

Job Description: Vice President of Events

Works with individual AAF NEPA event organizers to maximize event content, experience, and reach within the creative community and beyond.

Responsibilities include:

- Work with the Sponsorship Chair to help find sponsorship opportunities for NEPA AAF events and programs.
- Communicate with AAF NEPA members to research what kind of events they would like to attend and learn from.
- Works with the Program Committee to invite outside professionals to be a part of an annual AAF NEPA Speaker series.
- Serve as a liaison, along with the President and Vice President, to other Northeast Pennsylvania-based marketing/communications organizations to maximize possible event-based partnerships and event attendance.
- Plan and execute monthly or bi-monthly events and programs with topics that will address the diverse interests of the members as well as entertain and inform. Programs should attract an audience representing a large cross-section of the membership and raise the visibility of the club within the membership and the community at large.
- Chair the Programming Committee. Recruit committee members.
- Set a calendar of programs and events for the year
- Coordinate the promotion of programs with the Marketing Committee
 - Ensure that all information (event details, graphics, and information) is provided in a timely manner to the VP of Marketing/Marketing Committee so they can promote the event effectively.
- Present program speaker(s) with speaker gift at end of program and send a thank you letter on behalf of the club after the meeting
- Coordinate with the Sponsorship Chair to secure sponsors for the program.
- Gather the committee's work throughout the year to include in the Club Achievement books that are compiled in January and February. Use existing CA Books as a template and as a playbook and planning guide throughout the year
- Prepare a monthly written report. The VP of Events is expected to attend the monthly Board of Directors meetings. If unable to attend the board meeting, please arrange for someone to represent the committee and provide a report and update
 - Provide report to the Secretary 1 week prior to monthly Board of Directors meeting.

Program Committee - Accepting Members

(Committee should be comprised of representatives from the various disciplines of the advertising industry such as TV, radio, newspaper, agency, creative, client, etc..)

Work with VP of Events to produce events and programs throughout the year. The committee will:

- Secure speakers
- Confirm speakers in writing
- Determine the format for each particular program
- Determine who will introduce speaker
- Meet speaker the day of program and assure he/she has equipment/materials needed
- Coordinate with the VP on equipment/venue needs prior to the event date
- Send thank you letter to speakers
- Adhere to budget allowance
- Work with Sponsorship Chair to secure sponsorships for events and programs.

Sponsorship Chair

Part of the Program Committee

- Work with VP Events to get sponsorships for specific events.
- Research and apply to obtain corporate-level sponsorships.
- Research and execute fundraising opportunities.