

American Advertising Awards Co-Chairs: Show Chair

Most Active: September - March

Coordinates and produces the AAA Award show. Works with the VP of Finance to set and maintain the budget.

- Coordinate with appropriate committees and agencies to plan and promote the show. Alternatively, create a robust team/committee. Committee positions may include:
 - **Creative Team**
 - **Sponsorship Coordinator**
 - **Show Coordinator (video production experience needed)**
- 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
- Work with **VP of Marketing//Marketing Committee** to promote all phases of the American Advertising Awards, including show details, ticket sales, etc.
- Be sure all sponsors are highlighted in every phase of the American Advertising Awards Process
- Demonstrate value to non-agencies: networking, sponsor opportunities, supporting winners
- 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!

Work with Addy Award Chair to plan, execute, and promote the annual local American Advertising Award (AAA) competition.

- Gather the committees 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 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.
 - Provide report to the Secretary 1 week prior to monthly Board of Directors meeting.