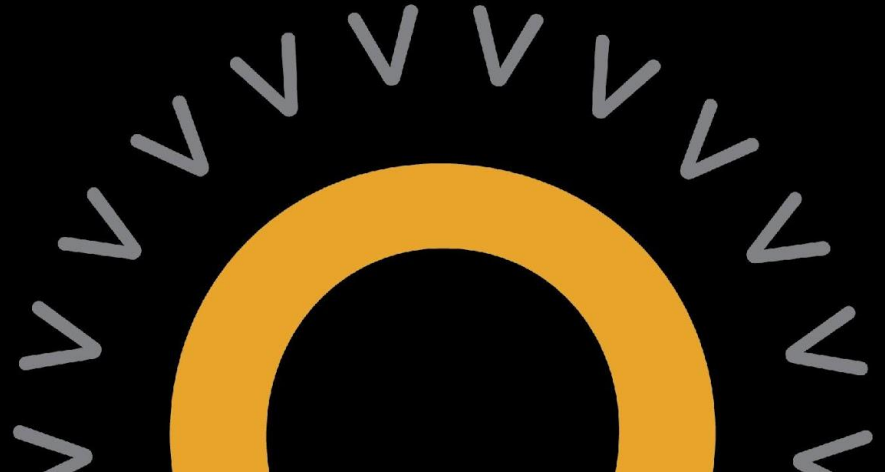


ICC23

# F O C U S

MARCH 30-APRIL 1 • NEW ORLEANS, LA

AM> | AMERICAN MARKETING  
ASSOCIATION



ICC23

# FOCUS

MARCH 30-APRIL 1 • NEW ORLEANS, LA



# Communications

**Brendon Manns & Barbara Lamont**

VP of Finance / Executive Vice-President

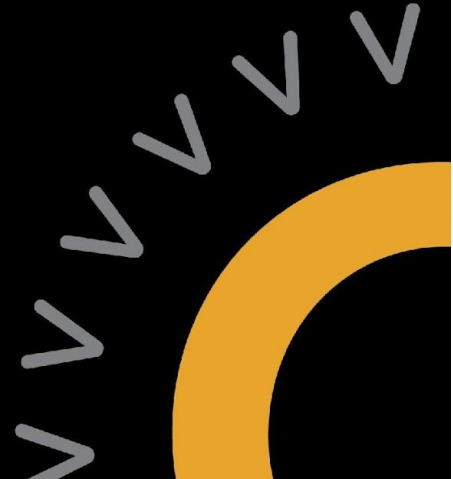
*University of North Texas*



G. BRINT RYAN  
COLLEGE  
OF BUSINESS  
**UNT**

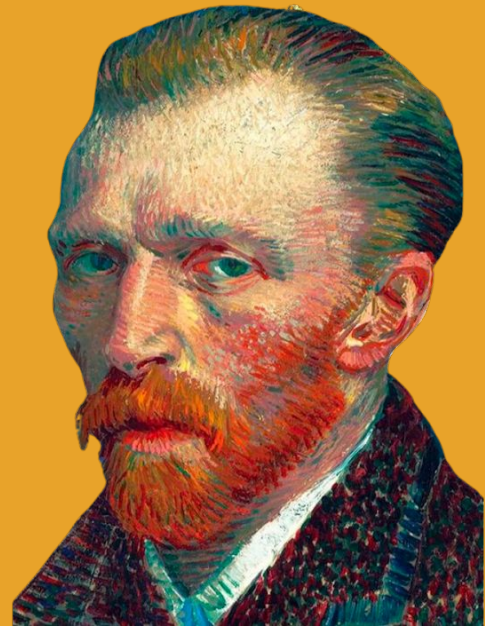
# What to Expect:

- 1. Increasing Membership for Small Chapters**
  - a. Outreach strategies like pitching and tabling
  - b. Marketing strategies to promote your organization
- 2. Internal Communication**
  - a. Keeping members updated with Flare
  - b. Communicating with the Executive Board
  - c. Using Flare, Google Calendar, Canva, Miro and Notion
- 3. External Communications**
  - a. Alumni
  - b. Website
  - c. Branding and social media



*“Great things are done  
by a series of small  
things brought  
together.”*

*-Vincent Van Gogh*



## Fun Fact

From 2022-2023,  
UNT AMA increased our  
membership by 50 %.

# Increasing Membership!

## Public Speaking Tips

- Ask for permission in your marketing or business classes to talk about AMA. If you are part of another organization like Greek life, you could ask to give a presentation as well.
- Example pitch: **Who, What, Why.**
- This will give you not just public speaking skills, but also confidence. When people see you, they'll remember your organization.



# Increasing Membership!

## Example Pitch

Hello, I'm \_\_\_\_\_ from the \_\_\_\_\_ chapter of the American Marketing Association. We are the only marketing organization on campus, but we are open to all majors and years. Our five pillars are marketing, professional development, networking, leadership, and community service. In my experience...

**[share what you gained from the org!]**

If you're interested, check us out at \_\_\_\_\_ on \_\_\_\_\_. I hope to see you there!

## Fun Fact

UNT AMA has obtained the most members by referral from other friends who are part of AMA.

Make your members excited to be there !

# Increasing Membership!

## Tabling Tips

- Grab any tabling opportunity around campus!
- If there is not tabling events, make one! You can table anytime.
- Have a pitch ready! At UNT, we use the following opening phrases:
  - Hi! Have you heard about AMA?
  - Would you like to learn how to better market yourself?
  - Are you looking for professional development opportunities?
  - Are you interested in marketing?



Tabling in UNT Union

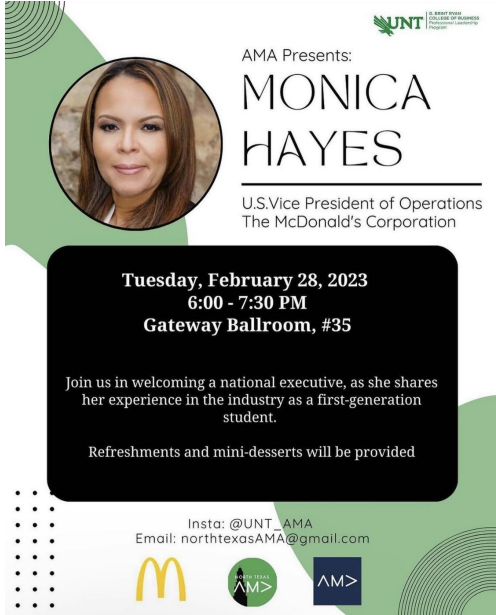


Tabling at College of Business Freshman Orientation



# Increasing Membership! Market your organization with...

## Flyers




AMA Presents:  
**MONICA HAYES**  
U.S. Vice President of Operations  
The McDonald's Corporation

**Tuesday, February 28, 2023**  
6:00 - 7:30 PM  
Gateway Ballroom, #35

Join us in welcoming a national executive, as she shares her experience in the industry as a first-generation student.

Refreshments and mini-desserts will be provided

Insta: @UNT\_AMA  
Email: northtexasAMA@gmail.com



## Stickers



## Campus Resources



## Union Digital Signage & Printing




AMA Presents

### GUEST SPEAKER

Hosted By  
NORTH TEXAS AMERICAN MARKETING ASSOCIATION

Special Guest  
Bita Motie  
From Clapper

Thursday, October 7  
6:00 - 7:00 PM  
Student Union Rm. 394



THE GOAL:

**\$3,553.20**  
**10,152 MEALS**  
**100 VOLUNTEERS**  
**GLOBAL IMPACT**

Donate to support our on-campus Meal Packaging Event for Rise Against Hunger, a global movement to end hunger in our lifetime. Join the UNT community as we volunteer to pack meals for others in need on Friday, April 14th from 10am-2:00pm in Union 314.

We accept Venmo! @rise\_unt\_ama

**DONATE & VOLUNTEER**






# Internal Communications: **General Body**

Goal: Ensure all members know what is happening within the organization.



GroupMe (Old)

Send out:

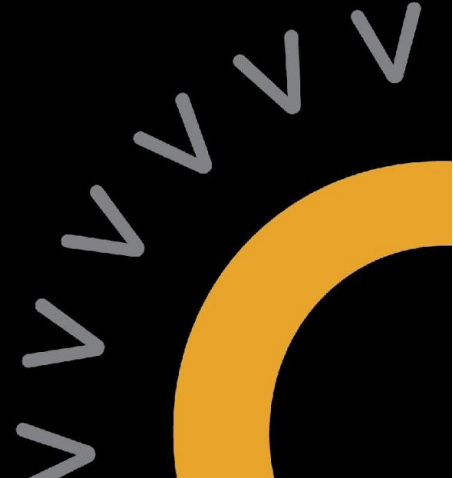
- RSVPs
- Polls
- Meeting Slides
- Announcements



Flare (New)

Migrated paid members for:

- Exclusive news
- Internships
- Committee chats
- Point system
- Attendance
- Photo albums



# Internal Communications: Executive Board

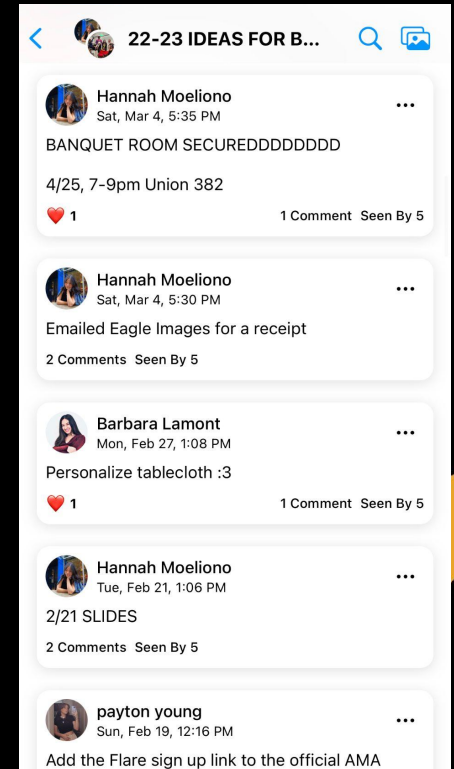
Goal: Maintain open communication lines among all members of the board.

## Methods Used

- SMS texting
- Group chats
- Meeting minutes
- Zoom meetings
- In-person socials

## Most Beneficial:

- 2 group chats on Flare
  - “Wall”
  - Standard group chat
- Ongoing board presentation
- Centralized Google Calendar

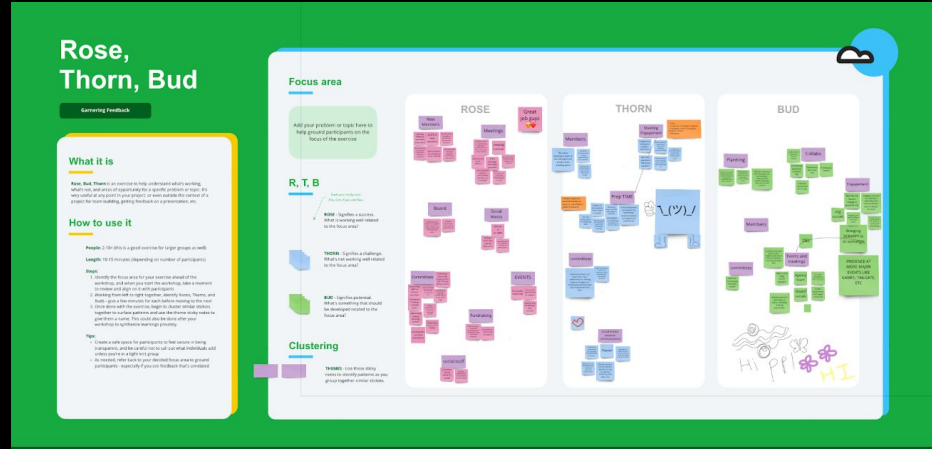
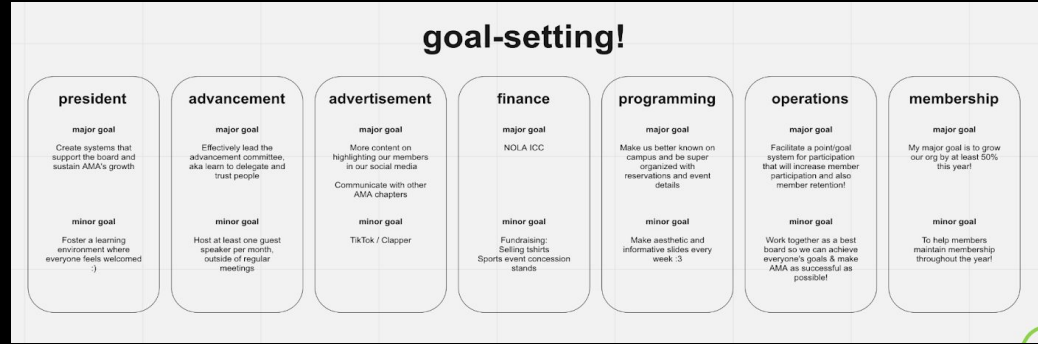
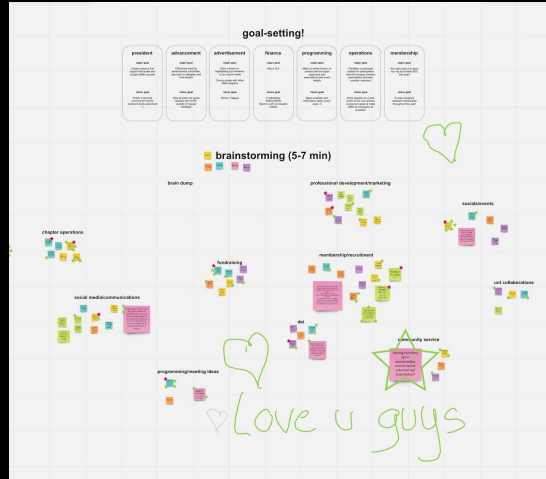


# Outcome

*The methods of communication immensely helped keep the board up-to-date with tasks and upcoming events as the organization continues to grow and take on more responsibility.*

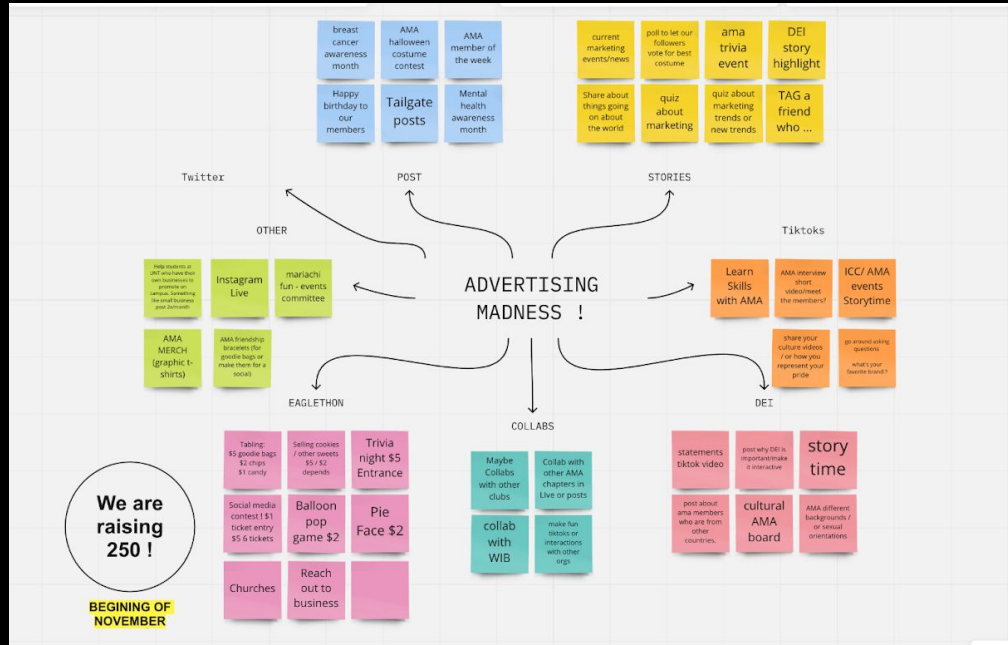


# Communicating Our Ideas with Miro



- Goal-Setting
- Brainstorming
- Evaluation

# Communicating Our Ideas with Miro



If you don't have a Miro account, these mind maps can be also made in Canva.

Miro should be free!



# External Communications: Alumni

Goal: Develop social networks within the university and with marketing alumni for career opportunities and advice.

Outcome: We welcomed back a former president who is now Operations Manager at a startup. She brought a team of 3 AMA Alumni for Q&A and offered paid internships to members of our chapter. This continuing relationship and pipeline creates value within AMA as members earn professional experience.



AMERICAN MARKETING  
ASSOCIATION





# External Communications: Website

Goal: Educate the UNT and DFW communities about the mission, activities, and success of UNT AMA.



## Fun Fact

Since launching in the Fall, the website has reached 385+ new visitors and 560+ site visits.

# External Communications: Website



## Outcome

We created the UNT AMA Website over the summer through the free software Wix. The website has

- Our mission
- Why you should join
- FAQs
- Videos and galleries
- Member testimonies
- Archive of chapter documents







# External Communications: Social Media

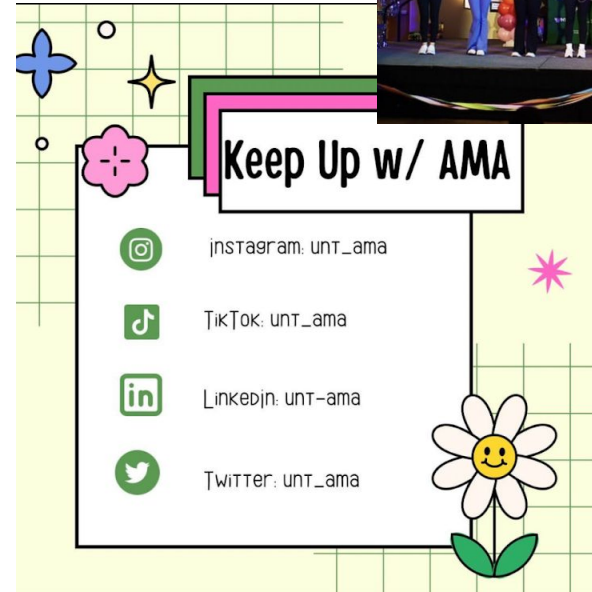
Goal: Develop a personalized brand that increases engagement, interactions, and dialogue.

Outcome: Our social media also has a significant impact on visualizing internal communications, educating our chapter, and raising money for causes just like the Children's Miracle Network Dance Marathon.



**Keep Up w/ AMA**

-  [instagram: unt\\_ama](#)
-  [TikTok: unt\\_ama](#)
-  [LinkedIn: unt\\_ama](#)
-  [Twitter: unt\\_ama](#)



# External Communications: Branding

Our brand identity:

1. Foster a community
2. Keep the chapter open to all majors
3. Marketing is everywhere





# External Communications: Branding

“The UNT AMA brand distinguishes ourselves on social media through our *professional yet youthful and approachable* image.”

- VP of Advertising Lailah Rodriguez-Fournier



**Alumni Panel 2022**  
The **AMA Women**

**Bitu Motile**  
Current Operations Manager at Clapper

**Karina Perez**  
Market Account Coordinator at Winans

**Kayleigh Maddie**  
Account Executive at Alpha Business Design

**QUESTIONS ABOUT YOUR FUTURE CAREER?**  
Join us to learn more about the professional accomplishments of the AMA Alumni. Ask questions while you get to know about careers in marketing. Bring a friend or peer who is interested in marketing!

TUES, APRIL 5 AT 6:00PM | BLB 040

**MONICA HAYES**

**2023 Social Recap**

**BLEACH DYE SOCIAL!!**

2023

**Keep Up w/ AMA**

- Instagram: @unt\_ama
- TikTok: unt\_ama
- LinkedIn: unt-ama
- Twitter: unt\_ama

**NORTH TEXAS VS. FL ATLANTIC**

**AMA HAS EXCITING NEWS TO SHARE!**

COME OUT & SUPPORT THE FIGHT! AMA TALKS IN PARTNERSHIP WITH ALPHA BETA SIGMA (ABS)

LOCATION: THE HILL LIT #4 AT 18:00

**PRESIDENTS LIST!**

Morgan Bonner  
Marketing '23

Lauren Lockwood  
Marketing '23

AMA is proud to congratulate Lauren Lockwood and Morgan Bonner for making the Presidents List! This is a great achievement and a tremendous honor.

**MX FINDS A BEST FRIEND IN ALL NETWORKING EVENTS**

**BLEACH DYE SOCIAL**

COME JOIN US AS WE CUSTOMIZE OUR AMA T-SHIRTS WITH BLEACH DYE

BRING YOUR GREEN AMA SHIRT!

**AM > WITH pride**

**CAREER FAIR PREP WITH AMA**

- Elevator Pitch
- Resume Building
- LinkedIn profile
- Headshots

TUES 12TH @ 6PM | BLB 050

**THE CLAPPER TEAM**

CAN YOU LEARN MORE ABOUT THE AMAZING JOB OPPORTUNITIES AT CLAPPER?

**MR. CAN'T FIND OUR ROOM IN THE BLB**

**WHAT DID WE LEARN?**

A Recap from Dr. Lou E. Pollock Discussion

**Member of the Month!**

Cody is a former member in Marketing in the previous semester. He was a member of Clapper Communications and was one of the AMA rising stars!

Cody Havlice

**Rise AGAINST HUNGER**

**\$1,016 RAISED**

WE RAISED \$1,016, AND WE'RE PROUD! THANK YOU TO EVERYONE WHO SUPPORTED US!

**LITTLE MISS LOVES AMA**

**SOLD WORKSHOP**

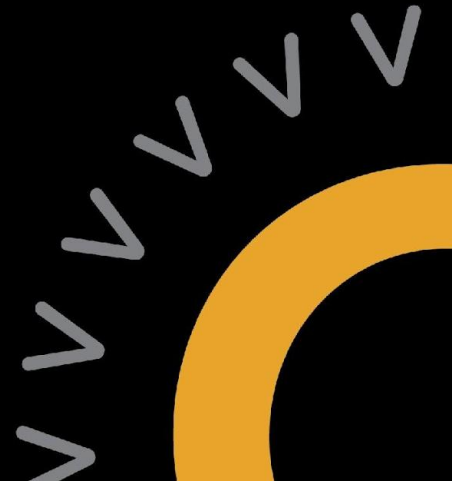
Student Organization Leader Development

MARKETING YOUR ORG

April 10th | 6-8 pm | Union 332

# More on Social Media and Branding

## Reels & TikTok



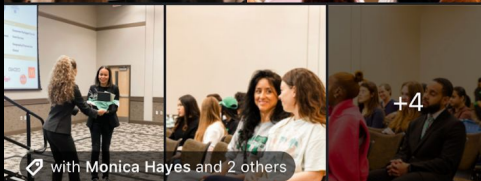


# More on Social Media and Branding: Twitter & LinkedIn

Keep it cool but professional!

 **UNT American Marketing Association...**  
UNT Collegiate Chapter of the National American Marketing Association | Professional Development...  
1w • 

AMA is so honored for the opportunity to have Monica Hayes, VP of Operations at McDonald's come down and talk to us; thank you so much for joining us! We also extend our gratitude to the marketing department for making this possible, and a special thanks to Professor Houser and Professor Purnell!



 You Retweeted

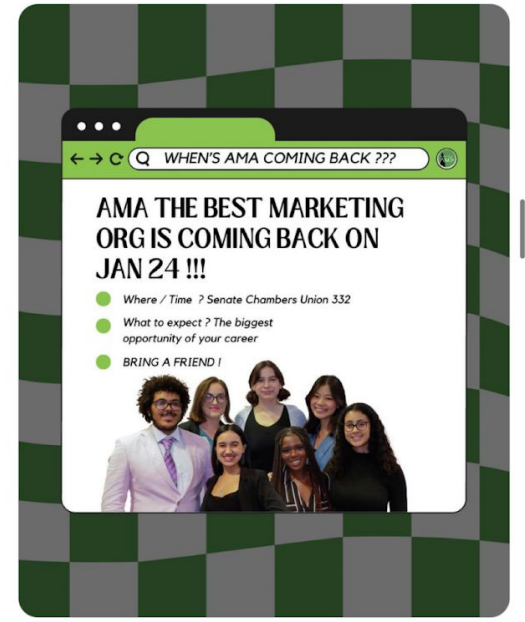
 **Barbara Lamont** @BarbaraLa... · 1/20/23 ...  
[@unt\\_ama](#)

AMA twitter Rn



 **UNT AMA** @unt\_ama · 1/20/23 ...

Te acuerdas de mi ??? Oaaaahhhh AMA is back !



# Questions?

## Connect with us everywhere!

Instagram



TikTok



Twitter



LinkedIn

