

## 2024 Events



| DATE                                    | TIME     | EVENT DETAILS                                                                                                           | LOCATION                     |
|-----------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Industry Conferences</b>             |          |                                                                                                                         |                              |
| Feb 28, 2024                            | 2:00 pm  | <a href="#">ANA/AEF Future of Marketing Leadership Conference in partnership with NYU</a>                               | New York, NY                 |
| Mar 18, 2024                            | 1:00 pm  | <a href="#">2024 ANA Media Conference presented by A+E</a>                                                              | Orlando, FL                  |
| Apr 08, 2024                            | 12:00 pm | <a href="#">2024 ANA AI for Marketers Conference presented by Resonate</a>                                              | Hollywood, FL                |
| Apr 15, 2024                            | 1:00 pm  | <a href="#">2024 ANA Brand Masters Conference</a>                                                                       | Carlsbad, CA                 |
| May 02, 2024                            | 2:00 pm  | <a href="#">ANA/SeeHer 2-Day Gender Equality Conference</a>                                                             | New York, NY                 |
| May 05, 2024                            | 1:00 pm  | <a href="#">2024 ANA Advertising Financial Management Conference</a>                                                    | Orlando, FL                  |
| May 14, 2024                            | 2:00 pm  | <a href="#">2024 ANA In-House Agency Conference</a>                                                                     | Carlsbad, CA                 |
| May 20, 2024                            | 12:30 pm | <a href="#">2024 ANA Marketing Technology for Marketers Conference presented by Meta</a>                                | Orlando, FL                  |
| Jun 12, 2024                            | 1:00 pm  | <a href="#">2024 ANA Masters of B2B Marketing Conference presented by LinkedIn</a>                                      | Naples, FL                   |
| Jul 17, 2024                            | 1:00 pm  | <a href="#">2024 ANA Digital &amp; Social Media Conference presented by TikTok</a>                                      | Los Angeles, CA              |
| Sep 16, 2024                            | 1:00 pm  | <a href="#">2024 ANA Measurement &amp; Analytics Conference presented by Google</a>                                     | Chicago, IL                  |
| Oct 21, 2024                            | 11:00 am | <a href="#">2024 ANA Masters of Marketing Conference</a>                                                                | Orlando, FL                  |
| Nov 11, 2024                            | 9:00 am  | <a href="#">2024 ANA Masters of Advertising Law Conference</a>                                                          | Scottsdale, AZ               |
| Nov 18, 2024                            | 1:00 pm  | <a href="#">2024 ANA Multicultural Marketing &amp; Diversity Conference presented by Amazon Ads</a>                     | Las Vegas, NV                |
| <b>Members Only One-Day Conferences</b> |          |                                                                                                                         |                              |
| Jan 23, 2024                            | 11:00 am | <a href="#">Marketing Operations Day</a>                                                                                | Virtual Event (Eastern Time) |
| Jan 25, 2024                            | 11:00 am | <a href="#">ANA and Transunion Present the 2023 Genius Awards</a>                                                       | Virtual Event (Eastern Time) |
| Jan 30, 2024                            | 11:00 am | <a href="#">Top Marketing Trends to Watch in 2024</a>                                                                   | Virtual Event (Eastern Time) |
| Feb 16, 2024                            | 8:00 am  | <a href="#">You Might be a Marketer HBCU Student Conference (In-Person Only)</a>                                        | Raleigh, NC                  |
| Feb 22, 2024                            | 11:00 am | <a href="#">Retail Media Networks: Making Sense of a Complex &amp; Crowded Marketplace presented by Walmart Connect</a> | Virtual Event (Eastern Time) |
| Feb 27, 2024                            | 3:25 pm  | <a href="#">Most Culturally Inclusive Brands of 2023 Award Ceremony (Virtual Only)</a>                                  | Virtual Event (Eastern Time) |
| Feb 29, 2024                            | 9:00 am  | <a href="#">B2B Brand-to-Demand Conference (In-Person Only)</a>                                                         | New York, NY                 |
| Mar 05, 2024                            | 9:00 am  | <a href="#">ANA's 2nd Annual Atlanta Data &amp; Analytics Regional Conference (In Person Only)</a>                      | Atlanta, GA                  |
| Mar 06, 2024                            | 2:00 pm  | <a href="#">Marketing in the Age of AI hosted by Northeastern University</a>                                            | Virtual Event (Eastern Time) |
| Mar 07, 2024                            | 9:00 am  | <a href="#">Brand Growth and Purpose Summit hosted and presented by Audacy (In-Person Only)</a>                         | Los Angeles, CA              |
| Mar 07, 2024                            | 11:00 am | <a href="#">Meet the SSPs: Virtual Supplier Showcase</a>                                                                | Virtual Event (Eastern Time) |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                                                              | LOCATION                     |
|--------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Mar 13, 2024 | 9:00 am  | <a href="#">Marketing Procurement Day (In-Person Only)</a>                                                                                 | Chicago, IL                  |
| Mar 20, 2024 | 11:00 am | <a href="#">ANA Advertising Law 1-Day Conference. Hosted by Katten Muchin Rosenman LLP (Hybrid Event)</a>                                  | New York, NY                 |
| Apr 18, 2024 | 9:00 am  | <a href="#">Marketing Creativity in the Age of AI hosted by Fordham University (In-Person Only)</a>                                        | New York, NY                 |
| Apr 19, 2024 | 11:00 am | <a href="#">Virtual Diversity Fair: In-Depth Chat &amp; Black-Owned Media Companies Presentations (Open to All: Including Non-Members)</a> | Virtual Event (Eastern Time) |
| Apr 25, 2024 | 9:45 am  | <a href="#">Influencer Marketing: Tapping Trends &amp; Culture to Connect with Consumers (In-Person Only)</a>                              | Chicago, IL                  |
| Apr 30, 2024 | 11:00 am | <a href="#">How Purpose-Driven Marketing Drives Change</a>                                                                                 | Virtual Event (Eastern Time) |
| May 01, 2024 | 9:00 am  | <a href="#">Measurement Day: A Day of Learning</a>                                                                                         | New York, NY                 |
| May 08, 2024 | 2:00 pm  | <a href="#">ANA Business Marketing Half-Day Conference: Unleashing Business Innovation in Atlanta</a>                                      | Atlanta, GA                  |
| May 14, 2024 | 9:00 am  | <a href="#">ANA Nonprofit Growth Summit &amp; Hill Day</a>                                                                                 | Washington, DC               |
| May 29, 2024 | 9:00 am  | <a href="#">Getting Multicultural Marketing Right in Today's Landscape hosted by TelevisaUnivision (In-Person Only)</a>                    | Los Angeles, CA              |
| May 30, 2024 | 9:00 am  | <a href="#">Unlocking Opportunity in the Evolving Television Landscape (In-Person Only)</a>                                                | New York, NY                 |
| Jun 04, 2024 | 7:00 am  | <a href="#">2nd Annual Omnichannel Data and Direct Marketing Conference with National Postal Forum (In-Person)</a>                         | Indianapolis, IN             |
| Jun 06, 2024 | 10:00 am | <a href="#">Winning with Sports Marketing. presented by Audacy (In-Person Only) at Yankee Stadium</a>                                      | Bronx, NY                    |
| Jun 11, 2024 | 12:00 pm | <a href="#">ANA Nonprofit Growth Summit: Impact Through Data-Driven Excellence in Fundraising and Marketing</a>                            | New York, NY                 |
| Jun 18, 2024 | 11:00 am | <a href="#">Virtual Diversity Fair: Programmatic Partners Accelerating Diverse Owned Media</a>                                             | Virtual Event (Eastern Time) |
| Jun 26, 2024 | 11:00 am | <a href="#">ANA Advertising Law 1-Day Conference. Hosted by Squire Patton Boggs (Hybrid Event)</a>                                         | New York, NY                 |
| Jun 27, 2024 | 9:30 am  | <a href="#">Inclusive Innovation: Strategies for Driving Brand Growth</a>                                                                  | Virtual Event (Eastern Time) |
| Jul 11, 2024 | 11:00 am | <a href="#">LGBTQ+ Marketing Inclusion Day</a>                                                                                             | Virtual Event (Eastern Time) |
| Aug 14, 2024 | 9:00 am  | <a href="#">Measure what Matters: Metrics for Marketing Success (In-Person Only)</a>                                                       | Plano, TX                    |
| Aug 15, 2024 | 11:00 am | <a href="#">Virtual Diversity Fair (Open to All: Including Non-Members)</a>                                                                | Virtual Event (Eastern Time) |
| Sep 10, 2024 | 10:00 am | <a href="#">2024 ANA Brand Activation &amp; Creativity Conference   A Virtual Experience</a>                                               | Virtual Event (Eastern Time) |
| Sep 12, 2024 | 9:00 am  | <a href="#">Social Responsibility in Marketing hosted by Georgetown University (In-Person Only)</a>                                        | Washington, DC               |
| Sep 25, 2024 | 9:00 am  | <a href="#">Marketing Technology Changemakers One-Day Conference (In-Person)</a>                                                           | New York, NY                 |
| Sep 26, 2024 | 10:00 am | <a href="#">ANA Digital and Social Members-Only Conference Hosted by Disney Advertising (In-Person Only)</a>                               | New York, NY                 |
| Oct 07, 2024 | 11:00 am | <a href="#">Virtual Diversity Fair: LGBTQ+ Owned Companies (Open to All: Including Non-Members)</a>                                        | Virtual Event (Eastern Time) |
| Oct 09, 2024 | 11:00 am | <a href="#">Data &amp; Direct Marketing 1-Day Hosted at American Express (In-Person Only)</a>                                              | New York, NY                 |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                                                      | LOCATION                     |
|--------------|----------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Oct 10, 2024 | 9:00 am  | <a href="#">Leading Transformative Changes in Advertising &amp; Marketing hosted by Loyola University Chicago (In-Person Only)</a> | Chicago, IL                  |
| Oct 29, 2024 | 9:00 am  | <a href="#">ANA Experiential Marketing Members-Only Conference (In-Person Only)</a>                                                | Merritt Island, FL           |
| Oct 30, 2024 | 9:00 am  | <a href="#">The Measure of Success: Data Driven Insights for Modern Marketing (In-Person Only)</a>                                 | New York, NY                 |
| Nov 01, 2024 | 9:00 am  | <a href="#">Inclusive Brand Growth Hosted by Babson College on the Boston Campus (In-Person Only)</a>                              | Boston, MA                   |
| Nov 06, 2024 | 9:00 am  | <a href="#">Nailing the Numbers: Deep Dive into Data-Driven Decisions (In-Person Only)</a>                                         | Mooresville, NC              |
| Nov 07, 2024 | 9:00 am  | <a href="#">ANA's Excellence in Data Analytics Members Only Conference hosted by Rock &amp; Roll Hall of Fame</a>                  | Cleveland, OH                |
| Dec 03, 2024 | 11:00 am | <a href="#">Virtual Diversity Fair (Open to All: Including Non-Members)</a>                                                        | Virtual Event (Eastern Time) |
| Dec 04, 2024 | 11:00 am | <a href="#">Virtual Retail Media Fair</a>                                                                                          | Virtual Event (Eastern Time) |
| Dec 05, 2024 | 9:00 am  | <a href="#">Marketing Technology: A Look Back and Leap Ahead (In-Person Only)</a>                                                  | Atlanta, GA                  |

## Training

|              |         |                                                                                                                            |                                 |
|--------------|---------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Jan 04, 2024 | 2:00 pm | <a href="#">Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</a>                                      | Virtual Workshop (Eastern Time) |
| Jan 09, 2024 | 2:00 pm | <a href="#">Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery)- Virtual Training</a> | Virtual Workshop (Eastern Time) |
| Jan 10, 2024 | 2:00 pm | <a href="#">Multicultural Marketing – Making the Budget Work Effectively - Virtual</a>                                     | Virtual Workshop (Eastern Time) |
| Jan 11, 2024 | 2:00 pm | <a href="#">Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery)- Virtual Training</a>   | Virtual Workshop (Eastern Time) |
| Jan 17, 2024 | 2:00 pm | <a href="#">Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual Training</a>          | Virtual Workshop (Eastern Time) |
| Jan 18, 2024 | 2:00 pm | <a href="#">Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual Training</a>         | Virtual Workshop (Eastern Time) |
| Jan 23, 2024 | 2:00 pm | <a href="#">Journey-Mapping Your Customer Experience Design - Virtual</a>                                                  | Virtual Workshop (Eastern Time) |
| Jan 30, 2024 | 2:00 pm | <a href="#">The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual</a>                             | Virtual Workshop (Eastern Time) |
| Jan 31, 2024 | 2:00 pm | <a href="#">Strategic Customer-Centric Marketing - Virtual</a>                                                             | Virtual Workshop (Eastern Time) |
| Feb 01, 2024 | 2:00 pm | <a href="#">Brand Building with Customer Insights - Virtual</a>                                                            | Virtual Workshop (Eastern Time) |
| Feb 06, 2024 | 2:00 pm | <a href="#">Marketing to Generation Z - Virtual</a>                                                                        | Virtual Workshop (Eastern Time) |
| Feb 07, 2024 | 2:00 pm | <a href="#">Effective Agency Management - Virtual</a>                                                                      | Virtual Workshop (Eastern Time) |
| Feb 08, 2024 | 2:00 pm | <a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>                                            | Virtual Workshop (Eastern Time) |
| Feb 13, 2024 | 2:00 pm | <a href="#">The Brief: Roadmap to Creative - Virtual</a>                                                                   | Virtual Workshop (Eastern Time) |

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| DATE         | TIME    | EVENT DETAILS                                                                                                                 | LOCATION                        |
|--------------|---------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Feb 22, 2024 | 2:00 pm | <a href="#">Creative Production: What Marketers Need to Know - Virtual</a>                                                    | Virtual Workshop (Eastern Time) |
| Feb 27, 2024 | 2:00 pm | <a href="#">Powerful Email Marketing - Virtual</a>                                                                            | Virtual Workshop (Eastern Time) |
| Feb 29, 2024 | 2:00 pm | <a href="#">End-to-End Digital Marketing - Virtual</a>                                                                        | Virtual Workshop (Eastern Time) |
| Mar 05, 2024 | 2:00 pm | <a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>                                                    | Virtual Workshop (Eastern Time) |
| Mar 07, 2024 | 2:00 pm | <a href="#">Digital Analytics Strategy for Marketers - Virtual</a>                                                            | Virtual Workshop (Eastern Time) |
| Mar 12, 2024 | 2:00 pm | <a href="#">Future-Proof Your Data Privacy Strategy - Virtual</a>                                                             | Virtual Workshop (Eastern Time) |
| Mar 14, 2024 | 2:00 pm | <a href="#">Personal Branding for Marketers - Virtual Burst</a>                                                               | Virtual Workshop (Eastern Time) |
| Mar 19, 2024 | 2:00 pm | <a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a>                                | Virtual Workshop (Eastern Time) |
| Mar 21, 2024 | 2:00 pm | <a href="#">Effective Writing for Corporate Communications - Virtual</a>                                                      | Virtual Workshop (Eastern Time) |
| Mar 26, 2024 | 2:00 pm | <a href="#">The Neuroscience of Collaborative Communication - Virtual</a>                                                     | Virtual Workshop (Eastern Time) |
| Mar 28, 2024 | 2:00 pm | <a href="#">Strategies for Creative Problem Solving - Virtual</a>                                                             | Virtual Workshop (Eastern Time) |
| Apr 02, 2024 | 2:00 pm | <a href="#">Developing an Effective Multicultural Marketing Strategy - Virtual</a>                                            | Virtual Workshop (Eastern Time) |
| Apr 04, 2024 | 2:00 pm | <a href="#">Multi-country Marketing Campaigns: From Right Approach to Right Results - Virtual</a>                             | Virtual Workshop (Eastern Time) |
| Apr 09, 2024 | 2:00 pm | <a href="#">Multi-country Marketing Campaigns: Right Results via Right Execution - Virtual</a>                                | Virtual Workshop (Eastern Time) |
| Apr 11, 2024 | 2:00 pm | <a href="#">From Insights to Great Messaging - Virtual</a>                                                                    | Virtual Workshop (Eastern Time) |
| Apr 16, 2024 | 2:00 pm | <a href="#">Agile Marketing 101 (AG Mastery Program 101) - Virtual Training</a>                                               | Virtual Workshop (Eastern Time) |
| Apr 18, 2024 | 2:00 pm | <a href="#">Sprint Planning and Project Estimating 201 (AG Mastery)- Virtual Training</a>                                     | Virtual Workshop (Eastern Time) |
| Apr 23, 2024 | 2:00 pm | <a href="#">Executing an Agile Campaign 301 (AG Mastery)- Virtual Training</a>                                                | Virtual Workshop (Eastern Time) |
| Apr 25, 2024 | 2:00 pm | <a href="#">Successful Agile Integration and Transformation Within Your Organization 401 (AG Mastery ) - Virtual Training</a> | Virtual Workshop (Eastern Time) |
| Apr 30, 2024 | 2:00 pm | <a href="#">Unlock the Power of Influencer Marketing - Virtual</a>                                                            | Virtual Workshop (Eastern Time) |
| May 02, 2024 | 2:00 pm | <a href="#">Brand Activations that Drive Results - Virtual</a>                                                                | Virtual Workshop (Eastern Time) |
| May 07, 2024 | 2:00 pm | <a href="#">SEO for Everyone - Virtual</a>                                                                                    | Virtual Workshop (Eastern Time) |
| May 09, 2024 | 2:00 pm | <a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>                                               | Virtual Workshop (Eastern Time) |
| May 14, 2024 | 2:00 pm | <a href="#">How To Write An Inspired Creative Brief - Virtual</a>                                                             | Virtual Workshop (Eastern Time) |

## 2024 Events



| DATE         | TIME    | EVENT DETAILS                                                                                           | LOCATION                        |
|--------------|---------|---------------------------------------------------------------------------------------------------------|---------------------------------|
| May 21, 2024 | 2:00 pm | <a href="#">Reaching Your Audience in a Post-Cookie World - Virtual</a>                                 | Virtual Workshop (Eastern Time) |
| May 22, 2024 | 2:00 pm | <a href="#">Effective Agency Management - Virtual</a>                                                   | Virtual Workshop (Eastern Time) |
| May 23, 2024 | 2:00 pm | <a href="#">Crafting Your Data Story - Virtual</a>                                                      | Virtual Workshop (Eastern Time) |
| May 28, 2024 | 2:00 pm | <a href="#">Advanced Email Marketing - Virtual</a>                                                      | Virtual Workshop (Eastern Time) |
| May 30, 2024 | 2:00 pm | <a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>                              | Virtual Workshop (Eastern Time) |
| Jun 04, 2024 | 2:00 pm | <a href="#">Digital Metrics that Matter - Virtual</a>                                                   | Virtual Workshop (Eastern Time) |
| Jun 06, 2024 | 2:00 pm | <a href="#">Empowering Marketers with Generative AI - Virtual</a>                                       | Virtual Workshop (Eastern Time) |
| Jun 11, 2024 | 2:00 pm | <a href="#">Critical Thinking for Marketing Success - Virtual</a>                                       | Virtual Workshop (Eastern Time) |
| Jun 12, 2024 | 2:00 pm | <a href="#">Leading Across the Generations (101) (LET Mastery) - Virtual</a>                            | Virtual Workshop (Eastern Time) |
| Jun 18, 2024 | 2:00 pm | <a href="#">Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual</a> | Virtual Workshop (Eastern Time) |
| Jun 20, 2024 | 2:00 pm | <a href="#">Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual</a>          | Virtual Workshop (Eastern Time) |
| Jun 25, 2024 | 2:00 pm | <a href="#">Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual</a>       | Virtual Workshop (Eastern Time) |
| Jun 27, 2024 | 2:00 pm | <a href="#">Presentation Writing to Convey, Compel, and Convince - Virtual</a>                          | Virtual Workshop (Eastern Time) |
| Jul 02, 2024 | 2:00 pm | <a href="#">Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</a>                   | Virtual Workshop (Eastern Time) |
| Jul 10, 2024 | 2:00 pm | <a href="#">Journey-Mapping Your Customer Experience Design - Virtual</a>                               | Virtual Workshop (Eastern Time) |
| Jul 11, 2024 | 2:00 pm | <a href="#">ESG Communication for Marketers - Virtual</a>                                               | Virtual Workshop (Eastern Time) |
| Jul 16, 2024 | 2:00 pm | <a href="#">Project Management for Project Leaders - Virtual</a>                                        | Virtual Workshop (Eastern Time) |
| Jul 23, 2024 | 2:00 pm | <a href="#">Converting Shoppers into Buyers 101 - Virtual</a>                                           | Virtual Workshop (Eastern Time) |
| Jul 24, 2024 | 2:00 pm | <a href="#">Setting Objectives, Targets, and Expected Changes in Shopper Behavior 201 - Virtual</a>     | Virtual Workshop (Eastern Time) |
| Jul 25, 2024 | 2:00 pm | <a href="#">Marketing to Generation Z - Virtual</a>                                                     | Virtual Workshop (Eastern Time) |
| Jul 30, 2024 | 2:00 pm | <a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>                         | Virtual Workshop (Eastern Time) |
| Jul 31, 2024 | 2:00 pm | <a href="#">Brand Building with Customer Insights - Virtual</a>                                         | Virtual Workshop (Eastern Time) |
| Aug 01, 2024 | 2:00 pm | <a href="#">The Brief: Roadmap to Creative - Virtual</a>                                                | Virtual Workshop (Eastern Time) |
| Aug 06, 2024 | 2:00 pm | <a href="#">STORYMAKING for Good 101: The Co-Creation Concept (S4G Mastery) - Virtual</a>               | Virtual Workshop (Eastern Time) |

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| DATE         | TIME    | EVENT DETAILS                                                                                                      | LOCATION                        |
|--------------|---------|--------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Aug 08, 2024 | 2:00 pm | <a href="#">STORYMAKING for Good 201: The Co-Creation Phase (S4G Mastery) - Virtual</a>                            | Virtual Workshop (Eastern Time) |
| Aug 13, 2024 | 2:00 pm | <a href="#">STORYMAKING for Good 301: The Co-Creation Campaign &amp; Innovation Garage (S4G Mastery) - Virtual</a> | Virtual Workshop (Eastern Time) |
| Aug 15, 2024 | 2:00 pm | <a href="#">Effective Agency Management - Virtual</a>                                                              | Virtual Workshop (Eastern Time) |
| Aug 20, 2024 | 2:00 pm | <a href="#">Powerful Email Marketing - Virtual</a>                                                                 | Virtual Workshop (Eastern Time) |
| Aug 22, 2024 | 2:00 pm | <a href="#">Smash Your Content Silos - Virtual</a>                                                                 | Virtual Workshop (Eastern Time) |
| Aug 27, 2024 | 2:00 pm | <a href="#">End-to-End Digital Marketing - Virtual</a>                                                             | Virtual Workshop (Eastern Time) |
| Aug 29, 2024 | 2:00 pm | <a href="#">Future-Proof Your Data Privacy Strategy - Virtual</a>                                                  | Virtual Workshop (Eastern Time) |
| Sep 03, 2024 | 2:00 pm | <a href="#">Digital Analytics Strategy for Marketers - Virtual</a>                                                 | Virtual Workshop (Eastern Time) |
| Sep 05, 2024 | 2:00 pm | <a href="#">The Neuroscience of Collaborative Communication - Virtual</a>                                          | Virtual Workshop (Eastern Time) |
| Sep 10, 2024 | 2:00 pm | <a href="#">Effective Writing for Corporate Communications - Virtual</a>                                           | Virtual Workshop (Eastern Time) |
| Sep 12, 2024 | 2:00 pm | <a href="#">Personal Branding for Marketers - Virtual Burst</a>                                                    | Virtual Workshop (Eastern Time) |
| Sep 17, 2024 | 2:00 pm | <a href="#">Strategic Business Communications for Marketers - Virtual</a>                                          | Virtual Workshop (Eastern Time) |
| Sep 19, 2024 | 2:00 pm | <a href="#">The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual</a>                               | Virtual Workshop (Eastern Time) |
| Sep 24, 2024 | 2:00 pm | <a href="#">Mastering Your Mission Statement - Virtual BURST</a>                                                   | Virtual Workshop (Eastern Time) |
| Sep 26, 2024 | 2:00 pm | <a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a>                     | Virtual Workshop (Eastern Time) |
| Oct 01, 2024 | 2:00 pm | <a href="#">Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</a>                              | Virtual Workshop (Eastern Time) |
| Oct 03, 2024 | 2:00 pm | <a href="#">Strategic Customer-Centric Marketing - Virtual</a>                                                     | Virtual Workshop (Eastern Time) |
| Oct 10, 2024 | 2:00 pm | <a href="#">Leading Growth Through Change - Virtual</a>                                                            | Virtual Workshop (Eastern Time) |
| Oct 15, 2024 | 2:00 pm | <a href="#">Brand Activations that Drive Results - Virtual</a>                                                     | Virtual Workshop (Eastern Time) |
| Oct 17, 2024 | 2:00 pm | <a href="#">How To Write An Inspired Creative Brief - Virtual</a>                                                  | Virtual Workshop (Eastern Time) |
| Oct 22, 2024 | 2:00 pm | <a href="#">Reaching Your Audience in a Post-Cookie World - Virtual</a>                                            | Virtual Workshop (Eastern Time) |
| Oct 29, 2024 | 2:00 pm | <a href="#">Empowering Marketers with Generative AI - Virtual</a>                                                  | Virtual Workshop (Eastern Time) |
| Oct 30, 2024 | 2:00 pm | <a href="#">Effective Agency Management - Virtual</a>                                                              | Virtual Workshop (Eastern Time) |
| Oct 31, 2024 | 2:00 pm | <a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>                                         | Virtual Workshop (Eastern Time) |

## 2024 Events



| DATE         | TIME    | EVENT DETAILS                                                                                  | LOCATION                        |
|--------------|---------|------------------------------------------------------------------------------------------------|---------------------------------|
| Nov 05, 2024 | 2:00 pm | <a href="#">Advanced Email Marketing - Virtual</a>                                             | Virtual Workshop (Eastern Time) |
| Nov 07, 2024 | 2:00 pm | <a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>                | Virtual Workshop (Eastern Time) |
| Nov 11, 2024 | 2:00 pm | <a href="#">Best Practices to Strengthen Your Content Marketing (201) - Virtual</a>            | Virtual Workshop (Eastern Time) |
| Nov 18, 2024 | 2:00 pm | <a href="#">Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual</a> | Virtual Workshop (Eastern Time) |
| Nov 19, 2024 | 2:00 pm | <a href="#">Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual</a> | Virtual Workshop (Eastern Time) |
| Nov 21, 2024 | 2:00 pm | <a href="#">Crafting Your Data Story - Virtual</a>                                             | Virtual Workshop (Eastern Time) |
| Nov 26, 2024 | 2:00 pm | <a href="#">Digital Metrics that Matter - Virtual</a>                                          | Virtual Workshop (Eastern Time) |
| Dec 03, 2024 | 2:00 pm | <a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a> | Virtual Workshop (Eastern Time) |
| Dec 05, 2024 | 2:00 pm | <a href="#">Driving Inclusive Marketing Excellence - Virtual</a>                               | Virtual Workshop (Eastern Time) |
| Dec 10, 2024 | 2:00 pm | <a href="#">Strategies for Creative Problem Solving - Virtual</a>                              | Virtual Workshop (Eastern Time) |
| Dec 12, 2024 | 2:00 pm | <a href="#">Presentation Writing to Convey, Compel, and Convince - Virtual</a>                 | Virtual Workshop (Eastern Time) |
| Dec 17, 2024 | 2:00 pm | <a href="#">Critical Thinking for Marketing Success - Virtual</a>                              | Virtual Workshop (Eastern Time) |
| Dec 19, 2024 | 2:00 pm | <a href="#">Advanced AI Prompt Engineering for Marketers (201) - Virtual</a>                   | Virtual Workshop (Eastern Time) |

## Committees

|              |          |                                                                              |                                |
|--------------|----------|------------------------------------------------------------------------------|--------------------------------|
| Jan 04, 2024 | 2:00 pm  | <a href="#">Regulatory Working Group: FTC Rulemaking on Negative Options</a> | Virtual Meeting (Eastern Time) |
| Jan 11, 2024 | 11:00 am | <a href="#">Data &amp; Direct Marketing</a>                                  | Virtual Only                   |
| Jan 17, 2024 | 3:00 pm  | <a href="#">Email Excellence Center Committee Meeting</a>                    | Virtual Meeting (Eastern Time) |
| Jan 25, 2024 | 11:00 am | <a href="#">Digital &amp; Social and Media</a>                               | Virtual Only                   |
| Jan 31, 2024 | 11:00 am | <a href="#">Meeting on New York Food Advertising Legislation</a>             | Virtual Meeting (Eastern Time) |
| Jan 31, 2024 | 2:00 pm  | <a href="#">Government Relations</a>                                         | Washington, DC                 |
| Feb 01, 2024 | 10:45 am | <a href="#">Analytics &amp; Data Science</a>                                 | Virtual                        |
| Feb 01, 2024 | 11:00 am | <a href="#">Agency Relations Committee Meeting</a>                           | Virtual Meeting (Eastern Time) |
| Feb 07, 2024 | 11:00 am | <a href="#">Meeting on New York Food Advertising Legislation</a>             | Virtual Meeting (Eastern Time) |
| Feb 08, 2024 | 11:00 am | <a href="#">DE&amp;I/LGBTQ+ Forum</a>                                        | Via Virtual (Eastern Time)     |
| Feb 08, 2024 | 11:30 am | <a href="#">Influencer Marketing</a>                                         | Chicago, IL                    |
| Feb 13, 2024 | 11:00 am | <a href="#">Advertising Financial Management Committee Meeting</a>           | Virtual Meeting (Eastern Time) |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                             | LOCATION                       |
|--------------|----------|-----------------------------------------------------------------------------------------------------------|--------------------------------|
| Feb 14, 2024 | 11:00 am | <a href="#">AI Forum Meeting - Focusing on Provenance and Legal Challenges to Be Aware Of</a>             | Virtual Meeting                |
| Feb 14, 2024 | 1:00 pm  | <a href="#">Health Care Data Privacy Working Group</a>                                                    | Virtual Meeting (Eastern Time) |
| Feb 21, 2024 | 1:00 pm  | <a href="#">Sustainability Committee Meeting February 2024</a>                                            | Virtual Meeting (Eastern Time) |
| Feb 21, 2024 | 2:00 pm  | <a href="#">Legal Affairs</a>                                                                             | Philadelphia, PA               |
| Feb 22, 2024 | 11:00 am | <a href="#">Multicultural Marketing &amp; Diversity</a>                                                   | Via Virtual (Eastern Time), NY |
| Feb 22, 2024 | 4:00 pm  | <a href="#">Meeting on Daniel's Law Legislation</a>                                                       | Virtual Meeting (Eastern Time) |
| Feb 27, 2024 | 9:30 am  | <a href="#">Production Management Committee Meeting</a>                                                   | New York, NY                   |
| Feb 28, 2024 | 9:30 am  | <a href="#">In-House Agency Committee Meeting, Hosted by Citi</a>                                         | New York, NY                   |
| Feb 28, 2024 | 5:30 pm  | <a href="#">B2B Committee Meeting: Pre-Day Reception and Dinner for ANA's B2B Members-Only Conference</a> | New York City                  |
| Feb 29, 2024 | 10:30 am | <a href="#">Measurement &amp; Accountability</a>                                                          | Virtual Meeting                |
| Feb 29, 2024 | 2:00 pm  | <a href="#">Ethics Policy</a>                                                                             | Via Zoom                       |
| Mar 05, 2024 | 11:00 am | <a href="#">Marketing Operations and Transformation Forum</a>                                             | Virtual Meeting (Eastern Time) |
| Mar 05, 2024 | 2:00 pm  | <a href="#">Nonprofit Organizations</a>                                                                   | Virtual                        |
| Mar 06, 2024 | 11:00 am | <a href="#">Commerce Marketing</a>                                                                        | Via Virtual (Eastern Time)     |
| Mar 08, 2024 | 1:30 pm  | <a href="#">Meeting on Federal Ad Tax</a>                                                                 | Virtual Meeting (Eastern Time) |
| Mar 12, 2024 | 11:00 am | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                                  | Via Virtual (Eastern Time)     |
| Mar 14, 2024 | 11:00 am | <a href="#">Account-Based Marketing Committee Meeting</a>                                                 | Virtual Meeting (Eastern Time) |
| Mar 14, 2024 | 11:00 am | <a href="#">DE&amp;I Forum</a>                                                                            | Via Virtual (Eastern Time)     |
| Mar 19, 2024 | 11:00 am | <a href="#">Content Marketing</a>                                                                         | Via Virtual (Eastern Time)     |
| Mar 20, 2024 | 4:00 pm  | <a href="#">2024 HBCU Committee Meeting</a>                                                               | Via Virtual (Eastern Time)     |
| Mar 21, 2024 | 11:00 am | <a href="#">Data &amp; Direct Marketing</a>                                                               | Virtual Only                   |
| Mar 26, 2024 | 11:00 am | <a href="#">Brand Purpose - Growth for Good</a>                                                           | Virtual Meeting                |
| Mar 27, 2024 | 11:00 am | <a href="#">Influencer Marketing</a>                                                                      | Virtual Meeting                |
| Mar 28, 2024 | 11:00 am | <a href="#">In-House Agency Committee Meeting</a>                                                         | Virtual Meeting (Eastern Time) |
| Mar 28, 2024 | 11:00 am | <a href="#">Relationship Marketing</a>                                                                    | Via Virtual (Eastern Time)     |
| Apr 02, 2024 | 11:00 am | <a href="#">Digital Asset Management (DAM) – Trends, Innovations &amp; the Impact of AI</a>               | Virtual Meeting                |
| Apr 03, 2024 | 11:00 am | <a href="#">Digital &amp; Social</a>                                                                      | Virtual Meeting                |
| Apr 04, 2024 | 11:00 am | <a href="#">Brand Management</a>                                                                          | Via Virtual (Eastern Time)     |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                              | LOCATION                       |
|--------------|----------|------------------------------------------------------------------------------------------------------------|--------------------------------|
| Apr 09, 2024 | 9:00 am  | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                                   | Atlanta, GA                    |
| Apr 10, 2024 | 2:00 pm  | <a href="#">ANA Marketing Capabilities Council Round Table</a>                                             |                                |
| Apr 11, 2024 | 11:00 am | <a href="#">LGBTQ+ Forum</a>                                                                               | Virtual Meeting (Eastern Time) |
| Apr 18, 2024 | 10:00 am | <a href="#">Analytics &amp; Data Science</a>                                                               | Virtual                        |
| Apr 18, 2024 | 11:00 am | <a href="#">Customer Experience Committee Meeting: Elevating Customer Experience with AI</a>               | Virtual Meeting (Eastern Time) |
| Apr 18, 2024 | 11:00 am | <a href="#">Production Management Committee Meeting</a>                                                    | Virtual Meeting (Eastern Time) |
| Apr 23, 2024 | 1:00 pm  | <a href="#">Special Session: Managing Marketing &amp; Communications to Avoid ESG Backlash</a>             | Virtual Meeting (Eastern Time) |
| Apr 25, 2024 | 11:00 am | <a href="#">Marketing Futures</a>                                                                          | Virtual Meeting (Eastern Time) |
| Apr 30, 2024 | 9:00 am  | <a href="#">Multicultural Marketing &amp; Diversity, Hosted by Campari America</a>                         | New York, NY                   |
| May 01, 2024 | 9:30 am  | <a href="#">Digital &amp; Social and Media</a>                                                             | New York, NY                   |
| May 02, 2024 | 1:00 pm  | <a href="#">Meeting on American Privacy Rights Act (ANA Bi-weekly Update Call)</a>                         | Virtual Meeting (Eastern Time) |
| May 02, 2024 | 2:00 pm  | <a href="#">Health Care Working Group</a>                                                                  | Virtual Meeting (Eastern Time) |
| May 07, 2024 | 2:00 pm  | <a href="#">Legal Affairs</a>                                                                              | Virtual Meeting (Eastern Time) |
| May 09, 2024 | 11:00 am | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                                   | Via Virtual (Eastern Time)     |
| May 09, 2024 | 2:00 pm  | <a href="#">Ethics Policy</a>                                                                              | Via Zoom                       |
| May 09, 2024 | 2:00 pm  | <a href="#">Nonprofit Organizations</a>                                                                    | Washington, DC                 |
| May 14, 2024 | 11:00 am | <a href="#">Content Marketing</a>                                                                          | Via Virtual (Eastern Time)     |
| May 15, 2024 | 8:00 am  | <a href="#">ANA/4A's Capitol Hill Day</a>                                                                  | Washington, DC                 |
| May 15, 2024 | 11:00 am | <a href="#">DE&amp;I Forum</a>                                                                             | Via Virtual (Eastern Time)     |
| May 16, 2024 | 11:00 am | <a href="#">Account-Based Marketing Committee Meeting: Weaving ABM into the Fabric of Business Success</a> | Virtual Meeting (Eastern Time) |
| May 21, 2024 | 11:00 am | <a href="#">Commerce Marketing</a>                                                                         | Via Virtual (Eastern Time)     |
| May 23, 2024 | 11:00 am | <a href="#">Brand Purpose - Growth for Good</a>                                                            | Via Virtual (Eastern Time)     |
| May 23, 2024 | 11:00 am | <a href="#">Marketing Operations and Transformation Forum</a>                                              | Virtual Meeting (Eastern Time) |
| May 30, 2024 | 1:00 pm  | <a href="#">Sustainability Committee Meeting May 2024</a>                                                  | Virtual Meeting (Eastern Time) |
| Jun 04, 2024 | 11:00 am | <a href="#">MarTech Committee Meeting - To Add or Optimize...That is the Question!</a>                     | Virtual Meeting                |
| Jun 05, 2024 | 9:30 am  | <a href="#">Influencer Marketing</a>                                                                       | Dallas, TX                     |
| Jun 06, 2024 | 11:00 am | <a href="#">Production Management Committee Meeting</a>                                                    | Virtual Meeting (Eastern Time) |
| Jun 11, 2024 | 11:00 am | <a href="#">AI Forum Meeting - Transform, Grow and Stay Competitive with AI-Powered Marketing</a>          | Virtual Meeting                |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                                 | LOCATION                       |
|--------------|----------|---------------------------------------------------------------------------------------------------------------|--------------------------------|
| Jun 12, 2024 | 4:00 pm  | <a href="#">2024 HBCU Committee Meeting</a>                                                                   | Via Virtual (Eastern Time)     |
| Jun 13, 2024 | 11:00 am | <a href="#">Brand Management</a>                                                                              | Via Virtual (Eastern Time)     |
| Jun 25, 2024 | 11:00 am | <a href="#">Advertising Financial Management Committee Meeting</a>                                            | Virtual Meeting (Eastern Time) |
| Jun 26, 2024 | 9:30 am  | <a href="#">Agency Relations Committee Meeting. Hosted by NBCUniversal</a>                                    | New York, NY                   |
| Jun 26, 2024 | 9:30 am  | <a href="#">Analytics, Data Science &amp; Measurement Committees Open House</a>                               | New York, NY                   |
| Jun 27, 2024 | 11:00 am | <a href="#">In-House Agency Committee Meeting</a>                                                             | Virtual Meeting (Eastern Time) |
| Jun 27, 2024 | 11:00 am | <a href="#">Marketing Futures</a>                                                                             | Virtual Meeting (Eastern Time) |
| Jul 11, 2024 | 9:00 am  | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                                      | Chicago, IL                    |
| Jul 15, 2024 | 11:00 am | <a href="#">DE&amp;I Forum</a>                                                                                | Via Virtual (Eastern Time)     |
| Jul 16, 2024 | 11:00 am | <a href="#">Email Excellence Center Committee Meeting</a>                                                     | Hybrid (Location TBD)          |
| Jul 16, 2024 | 11:00 am | <a href="#">Relationship Marketing</a>                                                                        | Virtual Meeting (Eastern Time) |
| Jul 17, 2024 | 2:00 pm  | <a href="#">Nonprofit Organizations</a>                                                                       | Washington, DC                 |
| Jul 18, 2024 | 11:00 am | <a href="#">2024 HBCU Committee Meeting</a>                                                                   | Via Virtual (Eastern Time)     |
| Jul 18, 2024 | 11:00 am | <a href="#">Commerce Marketing</a>                                                                            | Via Virtual (Eastern Time)     |
| Jul 24, 2024 | 12:30 pm | <a href="#">ANA Marketing Capabilities Council Round Table</a>                                                | Purchase, NY                   |
| Jul 24, 2024 | 2:00 pm  | <a href="#">Legal Affairs</a>                                                                                 | New York, NY                   |
| Jul 25, 2024 | 11:00 am | <a href="#">Multicultural Marketing &amp; Diversity</a>                                                       | Via Virtual (Eastern Time), NY |
| Aug 01, 2024 | 11:00 am | <a href="#">Brand Purpose - Growth for Good</a>                                                               | Virtual Meeting                |
| Aug 07, 2024 | 9:30 am  | <a href="#">In-House Agency Committee Meeting. Hosted by Jones Lang LaSalle (JLL)</a>                         | Chicago, IL                    |
| Aug 07, 2024 | 2:00 pm  | <a href="#">Ethics Policy</a>                                                                                 | Via Zoom                       |
| Aug 08, 2024 | 11:00 am | <a href="#">Brand Management</a>                                                                              | Via Virtual (Eastern Time)     |
| Aug 13, 2024 | 11:00 am | <a href="#">Content Marketing</a>                                                                             | Via Virtual (Eastern Time)     |
| Aug 14, 2024 | 11:00 am | <a href="#">Influencer Marketing</a>                                                                          | Virtual Only                   |
| Aug 15, 2024 | 11:00 am | <a href="#">MarTech Committee Meeting: Google's Privacy Sandbox Solutions &amp; The Future of Advertising</a> | Virtual Meeting                |
| Aug 20, 2024 | 11:00 am | <a href="#">Joint Advertising Financial Management/Agency Relations Committee Meeting</a>                     | Virtual Meeting (Eastern Time) |
| Sep 06, 2024 | 11:00 am | <a href="#">DE&amp;I Forum</a>                                                                                | Via Virtual (Eastern Time)     |
| Sep 10, 2024 | 9:00 am  | <a href="#">Marketing Operations and Transformation Forum. Hosted by Grant Thornton</a>                       | Chicago, IL                    |
| Sep 12, 2024 | 11:00 am | <a href="#">LGBTQ+ Forum</a>                                                                                  | Virtual Meeting (Eastern Time) |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                                    | LOCATION                       |
|--------------|----------|--------------------------------------------------------------------------------------------------|--------------------------------|
| Sep 17, 2024 | 11:00 am | <a href="#">Multicultural Marketing &amp; Diversity</a>                                          | Via Virtual (Eastern Time), NY |
| Sep 18, 2024 | 11:00 am | <a href="#">AI Forum Meeting</a>                                                                 | Virtual Meeting                |
| Sep 18, 2024 | 11:00 am | <a href="#">Media</a>                                                                            | Virtual Only                   |
| Sep 19, 2024 | 9:00 am  | <a href="#">Commerce Marketing</a>                                                               | New York, NY                   |
| Sep 24, 2024 | 9:00 am  | <a href="#">Relationship Marketing</a>                                                           | New York, NY                   |
| Sep 24, 2024 | 10:00 am | <a href="#">In Person Sustainability Committee Meeting September 2024</a>                        | New York, NY                   |
| Sep 24, 2024 | 11:00 am | <a href="#">Marketing Futures</a>                                                                | Virtual Meeting (Eastern Time) |
| Sep 25, 2024 | 9:30 am  | <a href="#">Analytics &amp; Data Science</a>                                                     | New York, NY                   |
| Sep 25, 2024 | 1:00 pm  | <a href="#">Legal Affairs</a>                                                                    | Chicago, IL                    |
| Sep 26, 2024 | 9:00 am  | <a href="#">Joint In-House Agency/Production Management Committee Meeting. Hosted by PepsiCo</a> | New York, NY                   |
| Oct 01, 2024 | 9:00 am  | <a href="#">In-House Agency Committee Meeting</a>                                                | TBA Atlanta                    |
| Oct 01, 2024 | 9:00 am  | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                         | New York, NY                   |
| Oct 01, 2024 | 2:00 pm  | <a href="#">Nonprofit Organizations</a>                                                          | Washington, DC                 |
| Oct 08, 2024 | 11:00 am | <a href="#">Advertising Financial Management Committee Meeting</a>                               | Virtual Meeting (Eastern Time) |
| Oct 09, 2024 | 11:00 am | <a href="#">Agency Relations Committee Meeting</a>                                               | Virtual Meeting (Eastern Time) |
| Oct 09, 2024 | 4:00 pm  | <a href="#">2024 HBCU Committee Meeting</a>                                                      | Via Virtual (Eastern Time)     |
| Oct 10, 2024 | 9:00 am  | <a href="#">Content Marketing</a>                                                                | New York, NY                   |
| Oct 10, 2024 | 11:00 am | <a href="#">Influencer Marketing and Digital &amp; Social</a>                                    | Virtual Only                   |
| Oct 17, 2024 | 2:00 pm  | <a href="#">Ethics Policy</a>                                                                    | Via Zoom                       |
| Oct 23, 2024 | 2:00 pm  | <a href="#">ANA Marketing Capabilities Council Round Table</a>                                   |                                |
| Oct 29, 2024 | 9:00 am  | <a href="#">Brand Management</a>                                                                 | New York, NY                   |
| Oct 30, 2024 | 11:00 am | <a href="#">Media</a>                                                                            | Virtual Only                   |
| Oct 30, 2024 | 2:00 pm  | <a href="#">Government Relations</a>                                                             | Washington, DC                 |
| Oct 31, 2024 | 11:00 am | <a href="#">Marketing Operations and Transformation Forum</a>                                    | Virtual Meeting (Eastern Time) |
| Nov 06, 2024 | 9:00 am  | <a href="#">Data &amp; Direct Marketing</a>                                                      | New York, NY                   |
| Nov 07, 2024 | 11:00 am | <a href="#">In-House Agency Committee Meeting</a>                                                | Virtual Meeting (Eastern Time) |
| Nov 12, 2024 | 9:00 am  | <a href="#">Commerce Marketing</a>                                                               | Dallas, TX                     |
| Nov 13, 2024 | 11:00 am | <a href="#">MarTech Committee Meeting</a>                                                        | Virtual Meeting                |
| Nov 14, 2024 | 11:00 am | <a href="#">LGBTQ+ Forum</a>                                                                     | Virtual Meeting (Eastern Time) |
| Nov 19, 2024 | 9:00 am  | <a href="#">Brand Purpose - Growth for Good</a>                                                  | New York, NY                   |
| Nov 20, 2024 | 11:00 am | <a href="#">Sponsorship &amp; Experiential Marketing</a>                                         | Via Virtual (Eastern Time)     |
| Nov 21, 2024 | 11:00 am | <a href="#">Production Management Committee Meeting</a>                                          | Virtual Meeting (Eastern Time) |
| Dec 03, 2024 | 9:00 am  | <a href="#">In-House Agency Committee Meeting</a>                                                | TBA California                 |

## 2024 Events



| DATE         | TIME     | EVENT DETAILS                                                                             | LOCATION                       |
|--------------|----------|-------------------------------------------------------------------------------------------|--------------------------------|
| Dec 03, 2024 | 11:00 am | <a href="#">Marketing Futures</a>                                                         | Virtual Meeting (Eastern Time) |
| Dec 05, 2024 | 9:30 am  | <a href="#">Joint Advertising Financial Management/Agency Relations Committee Meeting</a> | New York, NY                   |
| Dec 05, 2024 | 11:00 am | <a href="#">Relationship Marketing</a>                                                    | Via Virtual (Eastern Time)     |
| Dec 10, 2024 | 11:00 am | <a href="#">Email Excellence Center Virtual Committee Meeting</a>                         |                                |
| Dec 10, 2024 | 11:00 am | <a href="#">Marketing Operations and Transformation Forum</a>                             | Virtual Meeting (Eastern Time) |
| Dec 12, 2024 | 1:00 pm  | <a href="#">Sustainability Committee Meeting December 2024</a>                            | Virtual Meeting (Eastern Time) |

### Webinars (All Times Eastern)

|              |          |                                                                                                                                           |            |
|--------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Jan 03, 2024 | 3:00 pm  | <a href="#">Happy New Year! 2024 B2B Digital Marketing Predictions &amp; Resolutions With Professor Lou Cohen (B2B Marketing Webinar)</a> | 60 Minutes |
| Jan 10, 2024 | 3:00 pm  | <a href="#">Separating Hype from Reality: The Real Data Behind Marketing &amp; GenAI</a>                                                  | 60 Minutes |
| Jan 17, 2024 | 1:00 pm  | <a href="#">Decoding AI in Marketing: A Practical Guide for Marketers</a>                                                                 | 30 minutes |
| Jan 18, 2024 | 1:00 pm  | <a href="#">Seize The Moment: Unleashing America's Full Potential Through Diversity</a>                                                   | 30 minutes |
| Jan 24, 2024 | 12:00 pm | <a href="#">Esports Marketing – Sorting the Opportunities from the Hype</a>                                                               | 60 Minutes |
| Jan 24, 2024 | 1:00 pm  | <a href="#">The Beauty Blueprint: Strategies for Success in the Competitive Beauty Industry</a>                                           | 30 minutes |
| Jan 25, 2024 | 1:00 pm  | <a href="#">Mastering Human Storytelling for Brands with Intel</a>                                                                        | 30 minutes |
| Jan 25, 2024 | 3:00 pm  | <a href="#">New Year...NEW Email Tips You Need to Know!</a>                                                                               | 60 Minutes |
| Jan 31, 2024 | 1:00 pm  | <a href="#">CES 2024: Recap and Trends for Marketers</a>                                                                                  | 30 Minutes |
| Jan 31, 2024 | 3:00 pm  | <a href="#">5 Things for 2024: Elevating Nonprofit Fundraising &amp; Marketing</a>                                                        | 30 Minutes |
| Feb 01, 2024 | 1:00 pm  | <a href="#">CES Speed Round: What Conversations from CES 2024 Tell Us About Consumers, Trends and the Year Ahead</a>                      | 45 minutes |
| Feb 07, 2024 | 3:00 pm  | <a href="#">On the Hill and in the States: Virtual Town Hall Series</a>                                                                   | 30 Minutes |
| Feb 08, 2024 | 1:00 pm  | <a href="#">Out with Ratios, in with Smarter Budget Decisions</a>                                                                         | 30 minutes |
| Feb 15, 2024 | 1:00 pm  | <a href="#">Pinterest Predicts: The Next BIG Trends for 2024</a>                                                                          | 30 minutes |
| Feb 15, 2024 | 3:00 pm  | <a href="#">The Future Is Creative: Analytical Approaches to Maximizing Creative Impact</a>                                               | 30 Minutes |
| Feb 21, 2024 | 1:00 pm  | <a href="#">SeeHer's Intro to the GEM® Suite of Measurement: Optimizing The 3C's</a>                                                      | 30 minutes |
| Feb 22, 2024 | 1:00 pm  | <a href="#">Zero to Hero: A Data-Driven Dance Between Zero Party Data and AI</a>                                                          | 30 minutes |
| Feb 28, 2024 | 3:00 pm  | <a href="#">Where Should AI Reside in Your MarTech Stack?</a>                                                                             | 30 Minutes |
| Mar 06, 2024 | 3:00 pm  | <a href="#">Starting a Movement: Tearing the Paper Ceiling (B2B Marketing Webinar Series)</a>                                             | 60 Minutes |
| Mar 07, 2024 | 1:00 pm  | <a href="#">Spin First-Party Data into Advertising Gold</a>                                                                               | 30 minutes |
| Mar 13, 2024 | 3:00 pm  | <a href="#">It's 2024 and The End of Cookies. So... What's Next</a>                                                                       | 30 Minutes |
| Mar 14, 2024 | 1:00 pm  | <a href="#">Maximizing Return on Attention: Unveiling Consumer Attitudes and Behaviors Across Media Platforms</a>                         | 30 minutes |

## 2024 Events



| DATE         | TIME    | EVENT DETAILS                                                                                                                                   | LOCATION   |
|--------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Mar 14, 2024 | 2:00 pm | <a href="#">Greenwashing Versus Greenhushing</a>                                                                                                | 60 Minutes |
| Mar 20, 2024 | 3:00 pm | <a href="#">Talent Strategies to Maximize Your Creative Output</a>                                                                              | 30 minutes |
| Apr 03, 2024 | 1:00 pm | <a href="#">Unleashing the Power of Gender Equitable Media &amp; Advertising for Global Growth</a>                                              | 30 minutes |
| Apr 03, 2024 | 3:00 pm | <a href="#">2024 Email Delivery Spotlight: The Impact &amp; Opportunity from Gmail &amp; Yahoo Changes and Other Key Updates (Email Series)</a> | 60 Minutes |
| Apr 04, 2024 | 3:00 pm | <a href="#">ANA Ethics Code Virtual Town Hall: Join Us!</a>                                                                                     | 60-Minutes |
| Apr 09, 2024 | 1:00 pm | <a href="#">Clearing the FTC Hurdles: Focusing on Dark Patterns, Junk Fees and Negative Options</a>                                             | 60 Minutes |
| Apr 10, 2024 | 3:00 pm | <a href="#">Ethical Marketing FUNdamentals: Data Privacy and Consumer Choice</a>                                                                | 30 Minutes |
| Apr 11, 2024 | 1:00 pm | <a href="#">Optimizing Your Programmatic Media Investments – SAVE BIG!</a>                                                                      | 30 minutes |
| Apr 17, 2024 | 1:00 pm | <a href="#">The New Creative Paradigm: How AI is Transforming Video and Content Production</a>                                                  | 30 Minutes |
| Apr 24, 2024 | 1:00 pm | <a href="#">An Interview With Andrew Robertson on AI and Creativity</a>                                                                         | 30 minutes |
| Apr 24, 2024 | 3:00 pm | <a href="#">How the OLLY Brand is Adapting With Certainty in an Uncertain World</a>                                                             | 60 Minutes |
| Apr 25, 2024 | 1:00 pm | <a href="#">The Future of Marketing Effectiveness is AI-Driven</a>                                                                              | 30 Minutes |
| May 01, 2024 | 1:00 pm | <a href="#">Building A Better Sports Sponsorship with DoorDash and Hilton</a>                                                                   | 30 minutes |
| May 01, 2024 | 1:00 pm | <a href="#">Tech Transactions Download: A Guide for Advertising and Marketing Professionals</a>                                                 | 60 Minutes |
| May 01, 2024 | 3:00 pm | <a href="#">How to Succeed with AI in B2B Marketing: Practical Content Planning and Production Uses (B2B Marketing Webinar Series)</a>          | 60 Minutes |
| May 02, 2024 | 3:00 pm | <a href="#">Automate Your Way to Email Mastery</a>                                                                                              | 30 Minutes |
| May 09, 2024 | 1:00 pm | <a href="#">How McDonald's Revolutionized Asian American Marketing</a>                                                                          | 30 minutes |
| May 15, 2024 | 3:00 pm | <a href="#">Unraveling the Mysteries of CDPs: Data Sources, Access, and the Quest for Truth (EEC Webinar Series)</a>                            | 60 Minutes |
| May 22, 2024 | 1:00 pm | <a href="#">Turbocharging Sales Through Gender-Equal Advertising Strategies</a>                                                                 | 30 minutes |
| May 29, 2024 | 1:00 pm | <a href="#">The Essential Drivers of Building Brand Love &amp; Loyalty</a>                                                                      | 30 minutes |
| Jun 05, 2024 | 1:00 pm | <a href="#">Unleashing the Power of "Gen Zalpha" in Marketing &amp; Innovation with Claire's</a>                                                | 30 minutes |
| Jun 05, 2024 | 3:00 pm | <a href="#">Nonprofit Webinar Series: Data Modeling</a>                                                                                         | 30 Minutes |
| Jun 06, 2024 | 1:00 pm | <a href="#">Strategic Outsourcing: The Value of Preserving Time &amp; Focus to Marketers</a>                                                    | 30 minutes |
| Jun 06, 2024 | 3:00 pm | <a href="#">Retail Reinvention: Leveraging Consumer Purchase Data for Market and Media Mastery</a>                                              | 30 Minutes |
| Jun 11, 2024 | 1:00 pm | <a href="#">Building Brand Love Through Legal Action</a>                                                                                        | 60 Minutes |
| Jun 12, 2024 | 1:00 pm | <a href="#">Top 5 Gender Equality Media Planning Principles To Maximize Advertising Impact</a>                                                  | 30 minutes |
| Jun 13, 2024 | 1:00 pm | <a href="#">Driving LGBTQ+ Inclusive Marketing and Mid-Pride Check-in</a>                                                                       | 30 minutes |
| Jun 13, 2024 | 3:00 pm | <a href="#">The Power of Unified Data in a Chaotic Marketing World</a>                                                                          | 60 Minutes |
| Jun 20, 2024 | 3:00 pm | <a href="#">Building a Comprehensive Marketing Data Lake for Analytical and Executional Use Cases</a>                                           | 60 Minutes |
| Jun 26, 2024 | 1:00 pm | <a href="#">How Citibank is Using Big Data To Improve Direct Mail Effectiveness</a>                                                             | 30 minutes |

## 2024 Events



| DATE         | TIME    | EVENT DETAILS                                                                                                   | LOCATION   |
|--------------|---------|-----------------------------------------------------------------------------------------------------------------|------------|
| Jun 27, 2024 | 1:00 pm | <a href="#">Beyond Upfronts: Navigating the New Landscape of TV Advertising</a>                                 | 30 minutes |
| Jul 10, 2024 | 1:00 pm | <a href="#">From Clicks to Conversions: Mastering the Art of Location Intelligence with Foursquare</a>          | 30 minutes |
| Jul 11, 2024 | 1:00 pm | <a href="#">Ace Back-to-School Shopping: LTK's Textbook for Success</a>                                         | 30 minutes |
| Jul 11, 2024 | 3:00 pm | <a href="#">July Ethics Code Update</a>                                                                         | 30 Minutes |
| Jul 17, 2024 | 1:00 pm | <a href="#">The 'Stackie Awards' - Who has the Best MarTech Stack and Why?</a>                                  | 30 Minutes |
| Jul 18, 2024 | 3:00 pm | <a href="#">Harnessing AI &amp; Machine Learning in Customer Data Platforms for Dynamic Campaign Activation</a> | 30 Minutes |
| Jul 24, 2024 | 1:00 pm | <a href="#">Transforming The Digital Landscape Through Gender Inclusive Audience Intelligence</a>               | 30 minutes |
| Jul 25, 2024 | 1:00 pm | <a href="#">Embracing the Cookie-less Era: Strategies, Innovations, and Action Plans</a>                        | 30 Minutes |
| Jul 25, 2024 | 3:00 pm | <a href="#">The State of Gen Z and the Future of Advertising</a>                                                | 30 Minutes |
| Aug 07, 2024 | 1:00 pm | <a href="#">Empower Your Brand with Gender Equality Advertising, Media and Measurement Tools for Marketers</a>  | 30 minutes |
| Aug 14, 2024 | 3:00 pm | <a href="#">On the Hill and in the States: Virtual Town Hall Series</a>                                         | 30 Minutes |
| Aug 21, 2024 | 3:00 pm | <a href="#">Email Excellence Webinar Series</a>                                                                 | 30 Minutes |
| Sep 04, 2024 | 1:00 pm | <a href="#">Mastering Gender Portrayals: The Top 10 Things Advertisers Need To Know</a>                         | 30 minutes |
| Sep 12, 2024 | 1:00 pm | <a href="#">How AI will Change Audience Planning and Buying (Without Cookies!)</a>                              | 30 minutes |
| Sep 12, 2024 | 3:00 pm | <a href="#">Secrets of Holiday Marketing Success</a>                                                            | 30 Minutes |
| Sep 19, 2024 | 1:00 pm | <a href="#">Unlocking the Power of Membership: Maximizing Your ANA Benefits</a>                                 | 30 minutes |
| Oct 02, 2024 | 1:00 pm | <a href="#">Where Does Digital Identity Go from Here? (Addressability Webinar Series)</a>                       | 30 Minutes |
| Oct 02, 2024 | 3:00 pm | <a href="#">B2B Marketing Webinar Series</a>                                                                    | 30 Minutes |
| Oct 16, 2024 | 1:00 pm | <a href="#">Redefining Gender Equitable Marketing For the Next Generation of Consumers – Gen Alpha</a>          | 30 minutes |
| Oct 16, 2024 | 3:00 pm | <a href="#">On the Hill and in the States: Virtual Town Hall Series</a>                                         | 30 Minutes |
| Nov 06, 2024 | 1:00 pm | <a href="#">How to Become a Category Leader Through Accurate Gender Portrayals in Advertising</a>               | 30 minutes |
| Nov 06, 2024 | 3:00 pm | <a href="#">Shaping AI Today to Boost Tomorrow's Bottom Line (Futures Webinar Series)</a>                       | 30 Minutes |
| Nov 20, 2024 | 1:00 pm | <a href="#">Elevate the Industry with Marketing Technology Tips and Tricks (MarTech Webinar Series)</a>         | 30 Minutes |
| Nov 20, 2024 | 3:00 pm | <a href="#">Email Excellence Webinar Series</a>                                                                 | 30 Minutes |
| Dec 04, 2024 | 3:00 pm | <a href="#">December Ethics Code Update</a>                                                                     | 30 Minutes |

## Local Events

|              |         |                                                                            |              |
|--------------|---------|----------------------------------------------------------------------------|--------------|
| Mar 07, 2024 | 5:30 pm | <a href="#">New York City Chapter's - Communicators of the Year Awards</a> | New York, NY |
| Jun 06, 2024 | 6:00 pm | <a href="#">New York City Chapter's - 2024 Global ACE Awards</a>           | New York, NY |