



The Ad Club

2019 Events Overview

You're either in The Ad Club, which means you're involved with the region's most preeminent events, learning about the latest developments in the marketing industry, connecting with your network and also developing new relationships. Or you're missing out!



THE CMO BREAKFAST SERIES MONTHLY

This monthly breakfast series is the premier thought leadership platform for CMOs of top global brands to share insights and branding expertise. Held at Google's office in Cambridge, each session begins with breakfast and networking, followed by a presentation and Q&A with the featured CMO. Attendees include approximately 200 agency, media, and brand professionals interested in staying current with industry trends. Recent speakers have included the CMOs of Aetna, DraftKings, Tumi, MassMutual, Keds, and Eastern Bank.

UPCOMING SPEAKERS

- 1/10/19 – Lisa Checchio, CMO, Wyndham Hotels & Resorts
- 3/13/19 – Pat LaCroix, Head of Global Media, Sponsorship and Activation, Bose
- 4/11/19 – Emily Fink, CMO, Liberty Mutual



WOMEN'S LEADERSHIP FORUM MARCH 28TH

One of the preeminent women's leadership conferences in the country, this event brings in world-class female speakers from many industries and organizations to share their inspiring stories. Attendees include over 1,300 of the top female professionals in New England and the forum explores the most relevant issues and topics impacting women today.



RED SOX OPENING DAY V TORONTO BLUE JAYS APRIL 9TH

Come celebrate the Red Sox first home game of the season at Fenway Park where they'll unveil yet another World Series banner. Each ticket includes access to our pre-game lunch and open bar at the Coca-Cola Left Field Deck, as well as a seat to the game in the Pavilion Reserved Section.



THE 23RD ANNUAL ROSOFF AWARDS MAY 20TH

The Rosoff Awards honor corporations in the New England business community that are devoted to building an inclusive workplace environment, and are committed to meaningful diversity programs. Attendees include over 300 communications, business, cultural and civic leaders. Through the Rosoff Awards and The Ad Club Foundation, The Ad Club has awarded over \$1,000,000 in scholarships to diverse students.



MOONSHOT

JUNE 20TH

The EDGE Conference is an event dedicated to presenting the topics, trends, and individuals shaping the future of our world. This year we celebrate the 50th anniversary of JFK's moonshot with an event at The JFK Museum that will focus on ambitious ideas across industries in Boston that will potentially change our lives and reshape our globe.



THE BRANDATHON

AUGUST TBD

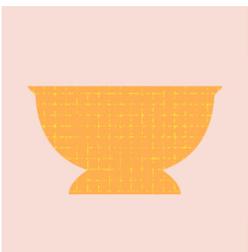
The Brandathon bridges the gap between ad agencies and the startup community of New England. Creative teams at top agencies adopt a startup and build a branding and marketing campaign. The event culminates with a live presentation and judging of the work in front of an audience of 350 attendees, followed by a celebratory cocktail party!



MEDIA AUCTION

SEPTEMBER TBD

The auction is our annual fundraising event to help with our ongoing programming and overall marketing community efforts. Companies donate media (TV, Digital, Radio, Outdoor, Print, etc.) to gain brand exposure to the New England buying community and the buyers (brands and agencies) obtain valuable impressions at very efficient rates through an eBay style auction. It's a win-win for all!



THE 59TH ANNUAL HATCH AWARDS

OCTOBER TBD

The Hatch Awards are New England's leading awards show honoring the best in creative excellence. The Advertising Club started a tradition over 50 years ago honoring peers who exemplified the qualities of the club through their creative excellence. Attendees include over 1000 creative advertising executives and brand marketers.



MEDIA INNOVATION DAY/MAVEN AWARDS

NOVEMBER

Media Innovation Day is the premier media event of the year in New England. With the region's top media professionals, from both brands and agencies, congregating under one roof to take in powerful content from industry leaders and celebrate the area's most talented media professionals, this is a can't miss event! Attendees include more than 500 senior media, marketing, and brand executives.

For partnership opportunities, please reach out to **Tom Petersen**, tom@adclub.org or **Josh Boyle**, josh@adclub.org