

# New York Advertising Agency Trip

## October 4-8, 2008



Get a first-hand look at New York advertising agencies by participating in the 26<sup>th</sup> annual New York Advertising Agency Field Trip, scheduled for Saturday, October 4 - Wednesday, October 8, 2008.

### OUTSTANDING AGENCIES

Some of the agencies we're considering visiting are DDB Worldwide, EURO RSCG, Kaplan Thaler, Kirschenbaum & Bond, Weiden & Kennedy, Bates Worldwide, Ogilvy & Mather, Saatchi & Saatchi, Lowe Lintas & Partners, TBWA ChiatDay, McCann-Erickson, FCB NewYork, Arnold Worldwide, J. Walter Thompson, Young & Rubicam, Draft Worldwide, Strawberry Frog, The Moderns, Grey Advertising and more! In addition to creative presentations and agency tours, you'll get advice on internships and how to break into the advertising market. Plus, you'll gain great insights into current advertising trends.

### AWESOME SIGHTS

The trip is designed not only to tour the agencies, but it also allows you to enjoy the sights of New York City itself! The initial weekend and every weeknight during our stay are yours to do as you please. We'll be staying at the Marriott Marquis on Broadway and 45-46<sup>th</sup> Streets, in the heart of the theater district and within easy walking distance of agencies and subway stops. So take a walk in Central Park, stare in awe at the glitz of Times Square, take in a Broadway show, stroll on Madison Avenue, shop at Bloomingdale's or Macy's, tour the Museum of Modern Art, see Wall Street, hang out in Greenwich Village....the possibilities are endless.

### INFLUENTIAL FACES

And, because it's "all about who you know" in this business, Grady College grads working in the NY advertising scene will meet with us to network and socialize! Not only can they tell you who's hiring and who to contact, but they often give solid advice on where to live and how to find a roommate in NYC--all the things you need to know to make it in the Big Apple! Many of our students get jobs and internships at the alumni mixer each year!

Space is limited. Most conference rooms in the agencies we'll be visiting hold a limited number of guests. Therefore, participants for the advertising portion trip are limited to 50 students, who will be split into two separate tour groups (25 x 2). In the event that the number of applicants exceeds 50, several criteria will be taken into account to determine priority, including AdClub membership and participation, major, class rank, first-timers, etc.

Visit [www.uga.edu/adclub](http://www.uga.edu/adclub) to download, fill out, and submit your reservation form and deposit in full no later than noon, Friday, May 9<sup>th</sup>, to Room 215 Journalism, the ADPR Department, with the Secretary, Ms. Donna LeBlond. **(Deadlines for deposits and applications will not be extended, please note that deposits are NOT refundable under any circumstance, due to the fact that all monies will be paid immediately to the vendors (hotel, airlines, bus company, etc.) and will no longer be available to give back to you.)**

**If you're interested in working in the NYC job market, this is a great investment in your career! For further information please contact Dr. Kirsten Strausbaugh-Hutchinson, Room 200 Journalism, 706-542-5044, or e-mail [kstrausb@uga.edu](mailto:kstrausb@uga.edu).**

**\*\*NOTE:** For all of those going on the trip, there will be a MANDATORY meeting on Tuesday, September 30, 2008, to discuss the details. At this meeting our agenda will include safety, room assignments, the specific agencies, and you will receive your airline tickets. So, make sure that you are available on September 30<sup>th</sup>!!!\*\*

**COSTS PER PERSON ARE ESTIMATED AS FOLLOWS**

**COSTS**

•Airfare, round-trip, Atlanta/LaGuardia	\$309.00	
•Bus, round-trip, LaGuardiaAirport/Marriott Hotel	\$49.50	
•Hotel, five days, four nights:		
Triple (3 persons per room) (includes taxes)	\$639.00	
Double (2 persons per room) (includes taxes)	\$890.00	
Single (1 person per room) (includes taxes)	\$1779.00	
•Hotel baggage handling fee	\$13.00	
•Faculty escort fee	\$100.00	
•Approximated cost for meals, five days @ \$25 per day	\$125.00	Take in cash or traveler's checks
•Surface transportation (bus, subway, taxi)	\$50.00	Take in cash or traveler's checks
•Optional bus, round trip, Athens to Atlanta Airport	\$82.50	(This amount is OPTIONAL and is ONLY paid if you wish to take the Athens/Atlanta shuttle)
<i>Note: If we do not have enough interest in the shuttle it may be cancelled and your money refunded.</i>		

**TOTAL ESTIMATED COST:**

<b>\$1285.50.00 (triple)</b>	<b>+\$82.50 if opting to take Athens/Atlanta shuttle</b>
<b>\$1536.50 (double)</b>	<b>+\$82.50 if opting to take Athens/Atlanta shuttle</b>
<b>\$2425.50 (single)</b>	<b>+\$82.50 if opting to take Athens/Atlanta shuttle</b>

**\*\*\* Please note that it is possible to opt for only a portion of the above reservations. If, in an effort to cut costs, you wish to book your own airfare, stay offsite with family or friends, or make your own arrangements for ground transportation, you may do so. Simply add up the services you DO wish to pay for AND BE SURE TO INDICATE WHAT YOU ARE AND ARE NOT PAYING FOR ON YOUR RESERVATION FORM IN THE EMPTY SPACE PROVIDED. All students are still responsible for the faculty escort fee despite special travel arrangements.**

**\*\*\*Also, please note that due to fuel costs, the transportation costs are subject to surcharges at any time until travel.**

**COST BREAKOUT/DEPOSIT DUE DATES**

	<u>TRIPLE</u>	<u>DOUBLE</u>	<u>SINGLE</u>
<b>TRIP DEPOSIT IN FULL Due May 9</b> (Make checks payable to UGA AdClub)	\$1110.50	\$1361.50	\$2250.50
<b>\$ TO TAKE On Oct 4</b> (Estimated \$ in traveler's checks for food & ground transportation, etc.)	\$175.00	\$175.00	\$175.00

**TOTALS**

**\$1285.50    \$1536.50    \$2425.50**

**\*\*\*Please add \$82.50 to the above totals IF you intend to take the Athens/Atlanta shuttle (and please note this appropriately on the reservation form).**

**RESERVATION FORM  
NEW YORK FIELD TRIP  
OCTOBER 4-8, 2008**

Deposits and reservation forms are due **NO LATER THAN NOON, MAY 9, 2008**. HAND DELIVER to Ms. Donna LeBlond, ADPR Department Secretary, Room #215, Journalism between the hours of 8:30 a.m. – 4:30 p.m. M-F. DO NOT LEAVE MONIES AND FORMS UNDER THE DOOR OR ON A DESK UNATTENDED. **Please make deposit checks out to the UGA AdClub.**

If you have any questions regarding special booking arrangements please contact our Travel Agent, Tiffany Hines at Global Escapes, located at 697 S. Milledge Ave. Tiffany's contact number is 706-549-1164, ext. 208.

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**STOP!!!!!! BEFORE YOU FILL OUT THE INFORMATION BELOW LOOK AT YOUR DRIVER'S LICENSE (I.D. YOU'LL BE USING TO TRAVEL)--THE NAME YOU LIST BELOW MUST MATCH YOUR I.D. OR YOU MAY BE DENIED TRAVEL PRIVILEGES. PLEASE BE SURE TO PRINT LEGIBLY!!!**

Name: \_\_\_\_\_

Campus Address: \_\_\_\_\_

Phone Numbers: Campus \_\_\_\_\_ Home \_\_\_\_\_

Home Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Emergency Contact Name and Number: \_\_\_\_\_

Class Standing: Junior      Senior      Grad      (circle one)

Current, Dues-Paid AdClub Member:    Yes    No

Room Request:    Triple      Double      Single

Names of Preferred Roommates (be sure they agree) [To create a total of three persons in triple rooms, two persons in double rooms, not applicable for a single room]:

\_\_\_\_\_

\_\_\_\_\_

If you are paying for only a portion of the above costs and plan to make arrangements for hotel, airfare, or transportation on your own, please note the details below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE NOTE: So that we may reserve space for those interested in the Athens/Atlanta shuttle, please commit to one of the following at this point:**

\_\_\_\_\_ I opt to take the Athens/Atlanta shuttle as transportation to and from the Atlanta airport. (Be sure to include an ADDITIONAL \$82.50 in your deposit amount.)

\_\_\_\_\_ I will be finding alternative transportation to and from the Atlanta airport on my own.

**TRAVEL WAIVER-THIS PAGE MUST ACCOMPANY YOUR RESERVATION FORM.**

I understand that this is a voluntary extracurricular activity. In case of mishap or accident, neither the Grady College of Journalism and Mass Communication, nor the University of Georgia, nor the faculty escorts can be held responsible.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Deposit Amount: \_\_\_\_\_

Received by: \_\_\_\_\_