Friday, April 29, 2005

Advertising Career Jam
A little dab’ll do ya.

A GUIDE TO A CAREER IN MARKETING COMMUNICATIONS
8:30am until 3:30pm, World Trade Center

ATTENTION ADVERTISING STUDENTS, FACULTY AND YOUNG PROFESSIONALS

Local advertising professionals will speak their minds about careers in advertising, how to prepare yourself, how to get your first job in this fascinating field, and how to progress your career.

Hear from and meet with panelists who are experts in:
- Advertising Creative
- Media Planning
- Account Planning/Research
- Account Service
- Interactive Advertising
- Media Sales
- Client-Side Marketing
- Career Planning
- Human Resources

GUEST SPEAKERS

Topics in the breakout sessions will be addressed by speakers from these and other companies:
- 52 Limited, Anvil Media, Entercom, eROI Inc., HMH Advertising,
- Johnson Sheen Advertising, KING 5 Seattle, KQIN TV,
- Leopold Ketel & Partners, Livengood-Nowack, opus:creative,
- OregonLive, The Oregonian,
- Peterson Media, RPA,
- R/West, Sandstrom Design,
- Wieden +Kennedy, Wild Alchemy,
- Xposure Unlimited, ZAAZ

SCHEDULE

8:30-9:15 Career Jam Overview
Learn about the Career Jam and preview each of the breakout sessions

9:30-10:15 Breakout Session 1
(Choose one)
Interactive Advertising
Account Management
Media Sales

10:30-11:15 Breakout Session 2
(Choose one)
Client-Side Marketing
Advertising Creative
Media Planning

11:30-12:15 Breakout Session 3
(Choose one)
Account Planning/Research
Creative Portfolio Review
(students with senior standing)

12:15-1:30 Break For Lunch
Session rooms are open to meet with the panelists

1:30-2:15 Breakout Session 4
Career Planning/Resume Preparation

2:30-3:30 Breakout Session 5
8 Minute Interviewing

REGISTRATION

$15 Students with school ID
$25 Professionals, non-students and faculty ($20 before April 22)

Mail registration form and check to:
Portland Advertising Federation
1231 NW Hoyt, No. 203 Portland, OR 97209

Phone Laura Wegner to register with credit card: 503-224-2623
Fax registration with credit card: 503-224-0273

NOTE:
See other side for the registration form, map and easy directions on how to get to the Advertising Career Jam.
2005 Advertising Career Jam Registration Form

Please Print

Your name: ____________________________
Street address: _________________________
City, State, Zip: _________________________
Phone: (w) ____________ (h) ____________
E-mail: ________________________________
School: ________________________________

Credit Card payment: ☐ VISA ☐ MasterCard

☐ Student Registration $15.00
☐ Young Professional or Faculty $25.00
(Early Registration Discount by 4/22) $20.00

TOTAL $________

Exp Date: ____________ Signature: ____________

For more info visit www.portlandadfed.com or call 503-224-2623

HOW TO GET TO THE JAM

From North of Portland
From I-5 South
Take the Oregon City / OMSI Exit. Follow the signs for Morrison Street across the Morrison Bridge. Take the Front Avenue Exit. Follow signs I-5 South around and under Morrison Bridge to Front Avenue. Follow Front Avenue to Taylor Street. Turn right onto Taylor Street. Take a left into the parking garage located under Two World Trade Center.

From South of Portland
From I-5 North stay in the left lane as approaching Downtown Portland. Take Exit 299 B City Center. Beaverton. Take Exit 1A, turn right to Front Avenue. Follow Front Street and Turn Right. Take a left into the parking garage located under Two World Trade Center.

From West of Portland
From I-5 South
Take City Center/OMSI. Take Morrison Street Exit. Exit right lane on bridge and take Front Street. Exit. Follow Front Street to Taylor Street and Turn Right. Take a left into the parking garage located under Two World Trade Center.

From Beaverton
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