

## American Advertising Awards - Addy Award Co-Chair

Works together with the Show Co-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.
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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.

- Secure a diverse panel of 3 judges
- Work with Marketing Committee to promote all phases of the American Advertising Awards, including portal open dates, entry deadlines, etc.
- Ensure the creation of the show video.
- Promote American Advertising Awards winners:
  - Profile on website
  - PR to mass media, interviews, interactive stories, etc.
- Work with Website Director to ensure creation of the Adflix site.
- Demonstrate value to non-agencies: networking, sponsor opportunities, supporting winners