AdWorks Agency
New Employee Orientation

Advertising that is Always on Target

Topics

• About AdWorks
• Accomplishments
• Organization
• Working with Clients
• Health Insurance
• Leave Time
• Paperwork Process
GETTING TO KNOW THE COMPANY

About AdWorks

• Full service marketing, advertising, and design firm serving regional & national clients
• Started in 1989
• Build & Position Brands
  – Print, TV, & Online
Accomplishments

- 2008 Cleo Award Winner Print: Direct Mail
- Triangle Business of the Year (2007)
  - Local Disaster Relief Fund & Fight the Drought Awareness Ads
- 2007 Ad:Tich Award for Best Banner Ad & Best Next Generation Ad

Organization

- Bob Roberts, Sales Chief
- Elizabeth Walter, Design Specialist
- Tom Bridge, Advertising Head
- Betty Warner, Public Relations
  - Jim, Head Salesperson
  - Beth, Salesperson
  - Luiz, Salesperson
  - Alice, Salesperson
  - Todd Ham, Designer
  - Katie Drew, Associate
  - Carol Summer, Intern

Liz Doe, President
Working with Clients

- Design/Creative
  - Focus on layout and artistic elements

- Advertising
  - Know the target audience
  - Encompass a competitive edge

- Sales
  - Main Content
  - Sells ad space

- Media Relations
  - Contacts media outlets

UNDERSTANDING YOUR BENEFITS
**Health Insurance**

We provide comprehensive medical coverage for individuals and families.

- Benefits start on the first day of employment.
- Coverage includes Preferred Provider Organization (PPO)
- Over 1,000 providers in the local area.
- Health Incentive plans available for “Get Fit Now” program.

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**Leave Time**

**Paid Leaves**
- Jury Duty
- Disability
- Organ Donor
- Holidays
- Funeral
- Military
- Sick
- Vacation

**Unpaid Leaves**
- Family and Medical Leave
- Family Military Leave
- School Activity
- Non-approved Conference
- Maternity
Paperwork Process

• Supervisor provides paperwork to employee
• Employee submits paperwork within one week
  – Tax Forms
  – 401k
  – Emergency Contact Information