

ADVENTION

H-TOWN 2022

April 20-23

8th Floor | Hilton Houston Plaza/Medical Center | [6633 Travis Street, Houston, TX, 77030](https://www.hilton.com/en/hotels/houston-houston-tx/)

CONFERENCE SCHEDULE

WEDNESDAY, APRIL 20, 2022

- 2:00 PM-4:00 PM **Check-In** for NSAC Students and competition officials
8th Floor Foyer
- 4:00 PM-5:00 PM **NSAC Orientation** | *Travis A, B & C*
- 6:30 PM-10:00 PM **NSAC Competition** | *Travis A & C (enter and exit through Travis B)*

THURSDAY, APRIL 21, 2022

- 7:00 AM-6:00 PM **NSAC Competition** | *Travis A & C (enter and exit through Travis B)*
- 10:00 AM-4:00 PM **Student Career Fair** | *Southgate B*
- 11:30 PM-1:30 PM **Box Lunches** for NSAC students, professors, judges & volunteers
*Pick up lunches in hallway outside of Southgate A & B, 8th Floor
Ticket required for box lunch. 9th floor rooftop deck and hotel lobby
available to eat lunch.*
- 12:00 PM-6:00 PM **Check-In for Conference Attendees** | *Hotel Lobby, 1st Floor*
- 3:30 PM-5:00 PM **AAF Tenth District Executive Committee Meeting** | *Hilton Room*
- 7:00 PM-9:15 PM **NSAC Awards Reception** | *Bar 9 Rooftop Lounge, 9th Floor*
Sponsored by iHeart Media
- 9:15 PM-10:00 PM **NSAC Awards Presentation** | *Bar 9 Rooftop Lounge, 9th Floor*
- 7:00 PM-10:00 PM **Conference Bienvenidos Recepción** | [Under The Volcano](#)
*2349 Bissonnett, approximately 2 miles from hotel, two drink tickets and
large assortment of appetizers included with conference registration*
Sponsored by Univision

CONFERENCE SCHEDULE *continued*

FRIDAY, APRIL 22, 2022

7:30 AM-8:30 AM	Faculty Breakfast <i>Southgate A</i>
8:00 AM-12:00 PM	Check-In for Conference Attendees <i>8th Floor Foyer</i>
8:30 AM-11:00 AM	Welcome Breakfast with Keynote Address <i>"The Future of the AAF"</i> by Steve Pacheco, AAF President & CEO and NSAC winner's presentations <i>Travis A, B & C</i>
11:00 AM-12:00 PM	NSAC Judges Debriefing <i>Hilton Room</i>
11:00 AM-12:00 PM	Breakout Sessions #1 (TBA) <i>Southgate A & B</i>
12:15 PM-1:45 PM	Lunch with Keynote Address <i>"The Art and Power of Collaboration: The Inner Workings of the 'Yes to Census 2020' Campaign"</i> panel discussion with Alex Lopez Negrete and Team Hounanimous <i>Hilton Room</i> Sponsored by Motiva and the 76 brand
2:00 PM-3:00 PM	Breakout Sessions #2 (TBA) <i>Travis A, B & C</i>
3:15 PM-4:15 PM	Breakout Sessions #3 (TBA) <i>Travis A, B & C</i>
4:30 PM-5:30 PM	District Committee Meetings <i>Hilton Room</i>
4:30 PM-5:30 PM	AAF Tenth District Foundation Meeting <i>Hilton Room</i>
6:00 PM	Dinner Dine Around <i>Explore Houston's diverse dining experiences</i>

SATURDAY, APRIL 23, 2022

7:30 AM-8:30 AM	Past Governor's Breakfast <i>Southgate A</i>
8:00 AM-12:00 AM	Check-In for Conference Attendees <i>8th Floor Foyer</i>
8:30 AM-10:00 AM	Breakfast Keynote Address , <i>"Influencer Marketing's Impact on Advertising and Brand Equity"</i> by Shawnae Corbett-Rice, VP Marketing, Warner Records <i>Hilton Room</i>
10:15 AM-11:15 AM	Breakout Sessions #4 (TBA) <i>Travis A, B & C</i>
11:30 AM-12:30 PM	Breakout Sessions #5 (TBA) <i>Travis A, B & C</i>
12:45 PM-2:15 PM	Lunch Keynote Address <i>"How to Succeed on TikTok and other Tales from a TikTok Content Creator"</i> by Leigh Elena Henderson, Founder, HR Manifesto <i>Hilton Room</i>
2:30 PM-3:30 PM	Tenth District Business Meeting <i>Southgate B</i>
5:30 PM-6:30 PM	Governor's Toast <i>Mimosas & Bloody Mary Bar</i> <i>Bar 9 Rooftop Lounge, 9th floor, Cocktail attire</i>
6:45 PM	Depart for Evening of Excellence Celebration Czech Center <i>Museum Houston, 4920 San Jacinto Street, approximately 2 miles from hotel. Conference Registration includes transportation, dinner and two drink tickets. Cocktail attire</i>