



Advertising Club of Kansas City Career Day 2008 • Panel Descriptions

Agency Creative Direction

Discover how agency creative leaders manage the people and the process of producing great advertising.

Account Management

Learn what it's like to guide strategic processes, create budgets and manage the client relationship.

Account Planning

Account planners are the eyes and ears of the consumer. They take rational, qualitative information and behavior and turn it into useful consumer insight. They add depth and meaning to conversation with the consumer.

Art Direction and Design

Clients increasingly look to visual artists to help differentiate their products and services in a crowded marketplace. Learn about current trends, design processes and the positions available in the art direction and graphics fields.

Concept & Copy Development

Great for aspiring copywriters as well as art directors, learn how the creative team comes together to create and execute brilliant advertising ideas.

Corporate Marketing

Working in a corporation's marketing department has its own unique challenges and opportunities. Find out how these individuals balance a daily dose of budgets, agency relationships, strategic planning and branding issues.

Event Planning

Managing and hosting events is a logistical challenge for even the most well-organized individual. Learn how professionals in this field work to make their client's events a marketing success.

Freelance Creative

If you like to fly solo, then you'll want to hear from these designers, writers and photographers who work for themselves.

Interactive Marketing

Learn to utilize the Internet and emerging forms of technology to create business opportunities and connect with wired consumers.

Media Planning, Buying & Selling

In this age of expanding cable networks and specialized magazines and websites, working in media is more exciting than ever. Learn how to get the message to the right audience.

Non-Traditional Marketing

Get street-wise and discover secrets of the hottest trends in the advertising industry, including both guerrilla and viral marketing. Learn what creates "buzz," and how savvy marketers are looking to make (or break) their brands by using non-traditional strategies.

Not-For-Profit Marketing

Not-for-profits offer unique opportunities and challenges for marketing and advertising career-seekers. Discover what it takes to be successful in this demanding, yet rewarding field.

Portfolio Development

An organized, well-produced book is the most vital part of a creative's job search. Learn which pieces to put in, which to leave out, and how to present a book to a creative director.

Promotions

Sponsorships, coupons and special events are exciting ways to put the product where the customers are. Learn how they fit into advertising and marketing plans. Select from the Promotions or Event Planning panels.

Public Relations

Learn how the public relations field continues to play a vital role in marketing communications, from managing internal communications and press announcements to crisis communication and preparation.

Sports Marketing

Find out about promoting a professional or amateur sports team, marketing ad sports organization, managing a major sports event or utilizing sports-related sponsorships.

Strategic Marketing

Find out how agencies and marketers discover the insights and information necessary to create effective communication strategies. Learn about research techniques and technologies, strategic planning processes and information use and management.

Video/Audio/Photo Production

Learn about the creative and technical challenges of professionals who support creative teams through sound and images.