

**AD
CLUB
TO NYC
Nov. 19- Nov. 21**



MEGABUS

Athens to PA: 3 Hours

10th St. & Penn Ave Pittsburgh, PA

to Downtown NYC : 8 Hours

Departs: 11:00 am, Wednesday, Nov. 19

Arrives: 7:10 pm, Wednesday, Nov. 19

\$20

Departs: 3:30 pm, Wednesday, Nov. 19

Arrives: 11:50 pm, Wednesday, Nov. 19

\$15

Departs: 10:45 pm, Wednesday, Nov. 19

Arrives: 6:45 am, Thursday, Nov. 20

\$20

****PRICES CHANGE DAILY. BUY THEM ASAP.**

HOTEL

Best Western Convention Center Hotel

522 W 38th St, New York, NY

2 Double beds, 4 people

\$211 a night

- **Free Breakfast**
- **Free Internet**

Cheaper to book through Expedia

[http://www.expedia.com/New-York-Hotels-Best-Western-Convention-Center-](http://www.expedia.com/New-York-Hotels-Best-Western-Convention-Center-Hotel.h868324.Hotel-)

[Information?chkin=11%2F20%2F2014&chkout=11%2F23%2F2014&rm1=a4&hwrqCacheKey=1bccbb48-193d-449f-8c48-9937e7d00b13HWRQ1412184559709&c=9ec94709-c62d-48af-8a8b-59164dab6e83&](http://www.expedia.com/New-York-Hotels-Best-Western-Convention-Center-Hotel.h868324.Hotel-Information?chkin=11%2F20%2F2014&chkout=11%2F23%2F2014&rm1=a4&hwrqCacheKey=1bccbb48-193d-449f-8c48-9937e7d00b13HWRQ1412184559709&c=9ec94709-c62d-48af-8a8b-59164dab6e83&)

CONFERENCE

Annual Advertising Career Conference

Crowne Plaza Time Square Manhattan

1605 Broadway, New York, New York, 10019

United States

Students \$135*

***Price includes Early Bird Discount of 10%. After October 1st, the price will increase to \$150.**

Registration Link:

<http://awnyacc2014.eventbrite.com>

NYC SCHEDULE

Thursday, November 20th

Agency Tours with Ad Club ALL DAY

Time: TBA

Momentum Worldwide

- Business Communications Strategy, idea and content creation, promotions, advertising, social, digital, product and package design and more
- Coca-Cola, Microsoft, Windows, Walmart

CrowdTap

- Ad Tech company running content marketing programs for more than 100 of Fortune 500 brands. Voted one of the best places to work in NYC!
- Old Navy, KIA, Mastercard, Sony, Pepsi, Verizon

FCB Health

- Advertising agency for consumers, patients and healthcare professionals

Tentative:

McCann, StarCom, McGarry Bowan, Digitas, Web MD

5:00-6:00 p.m. Register & Networking – Mix & Mingle

**At Crowne Plaza*

6:00-8:00 p.m. Evening Kick-Off Event – Martha Stewart Living and Omnimedia Keynote by: Amy Wilkins of Martha Stewart Living Omnimedia Networking, career fair and entertainment

8:30 p.m. Alumni Dinner

Friday, November 21st

7:30 a.m.-1:15 p.m. Career Conference

- **Continental Breakfast**
- **Keynote Address: Stephanie Fierman of MediaCom**
- **Workshops: Choose 3**
 - Account Planning
 - Agency Account Management
 - Art Direction
 - Broadcast Commercial Production Careers in Creative Services Cause-Related Marketing Copywriting
 - Direct Marketing
 - Digital
 - Fashion Advertising
 - Internships
 - Marketing & Public Relations Media Ad Sales
 - Opportunities Multicultural Marketing Pharmaceutical Advertising Promotion Marketing

Preparing for Job Interviews Sales Promotion
Special Events / Sports Marketing

- **Lunch, Resume/Portfolio Review**
- **Agency Visits through the conference**
- **Rest of Agency visits Ad Club schedules**

PDF VERSION FROM AWNY CONFERENCE:

https://gallery.mailchimp.com/ee9be223d8eeeac0ca0285296/files/ACC_REG_PACKET_09.pdf