

SEE WHAT ADVERTISING IN CHICAGO CAN OFFER...



coffee bar

pool tables

stellar clients

powerful brands

AND MAKE CONNECTIONS FOR YOUR FUTURE.

CAF CHICAGO
ADVERTISING
FEDERATION

25th Annual
CAF Career Day
Feb. 23, 2007
Renaissance
Hotel, Chicago

ONE DAY. ONE PLACE. ONE CHANCE.

Award-winning agencies. Standout production houses. World-renowned marketing departments. No matter where you want to work, the 25th annual CAF Career Day can help you get there. Plus you'll see firsthand why this industry thrives on hard work, good times and plenty of coffee.

So bring your resumes and get ready to discover what the Chicago advertising industry can offer you. In just one day, you'll network with professionals from every niche of the business, learn the ins-and-outs of the industry and tour an advertising/marketing agency right here in the Windy City.

Date: Friday, February 23, 2007

Time: 7:30 am–4:00 pm

Place: Renaissance Hotel
1 West Wacker Drive
Chicago, IL 60601
312.372.7200

Map: <http://marriott.com/property/propertypage/CHISR>
(SE corner of Wacker & State)

Cost: \$90*
*For every 10 students registered from the same university, one professor or counselor receives FREE admission.

Suggested attire: Business. Please dress for weather.

schedule

info

25th Annual CAF Career Day Schedule

7:30–8:30 am	Check-In / Continental Breakfast
8:45–10:45 am	General Session (Break after hour)
11:00–11:45 am	Panel Discussions 1 (pre-assigned) Small group meetings with advertising or marketing professionals on various topic areas — see descriptions below.
Noon–1:15 pm	Sponsored Networking Lunch
1:30–2:15 pm	Panel Discussions 2
2:15–2:45 pm	Break
2:45–3:45 pm	Panel Discussions 3
OR	(MUST Choose Panel 3 or Tour on Registraton)
3:00–4:00 pm	Tour Visit an actual advertising/marketing company. (Please dress for weather, as most students will walk to companies.)

Panel Discussion Topics Available

Account Management: Managing the client relationship and brand expressions across a spectrum of marketing programs and communication vehicles.

Ad Production: Producing an idea from start to finish...for tv, radio, print, outdoor, internet and more.

Brand Promotion: Developing promotions, contests, in-store, point-of-sale, direct mail and more to enhance brand interactions with consumers.

Creative: Developing ideas that bring the creative brief to life via images, words, music and more for all types of communication vehicles.

Emerging Media: Understanding new ways to reach consumers via the internet, search engines, mobile media, podcasting, social networks, games and more.

Event Marketing: Strengthening brand interaction and appeal via live events, music, sports and other promotions.

Media Planning and Sales: Planning and negotiating media, traditional and nontraditional, that reaches the right people at the right time and the right place.

Public Relations: Using consumer, business and trade communication to increase brand awareness and understanding for your clients as well as your agency.

Cancellation Policy: All conference registration cancellations must be in writing. A full refund is available if you cancel your registration at least 14 days prior to the event. No refund is available if cancellation is postmarked after February 9. Please keep a copy of your registration for your records.

Housing Options: Please contact the hotel directly at 312.372.7200 or search www.877chicago for other nearby hotels.

Phone: **847.375.4728**; Fax: **877.734.9560**;
e-mail: info@chicagoadfed.org
CAF web site at: www.chicagoadfed.org

25th Annual CAF Career Day

form

25th Annual CAF Career Day Registration Form
(Deadline: February 9, 2007)

Pre-Registration is required to attend this program. On-Site Registration will not be available. SPACE IS LIMITED TO 400 STUDENTS, SO DON'T DELAY!

Have you attended before?
 Yes No

PERSONAL INFORMATION

Name _____

Address _____

City _____

State _____ ZIP _____

Phone _____

E-Mail _____

University _____

Year in School _____ Major _____

PANEL DISCUSSION PREFERENCE:

Rate the following advertising areas, with 1 as the greatest interest, to indicate your preferences for the panel discussion group. You will attend one panel per session for sessions one and two. You must choose between Panel 3 and Company Tour. We will try to place you accordingly; earlier responses earn higher priority.

PANEL 1 (RATE 1 TO 4)	PANEL 2 (RATE 1 TO 4)
Account Mgmt. _____	Creative _____
Ad Production _____	Public Relations _____
Brand Promotion _____	Media Plan. & Sales _____
Event Marketing _____	Emerging Media _____

Please choose one:
 TOUR - OR - PANEL 3

PANEL 3 (RATE 1 TO 4)*

Account Mgmt. _____

Creative _____

Ad Production _____

Event Marketing _____

*Do not rate Panel 3 if you have chosen a Company Tour.

METHOD OF PAYMENT **FEE:** \$90 per attendee
 Check VISA MasterCard AMEX

Account # _____ Exp. Date _____

Signature _____

Tear off this registration form and send it along with your payment to: Chicago Advertising Federation, 4700 W. Lake Avenue, Glenview, IL 60025, ATTN: Career Day 2007

On-line registration is available at:
www.chicagoadfed.org/CareerDay

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Confirmations will be sent within two weeks of receiving your registration. If you do not receive a confirmation, please call the CAF office at 847.375.4728.

Absolutely no walk-ins will be accepted.

CAF CHICAGO ADVERTISING FEDERATION

25th Annual Career Day

SCHOOLS REPRESENTED*

Adrian College	Illinois Wesleyan University	University of Cincinnati
Alavette University	Indiana University	University of Colorado
American Academy of Art	Iowa State University	University of Dayton
Augustana College	Kent State University	University of Illinois—Chicago
Aquinas College	Lake Forest College	University of Illinois—Urbana-Champaign
Ball State University	Lewis University	University of Iowa
Benedictine University	Loras College	University of Kansas
Bowling Green State University	Loyola University	University of Georgia
Bradley University	Marquette University	University of Michigan
Butler University	Meramec Community College	University of Minnesota
Calvin College	Miami University	University of Missouri
College of DuPage	Michigan State University	University of North Carolina—Chapel Hill
College of Mount St. Joseph	Minnesota State University—Moorhead	University of Northern Florida
Columbia College	North Park University	University of Notre Dame
Concordia College	Northern Illinois University	University of San Diego
Denison	Northwestern University	University of St. Thomas
DePaul University	Ohio University	University of Texas
DePauw University	Olivet Nazarene University	University of Toledo
Drake University	Purdue University	University of Wisconsin—Green Bay
Edgewood College	Ripon College	University of Wisconsin—Madison
Elmhurst College	Roosevelt University	University of Wisconsin—Milwaukee
Ferris State University	San Diego State University	University of Wisconsin—Parkside
Governors State University	St. Louis University	University of Wisconsin—Whitewater
Grand Valley State	St. Mary's College	Valparaiso University
Gustavus Adolphus College	St. Xavier Chicago	Wartburg University
Hillsdale College	South Dakota State University	Washington University
Hope College	St. Cloud State University	Webster University
Illinois Academy of Design & Technology	University of Akron	Western Michigan University
Illinois Institute of Art	University of Alabama	Winona State University
Illinois State University	University of Chicago	

COMPANIES REPRESENTED*

Abelson Taylor	Energy BBDO	Ogilvy & Mather
Arc	Euro RSCG	Paladin
Burrell	Figel Public Relations	Relay
Capps Digital	Frankel	Rodale
Career Builder.com	G+J USA Publishing	Slack Barshinger
Carolyn Grisko & Associates	GM Planworks	Starcom
CBS 2 Chicago	Hamilton Communications	StarLink Worldwide
CCP	i4design	Talent Partners
Chicago Tribune	Jacobs & Clevenger	The Creative Group
Clear Channel	JWT	The Henderson Company
Conde Nast	Leo Burnett	TIMEOUT Chicago
Corbett Accel	Marketing Werks	Tukaiz
Creative Printing Services, Inc	McDonalds	Two By Four Communications
DDB	Mediaedge:cia	Xerox
Digitas	Meredith	Yahoo!
DraftFCB	MindShare	Zeno Group
Element 79	NIKETOWN Chicago	

*Schools and companies that have participated in the past two years.