

CreateAthon
Megan Henderson
October 27, 2015

ENG PKG
Time:

The American Advertising Federation of Southwest Virginia hosted a 24 hour CreateAthon on October 24 where professionals from the advertising community and Emory & Henry students volunteered to help create new marketing strategies for non profit organizations.

Super:
Christina Druen
Student Volunteer

It is really great experience to get to work with people that do this on the daily. You get experience that you don't get in the classroom because in the classroom we only learned one Indesign thing when it's a lot more to it than that.

Volunteers began their 24 hour haul at 9 am on Saturday. Eight organizations were split among 2 teams where volunteers worked on all different projects like building logos, developing websites, and defining new market strategies. Students worked closely with professionals over the 24 hour duration.

Super:
Sierra Howell
Student Volunteer

I guess I'm used to working by myself on projects, that's how I've always been. Having to work in a big collaborative group that are working on multiple projects at the same time and trying to get the creative directors attention and doing all those things at the same time has been kind of difficult especially when you're used to working on your own.

At the end students presented their work to the non-profit organizations. To hear more about AAF visit their Facebook page.

SOC Megan Henderson, EHCTV.

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