



ASSOCIATION
ACADEMY

Association Creative Marketing Masterclass

Course Guide

Association Marketing Needs to Work Harder

Many associations pressure their marketers to produce more collateral than ever before while also holding them accountable for revenue performance.

Marketing must work harder.

But the collateral that association in-house designers and copywriters create is incredibly diverse and the work is evaluated against the advertising developed by large professional ad agencies.

This Association Creative Marketing Masterclass is a course to help develop practical creative and copywriting skills, professional critique techniques, and balanced brand stewardship.

Experienced Master Instructors that lead marketing at respected associations teach this course. Each Master will share learnings from their career and evaluate real-life association marketing collateral, providing their recommendations, ideas, and concerns.

Instructors are subject to change.

What You Will Learn

Course Description

This live Association Creative Marketing Masterclass course evaluates design and copy choices of real-life association marketing collateral and teaches students how to critique and improve creative materials to make a bigger impact and drive greater returns.

Four live classes encourage discussion and debate among the teacher and students. Most classes will feature a Master association marketer as the lecturer. Students earn 1 CAE credit for each class they attend.

Learning Outcomes

At graduation, you will be able to:

- Implement a creative review process and with approval authority, with a reasonable workload for your association
- Communicate design and copywriting feedback in a clear manner that is helpful for your creative partners
- Implement layout and copy best practices across a variety of channels including banners, emails, landing pages, and invoices.

Class Syllabus

Class 1



How to Review Creative

with Chris Gloede

Lead Instructor, Association Academy

Past Chief Marketing Officer, American Bar Association

Chris explains how to conduct a Creative Review of marketing collateral, sharing time-tested best practices he learned while working for advertising agencies Leo Burnett and Ogilvy & Mather and top consumer marketing corporations like Unilever and Kraft.

Class 2



Banner Ad Creative Review

with Todd Unger

Chief Experience Officer, SVP Marketing & Member Experience

American Medical Association

Todd discusses banner creative elements that drive clicks and identifies the irrelevant components that don't affect performance. Join him for a top-to-bottom review of real association banner campaigns, sharing recommendations and debating alternatives.



Class 3

Rotary 



Landing Page Creative Review

with David Alexander

General Manager and Chief Communications Officer

Rotary International

David explains landing page and microsite strategies and discusses the top reasons for failure. He then leads students through a creative review of an actual transaction-focused landing page, including the web, email, and customer service elements.

Class 4

 American
Lung
Association.



Email Creative Review

with Julia Fitzgerald

Chief Marketing Officer

American Lung Association

Julie talks about email copy and design and the latest technologies and techniques she's using to improve deliverability and click-through performance. Watch as she digs into a real association email campaign and dissects the best practices and identifies common mistakes.

Meet Your Master Instructors



Chris Gloede

**Lead Instructor,
Association Academy**
Chris led the marketing turnaround for the American Bar Association after a decade of marketing work at ad agencies Leo Burnett and Ogilvy & Mather.



David Alexander

**General Manager and Chief Communications Officer,
Rotary International**
David directs Rotary's global communications and branding efforts with more than twenty years of association expertise.



Todd Unger

**Chief Experience Officer, SVP Marketing & Member Experience,
American Medical Association**
Todd integrates product, marketing, commerce, community and service at the AMA, informed by his marketing experience at Time, Inc., AOL, A+E, and P&G.



Julia Fitzgerald

**Chief Marketing Officer,
American Lung Association**
Julia leads marketing work to end lung disease at the ALA. She builds on her work for Sears, Kmart, Hallmark Cards, Sylvan Learning, Thermos, and more.



Who This Course is For

If you are unhappy with your marketing design and copy, but struggle to explain your reasons, this course can help!

If you are an association designer, copywriter, strategist, or marketer, this course will teach you professional methods for reviewing collateral, collecting critiques, and translating feedback to improved design and copywriting.

Course Details

Grades, CAE Credits, Certificate, and Badge



This class is not graded.

Classes will be recorded but no CAE credit is granted for archived viewing. One CAE is granted for each live class attended with up to four CAEs granted for full, live attendance. You will receive CAE credit confirmation shortly after the end of the final class.

You must attend three live classes to receive the Association Creative Marketing Certificate. You will receive your certificate shortly after the end of the final class.

Course Term

Classes are Thursdays from
1:00 PM - 2:00 PM ET.



For the next course start date, please
visit assnacademy.com.

Course Benefits

In addition to the Association Creative Marketing Certificate, students also earn up to four CAE credits. Graduates enjoy additional course benefits that grow their private peer network and publicly demonstrate mastery of digital marketing. Select course sponsors offer savings on their association software solutions.

Enjoy these benefits



4 live online weekly classes, recorded for on-demand use



4 CAE credits



Private networking LinkedIn Group access



Printable certificate suitable for framing








Badge for email signature



Discounts from sponsors

Sponsors Discounts

The Association Creative Masterclass thanks our Sponsors who support this course and provide generous discounts to students. Note that all sponsor discounts are for new customers only and other restrictions may apply.

Platinum Sponsor	
	Students that are new customers save 25% on their Feathr dispatch services.
Founding Sponsors	
	Students that are new customers save 15% on their Association Analytics implementation.
	Students that are new customers save 50% on their PropFuel setup fee.
	Students that are new customers save 15% on a Digital Strategy and Roadmap engagement.
Supporting Sponsor	
	Students that are new customers save 25% on a SEO/PPC assessment and strategy session.

Make Your Move

Class size is limited. Now is the right time to build new skills.

[Enroll Now](#)

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