

Ad Society

With all of the different organizations on campus constantly advertising why each is the best, it can be difficult to decide which may be the one to choose. One that may help with advertising itself is the Ad society!



KELLI EICHORN

Delta Gamma

Kelli is a sophomore studying telecommunications. You may contact her at keichorn@gmail.com.

The Ad Society is UF's professional advertising organization. This society involves hands-on work, visiting agencies, listening to speakers who work in the advertising industry, and many chances to build your resume and professional network.

Anyone can join the Ad society, and many benefit from it without even knowing through a nonprofit student-run advertising agency known as AdWerks. Students worked Gainesville Fashion Week and also helped a campaign with Rolls N' Bowls.

"I feel it impacts students by giving them access to explore different elements of an organization in one single club. The Ad Society has many different sub-groups or committees, such as Internal Productions, Event Planning, Public Relations, Digital Creative and much more. Students can strengthen their skills through the committees while still being a part of the bigger picture that is Ad Society," said sophomore Noelia Trujillo.

This organization goes beyond just local trips and events. "I went on Ad Society's trip to New York last year. We visited agencies, from Saatchi & Saatchi Advertising to National Cinemania and even had a day to ourselves to explore the beautiful New York City," said Trujillo.

The Ad Society usually meets about once a month. The first scheduled meeting is on Sept. 12 at 6:30 p.m. in the Computer Science and Engineering building, room A101. For those looking to join, visit <http://www.ufadsociety.com/> to fill out a membership application. You can choose what type of membership you want and what committees you're most interested in.

To check out more on the Ad Society, students are welcome to attend the first meeting before applying to see if they are interested in it, and may apply online afterward.