

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



## **MEGABUS**

**Athens to PA: 3 Hours**

**10<sup>th</sup> 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 38<sup>th</sup> 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 20<sup>th</sup>**

**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 21<sup>st</sup>**

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

- **Continental Breakfast**
- **Keynote Address: Stephanie Fierman of MediaCom**
- **Workshops: Choose 3**
  - o 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](https://gallery.mailchimp.com/ee9be223d8eeeac0ca0285296/files/ACC_REG_PACKET_09.pdf)**