

Job Description: American Advertising Awards Co-Chairs

Most Active: September - March

Plans, executes, and promotes the annual local American Advertising Award (AAA) competition. Coordinates and produces the AAA Award show. Works with the treasurer to set and maintain the budget. Works with the President and First Vice President to coordinate AAA Judging. Formulates an ADDY Committee to help set a timeline and execute the AAA Award Show.

Responsibilities include:

- Create a robust team/committee. Committee positions may include:
 - **Creative Team Chair**
 - **Judging Chair**
 - **Sponsorship Chair**
 - **Show Chair - Someone who is good at Video**
 - **Communications Chair // VP of Marketing**
 - Volunteer Chair
 - AD 2 Chair
- Prepare a budget for approval by the BOD
 - This budget is somewhat predetermined from the previous year. The VP of Finance will set those numbers based on previous years. Seek approval from the BOD for any expenditures over or not listed in the budget. Numbers may be moved around to various items, keeping in budget
- Secure venue for the show
- Secure a diverse panel of 3 judges
- Work with **VP of Marketing//Marketing Committee** to promote all phases of the American Advertising Awards
- Ensure the creation of the show.
- Be sure all sponsors are highlighted in every phase of the American Advertising Awards Process
- Promote American Advertising Awards winners:
 - Profile on website
 - PR to mass media, interviews, interactive stories, etc.
- Demonstrate value to non-agencies: networking, sponsor opportunities, supporting winners
- Prepare a monthly written update report. Committee chairs are required to attend the monthly Board of Directors meetings. If unable to attend the board meeting arrange for someone to sit in your place and give the report or email report to Secretary for presenting.



- Create a vibrant and exciting event that reflects NEPA's creative community. Keep in mind that the American Advertising Awards is the club's primary revenue generator for the year. Make it fun AND make a profit!

American Advertising Awards Committee - Accepting Members

Plan and execute the annual American Advertising Awards and American Advertising Awards show event.

- Create a robust team/committee.
- Prepare a budget for approval by the BOD.
- Promote submissions to professionals and students at local colleges and universities.
- Promote events/ticket sales to professionals and students at local colleges and universities.
- Coordinate awards show event.
- Secure event sponsors.