

[We found that reaching out to school administrators and guidance counselors as well as teachers and professors of marketing and advertising courses is the best way to reach students. A quick face-to-face meeting is also useful to explain the program and its goals. We recommend getting in touch with schools in the spring, then setting up school visits the following fall when school is back in session.]

Talking Points:

- **WHAT:** Your agency is hosting a **free** Ad Women For All Women program this coming fall that includes both a 1-day mini-conference and an agency immersion day.
- **WHY:** Because while women fill almost half of the roles in advertising, there are still very few women in creative leadership roles and even fewer women of color leadership roles overall.
- **WHO:** AWWFAW is exclusively for young women, with an emphasis on young women of color. High schools and college students enrolled in marketing, film, digital media, design, advertising or communication programs or courses are a great fit for this program.
- **THE ASK:** Representatives from the agency would love to come to your classroom and talk to your students about how they apply at AdWomenForAllWomen.com/YourAgency.

[Sample Introductory Email to School Admins and Teachers. Please use it or feel free to write your own.]

Subject: Advertising Sucks.

Okay, not all of it. But some of it. The kind that shows only men in powerful or intelligent roles? Lame. The kind that treats women like objects and not human beings who are strong, smart and savvy? Extra dumb.

Advertising *is* slowly improving. But in order to create more equality with messaging that speaks to the masses, we need more women of every kind and color who want a career in advertising.

So, if you have bright, career-driven female students (and of course you do) who are interested in what an ad career has to offer, we want them at Ad Women For All Women.

What is Ad Women For All Women?

It's a yearly program that help expose young women to the opportunities available in advertising.

Who can attend AWWFAW?

High school seniors through sophomores in college

AWWFAW consists of two program segments:

A mini-conference day featuring presentations and interactive exercises with agency professionals and industry leaders.

Topics include:

- What is advertising?
- How does an ad agency work?
- Where would I fit in?
- Why should women, especially women of color, pursue a career in advertising?

A follow-up immersion day available exclusively to conference attendees.

Shadow sessions include:

Finance

Human Resources

Traffic

Media

Broadcast

Content Management

Creative

Account Service

Production

(Students choose two departments.)

We would love to schedule a meeting with you to discuss a classroom visit. We look forward to talking to you soon!

The [Agency] AWWFAW Team

[Follow-up Email]

Subject: Ad Women For All Women

In just a few weeks, we'll be accepting applications for this year's Ad Women For All Women mini-conference. If you have female students who might be interested, we're interested in hearing from them!

We're happy to meet with you and your students to talk about AWWFAW [info link] and what it has to offer. Just send us an email and we'll schedule some time to talk about the simple online application process, mini-conference and the follow-up immersion day that's available to conference attendees.

Or, send your students here [AdWomenForAllWomen/YourAgency] to apply.

Applications will be accepted starting on August XX. Deadline to apply is September XX.

Accepted applicants will be notified by email on September XX.

Please feel free to contact us with any questions you may have in the meantime.

Thank You,

The BOHAN AWWFAW team