



Volunteer Descriptions for 2015 Banner Brunch Committee

Banner Brunch (BB) is WCA's largest annual event. Held each spring (April or May), BB honors the best and brightest communicators in Austin, while raising funds for the Jo Caldwell Meyer scholarship fund. Originally named for banner headlines in newspapers, the awards now recognize outstanding professionals in all areas of communications.

Join the 2015 Banner Brunch Team!

Banner Brunch is 100% volunteer-driven, and WCA relies mostly on in-kind/pro bono products and services in order to maximize profit for the event. The following committees/positions make this possible. (Note: committee descriptions and positions are subject to change.)

Publicity Team

- Develops and implements a comprehensive communications plan to promote Banner Brunch to various target audiences.
- Researches and strategizes to capitalize on other methods of promotion to increase attendance, including distributing flyers at WCA and other events, newsletter articles, website content and social media.
- Collaborates with the Development Committee to coordinate with media sponsors.

Sales & Sponsorships Team

- Identifies potential table sponsors and secures both monetary and in-kind sponsorships.
- Identifies opportunities to promote ticket sales
- Works closely with VP of Special Programs to create and stay on budget.

Publications Team

- Develops print and electronic materials, including save the date, invitation, programs, signage, etc.
- Coordinates with Design Chair, Web Site Editor, and Banner Copywriter to design the pieces and oversee the print process.
- Works with the Sponsorship/Development Committee to secure a print sponsor. Develops the event mailing list for the invitation, including securing mailing lists of other organizations, such as IABC, PRSA, etc., and it will work with the mail-house to mail the invitations.

Logistics/Décor Team

- Work with VP of Special Programs to scout out and secure the event venue.
- Work with the venue on all logistics/contract items: menu, AV needs, decorations, etc.
- Secures photography and videography, preferably in-kind.

Auction/Raffle Team

- Identifies and secures items for the auction and raffle.
- Develops solicitation materials, gathers information to properly advertise and describe donations at event and ensure all donor and donation materials are collected.
- Develops enticing package descriptions, coordinates signage for displays.
- Solicits raffle ticket sales on event day.
- Handles auction checkout and delivery of items to winners.

Registration/Admin Team

- Tracks all RSVPs (paid, award winners, guests, and sponsors).
- Ensures all database and attendee information is accurate.
- Provides status reports to VP of Special Programs on a regular basis, and more frequently as event day gets closer.
- Work with the Sponsorship/Development, Scholarship and Awards Committees to determine table location and/or seating for special attendees.
- Work with WCA Treasurer to secure petty cash for registration and silent auction.
- Prepares all materials for event day check-in, including name badges, registration lists, etc.
- Works registration table and provides WCA Treasurer a list of no-shows and attendees to be billed.

Contact Julie Barschow at banner@wcaustin.org for more information.