google Docs surveys work well and are quick and easy).
- Get feedback from every program to use in your book. How was the topic? How was the speaker? Who would you like to see?
- Get accurate counts of members/guests at every program to use in your book.

6

Lagniappe. Everything else that doesn't fall into the categories above.

- Record your speakers and put the video on YouTube.
- I would have a back up plan for your speaker. Either have a couple of TED talks ready to go or a great exercise such as "The Paper Clip Exercise" or "The Marshmallow Project" (You can Google them they are pretty fun).
- Provide speakers guidance in topics, not just come speak, but educate us on why you did something. Walk through a case study instead of just presenting a portfolio or pitch on your agency.

Recommended Speakers List

- Jon Bell
- Big Spaceship
- Farrah Bostic, 'Women WTF' 718-915-5061 info@thedifferenceengine.co
- Steve Chandler
- Joseph Dabbs, Alabama Media Group, jdabbs@al.com
- Kent Dean (True Colors), 817-915-8079, kent@bobbycox.com
- Dave Delaney (New Business Networking) dave@daveadelaney.com, www.davedelaney.me 615-823-1608
- David Fowler (What won't change. Ten pillars for the next ten years) Ogilvy, New York 212-237-7721, David.Fowler@ogilvy.com
- Wayne Geyer
- Bryony Gomez-Palacio
- Leah Nelson & Jay Grandin, Giant Ant, 604-408-2099 or hello@giantant.ca
- Cyril Guichard, Red Square Gaming cyril.guichard@redsquaregaming.com
- Brian Honigman (A variety of topics) 215.692.2170 brianthonigman@gmail.com
- Tom Hussey
- Bill Imada IW Group (Multicultural Marketing) Bill.Imada@iwgroupinc.com, C: 310 289 5588 P: 310 289 5500
- David Jacobs, Tombras Group
- Jane Maas (Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond) (212) 722-1221. janemaas@att.net
- Kelly McDonald (Changing Demographics of the U.S.) 214-929-7700 (cell), kelly@mcdonaldmarketing.com
- Tug McTighe (Creative Dept's Dirty Little Secret) tmctighe@callahancreek.com, 816.260.0076
- John Moore john@brandautopsy.com
- Chris Morgan at Senior Bowl, chris@seniorbowl.com
- Stefan Mumaw, http://www.chasingthemonsteridea.com/
- David Rollo david.rollo@22squared.com
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Your Presenters:



Becky White

Marketing Director at Haddox Reid Eubanks Betts, National Club Achievement First Place Winner for Programs 2010-2011 and 2011-2012 AAF District 7 President of the Year.



Leigh Wright

Account Executive at Lagniappe, Mobile, Alabama's independent weekly newspaper and current Mosaic Coordinator and President of AAF Mobile Bay.



Jason Feirman

Interactive Account Director at MESH and 2010-11 - AAF National & District President of the Year.