

2018 Events



DATE	TIME	EVENT DETAILS	LOCATION
Industry Conferences			
Feb 28, 2018	4:00 pm	2018 ANA Media Conference Presented by Quantcast	Orlando, FL
Mar 15, 2018	8:00 am	2018 ANA Advertising Law & Public Policy Conference	Washington, DC
Mar 26, 2018	4:00 pm	2018 Brand Masters Conference Presented by Twitter	Dana Point, CA
Apr 16, 2018	1:00 pm	2018 ANA Brand Activation Conference	Chicago, IL
Apr 16, 2018	6:00 pm	2018 ANA REGGIE Awards Gala	Chicago, IL
Apr 29, 2018	4:00 pm	2018 ANA Advertising Financial Management Conference Presented by Active International	Hollywood, FL
Jun 06, 2018	9:00 am	2018 Masters of B2B Marketing	Chicago, IL
Jun 06, 2018	6:30 pm	2018 ANA B2 Awards Gala	Chicago, IL
Jul 25, 2018	3:00 pm	2018 ANA Digital & Social Media Conference Presented by Meredith	Rancho Palos Verdes, CA
Aug 27, 2018	7:30 am	2018 DMA Chicago Nonprofit Conference	Chicago, IL
Sep 12, 2018	4:00 pm	2018 ANA Data & Measurement Conference Presented by Google	Orlando, FL
Oct 03, 2018	9:00 am	ANA Influencer Marketing Live at Advertising Week	New York, NY
Oct 07, 2018	1:00 pm	2018 DMA &Then Annual Event	Las Vegas, NV
Oct 24, 2018	12:00 pm	2018 ANA Masters of Marketing Conference	Orlando, FL
Nov 04, 2018	2:00 pm	2018 ANA Multicultural Marketing & Diversity Conference presented by Pandora	Miami, FL
Nov 07, 2018	1:00 pm	2018 ANA/BAA Marketing Law Conference	Chicago, IL
Members-Only Conferences			
Jan 10, 2018	8:15 am	ANA Effective Brand Marketing Members Only Conference @ InterContinental Hotels Group	Atlanta, GA
Jan 23, 2018	8:15 am	ANA Innovation Day @ Cisco Systems (Members Only Conference)	San Jose, CA
Jan 30, 2018	8:15 am	ANA Brand Activation Shopper Marketing @ Coca Cola (Members Only Conference)	Atlanta, GA
Feb 02, 2018	9:15 am	ANA Brand Activation Content & Influencer Members-Only Conference @ Toyota	Plano, TX
Feb 07, 2018	8:15 am	ANA Purpose-Driven Marketing Day @ Fordham University, Manhattan Campus (Members-Only Conference)	New York, NY
Mar 06, 2018	5:00 pm	"ANA Unplugged" Networking Reception	New York, NY
Mar 12, 2018	8:15 am	ANA Technology & Innovation @ Capital One Arena Presented by Monumental Sports (Members Only)	Washington, DC
Mar 22, 2018	8:15 am	ANA Integrated Marketing Members-Only Conference @ Joe Gibbs Racing	Huntersville, NC
Mar 29, 2018	9:00 am	ANA Business to Business Members-Only Conference @ LinkedIn	New York, NY
Apr 12, 2018	8:15 am	Top Trends in Innovation Members-Only Conference @ American Family Insurance	Madison, WI
Apr 25, 2018	8:45 am	ANA Business to Business Members-Only Conference @ Wells Fargo	San Francisco, CA

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DATE	TIME	EVENT DETAILS	LOCATION
May 08, 2018	8:00 am	Understanding the Customer Experience presented by USPS (Members Only Conference)	San Antonio, TX
May 08, 2018	8:15 am	Integrated Marketing @ Georgia Tech's Scheller College of Business (Members Only Conference)	Atlanta, GA
May 15, 2018	8:15 am	ANA Brand Activation Shopper Marketing @ Mall of America (Members-Only Conference)	Bloomington, MN
May 15, 2018	5:00 pm	"ANA Unplugged" Networking Reception	New York, NY
May 23, 2018	8:15 am	ANA Innovation Day @ MillerCoors presented by A+E Networks (Members Only Conference)	Chicago, IL
May 30, 2018	8:15 am	ANA Data & Analytics @ Nationwide presented by Facebook (Members Only Conference)	Columbus, OH
Jun 13, 2018	9:15 am	ANA Content Marketing @ Visit Philadelphia presented by Deloitte Digital (Members Only Conference)	Philadelphia, PA
Jun 19, 2018	5:30 pm	The Grass is Always Greener. A B2B and B2C Agency Face-Off	New York, NY
Jun 20, 2018	8:15 am	ANA Innovation Day @ John Hancock presented by AT&T AdWorks (Members Only Conference)	Boston, MA
Jun 28, 2018	8:15 am	ANA The Business of Marketing Law @ Meredith Corp (Members Only Conference)	New York, NY
Aug 07, 2018	8:15 am	ANA Brand Activation @ Mastercard (Members Only Conference)	Purchase, NY
Aug 15, 2018	8:00 am	ANA Content Marketing @ Target presented by Pinterest (Members Only Conference)	Minneapolis, MN
Sep 06, 2018	8:15 am	ANA Brand Activation @ Twitter (Members Only Conference)	San Francisco, CA
Sep 26, 2018	10:00 am	ANA Media Innovation @ Pandora (Members Only Conference)	Chicago, IL
Sep 26, 2018	5:00 pm	"ANA Unplugged" Networking Reception	New York, NY
Sep 27, 2018	11:45 am	ANA Sponsorship & Event Marketing @ Belmont Park (Members Only Conference)	Elmont, NY
Oct 04, 2018	8:15 am	ANA Brand Activation Relationship Marketing @ Nordstrom (Members Only Conference)	Seattle, WA
Oct 30, 2018	8:15 am	AEF Members Only Conference @ Yale School of Management	New Haven, CT
Oct 30, 2018	8:15 am	AEF Members Only Conference @ Loyola Quinlan School of Business	Chicago, IL
Nov 01, 2018	8:15 am	ANA Marketing Innovation Day @ Brandman University (Members Only Conference)	Irvine, CA
Nov 15, 2018	8:15 am	ANA Content Marketing @ Bloomberg (Members Only Conference)	New York, NY
Nov 27, 2018	8:15 am	ANA B2B @ NY Life (Members Only Conference)	New York, NY
Nov 28, 2018	8:15 am	ANA Data & Analytics @ Neustar (Members Only Conference)	Sterling, VA
Dec 05, 2018	8:15 am	ANA Data & Analytics @ PG&E presented by Deloitte Digital	San Francisco, CA
Dec 06, 2018	8:15 am	ANA Digital & Social Members Only Conference @ Northgate Gonzalez Markets	Anaheim, CA
Dec 07, 2018	8:15 am	ANA Brand Innovation @ Anheuser-Busch (Members Only Conference)	New York, NY

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DATE	TIME	EVENT DETAILS	LOCATION
Training			
Jan 09, 2018	9:00 am	Practical Strategies to Effective Mobile Marketing	Los Angeles, CA
Jan 11, 2018	9:00 am	Fast Forward Your Content Marketing	New York, NY
Jan 24, 2018	9:00 am	From Insights to a Great Marketing Mix	New York, NY
Jan 25, 2018	9:00 am	Principles of B to C Customer Centric Marketing	Los Angeles, CA
Feb 01, 2018	9:00 am	Presentation Writing and Delivery to Convey, Compel and Convince	Los Angeles, CA
Feb 07, 2018	9:00 am	How to Write an Inspired Creative Brief	New York, NY
Feb 22, 2018	9:00 am	Digital Metrics that Matter	Los Angeles, CA
Feb 22, 2018	9:00 am	Advertising Production Masterclass	Chicago, IL
Feb 27, 2018	9:00 am	Integrated Marketing around the Decision Journey	New York, NY
Feb 28, 2018	9:00 am	From Insights to a Great Marketing Mix	Chicago, IL
Mar 06, 2018	9:00 am	Fast Forward Your Content Marketing	Los Angeles, CA
Mar 14, 2018	9:00 am	Fast Forward Your Content Marketing	Cleveland, OH
Mar 28, 2018	9:00 am	Practical Strategies to Effective Mobile Marketing	New York, NY
Mar 29, 2018	9:00 am	Brand Building with Customer Insights	Philadelphia, PA
Apr 04, 2018	9:00 am	Strategic Customer Centric Marketing	Washington, DC
Apr 10, 2018	9:00 am	Strategic Customer Centric Marketing	Oak Brook, IL
Apr 11, 2018	9:00 am	Fast Forward Your Content Marketing	Washington, DC
Apr 12, 2018	9:00 am	The Art and Science of Brand Building	New York, NY
Apr 19, 2018	9:00 am	Essentials of Highly Effective Agency Management	New York, NY
Apr 24, 2018	9:00 am	How to Write an Inspired Creative Brief	Miami, FL
Apr 24, 2018	9:00 am	Strategic Customer Centric Marketing	San Francisco, CA
Apr 25, 2018	9:00 am	Integrated Marketing around the Decision Journey	Columbus, OH
May 03, 2018	9:00 am	The Art and Science of Brand Building	Chicago, IL
May 03, 2018	9:00 am	Brand Storytelling and Effective Consumer Connection	New York, NY
May 08, 2018	9:00 am	How to Write an Inspired Creative Brief	Philadelphia, PA
May 16, 2018	9:00 am	Brand Activations that Drive Results	New York, NY
May 22, 2018	9:00 am	Briefing for Success	Los Angeles, CA
May 22, 2018	9:00 am	Fast Forward Your Content Marketing	Atlanta, GA
May 22, 2018	1:30 pm	Integrated Marketing around the Decision Journey	Los Angeles, CA
Jun 05, 2018	9:00 am	Strategic Customer Centric Marketing	New York, NY
Jun 20, 2018	9:00 am	Integrated Marketing around the Decision Journey	Houston, TX
Jun 28, 2018	9:00 am	Elevate Your Marketing Mix and Attribution Modeling	New York, NY
Jul 10, 2018	9:00 am	Strategic Customer Centric Marketing	Dallas, TX
Jul 12, 2018	9:00 am	Fast Forward Your Content Marketing	New York,, NY
Jul 17, 2018	9:00 am	Breaking Through the Noise with Influencer Marketing	San Francisco, CA
Jul 19, 2018	9:00 am	Fast Forward Your Content Marketing	Minneapolis, MN
Jul 19, 2018	9:00 am	Integrated Marketing around the Decision Journey	New York,, NY

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Aug 01, 2018	9:00 am	Get it Write! How to Communicate Effectively with All Your Business Audiences	New York, NY
Aug 22, 2018	9:00 am	How to Write an Inspired Creative Brief	Saint Louis, MO
Aug 23, 2018	9:00 am	Digital Metrics that Matter	Philadelphia, PA
Sep 07, 2018	9:00 am	Aligning Marketing to Sales	New York, NY
Sep 20, 2018	9:00 am	Fast Forward Your Content Marketing	Houston, TX
Sep 25, 2018	9:00 am	Developing a Brand Portfolio and Architecture Strategy	Indianapolis, IN
Sep 27, 2018	9:00 am	From Insights to a Great Marketing Mix	Washington, DC
Sep 27, 2018	9:00 am	Driving Growth with Measurement	New York, NY
Oct 02, 2018	9:00 am	How to Write an Inspired Creative Brief	Houston, TX
Oct 10, 2018	9:00 am	The Social Business	Washington, DC
Oct 10, 2018	9:00 am	Conquering PR's New Role in the Modern Marketing Mix	New York, NY
Oct 11, 2018	9:00 am	Developing a Brand Portfolio and Architecture Strategy	New York,, NY
Oct 12, 2018	9:00 am	Leveraging Social Media for Brand Building	Chicago, IL
Oct 12, 2018	1:30 pm	Breaking Through the Noise with Influencer Marketing	Chicago, IL
Oct 16, 2018	9:00 am	Brand Activations that Drive Results	Chicago, IL
Oct 17, 2018	9:00 am	Brand Building with Customer Insights	San Francisco, CA
Oct 17, 2018	1:30 pm	Brand Building with Positioning and Activation	San Francisco, CA
Oct 18, 2018	9:00 am	Digital Metrics that Matter	New York,, NY
Oct 18, 2018	9:00 am	Harnessing the Power of Programmatic	Los Angeles, CA
Nov 14, 2018	9:00 am	Driving Growth with Measurement	San Francisco, CA
Nov 15, 2018	9:00 am	Optimizing the Creative Process	New York, NY
Nov 15, 2018	9:00 am	The Art and Science of Brand Building	Houston, TX
Nov 27, 2018	9:00 am	Essentials of Highly Effective Agency Management	Philadelphia, PA
Dec 04, 2018	9:00 am	Digital Metrics that Matter	Chicago, IL
Dec 05, 2018	9:00 am	Marketing Analytics for Impact. Letting Data Drive	New York, NY

Committees

Jan 11, 2018	9:00 am	Business-to-Business	New York, NY
Jan 11, 2018	2:00 pm	Brand Activation Legal Committee: January 2018	WEBINAR
Jan 24, 2018	10:00 am	Legal Affairs	New York, NY
Jan 31, 2018	9:00 am	Brand Management	New York, NY
Feb 06, 2018	9:00 am	Content Marketing	New York, NY
Feb 06, 2018	9:00 am	Digital & Social. West Coast Chapter	Mountain View, CA
Feb 08, 2018	9:00 am	Integrated Marketing	Elmhurst, IL
Feb 08, 2018	9:00 am	Digital & Social	New York, NY
Feb 13, 2018	9:00 am	Shopper Marketing. Midwest Chapter	Chicago, IL
Feb 14, 2018	9:00 am	Sponsorship & Event Marketing	New York, NY
Feb 15, 2018	9:00 am	Media Leadership	New York, NY
Feb 15, 2018	9:00 am	In-House Agency. West Coast Chapter	Los Angeles, CA

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DATE	TIME	EVENT DETAILS	LOCATION
Feb 15, 2018	2:00 pm	Brand Activation Legal Committee: February 2018	WEBINAR
Feb 27, 2018	9:00 am	Relationship Marketing	New York, NY
Feb 27, 2018	9:00 am	Multicultural Marketing & Diversity	New York, NY
Mar 01, 2018	9:00 am	Joint Production Management and Advertising Financial Management, West Coast Chapter	Burbank, CA
Mar 06, 2018	9:00 am	Shopper Marketing	New York, NY
Mar 06, 2018	12:00 pm	Advertising Financial Management	New York, NY
Mar 08, 2018	9:00 am	Media Leadership, West Coast Chapter	Oakland, CA
Mar 08, 2018	9:00 am	In-House Agency	New York, NY
Mar 13, 2018	11:00 am	Multicultural Marketing & Diversity	Chicago, IL
Mar 14, 2018	9:00 am	Experiential Marketing	Chicago, IL
Mar 14, 2018	2:00 pm	Legal Affairs	Washington, DC
Mar 15, 2018	9:00 am	Data & Measurement	New York, NY
Mar 20, 2018	8:00 am	Midwest Digital & Social	Chicago, IL
Mar 22, 2018	9:00 am	Promotion Marketing	New York, NY
Mar 22, 2018	9:00 am	Influencer Marketing	Dallas, TX
Mar 22, 2018	2:00 pm	Brand Activation Legal Committee: March 2018	WEBINAR
Apr 11, 2018	9:00 am	Digital & Social, Southeast Chapter	Atlanta, GA
Apr 11, 2018	9:00 am	In-House Agency Day	Chicago, IL
Apr 17, 2018	9:00 am	Media Leadership	New York, NY
Apr 26, 2018	9:00 am	Multicultural Marketing & Diversity	Burbank, CA
Apr 26, 2018	2:00 pm	Brand Activation Legal Committee: April 2018	WEBINAR
May 01, 2018	9:00 am	Digital & Social, West Coast Chapter	San Diego, CA
May 03, 2018	9:00 am	Integrated Marketing	Vernon Hills, IL
May 09, 2018	9:00 am	Shopper Marketing, Midwest Chapter	Chicago, IL
May 09, 2018	9:00 am	Agency Relations	New York, NY
May 10, 2018	9:00 am	B2B Committee @ Deloitte in Rockefeller Plaza	New York, NY
May 15, 2018	12:00 pm	Brand Management	New York, NY
May 17, 2018	9:00 am	Sponsorship & Event Marketing	Bronx, NY
May 17, 2018	9:00 am	In-House Agency, West Coast Chapter	San Francisco, CA
May 17, 2018	2:00 pm	Brand Activation Legal Committee: May 2018	WEBINAR
May 18, 2018	12:00 pm	ANA Agency Compensation Webinar 1	WEBINAR
May 22, 2018	9:00 am	Relationship Marketing	New York, NY
May 22, 2018	9:00 am	Digital & Social	Boston, MA
May 23, 2018	9:00 am	Content Marketing	New York, NY
May 24, 2018	9:00 am	Multicultural Marketing & Diversity	Atlanta, GA
Jun 01, 2018	12:00 pm	ANA Agency Compensation Webinar 2	WEBINAR
Jun 05, 2018	9:00 am	Digital & Social, Southeast Chapter	Charlotte, NC
Jun 05, 2018	9:00 am	Media Leadership	New York, NY
Jun 06, 2018	9:00 am	Shopper Marketing	New York, NY

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Jun 06, 2018	9:00 am	Advertising Financial Management	New York, NY
Jun 07, 2018	9:00 am	In-House Agency Day	New York, NY
Jun 13, 2018	9:00 am	Advertising Financial Management, West Coast Chapter	San Francisco, CA
Jun 13, 2018	9:00 am	Multicultural Marketing & Diversity	New York, NY
Jun 13, 2018	9:00 am	Meet the Regulators Breakfast - June 2018	New York, NY
Jun 14, 2018	9:00 am	Experiential Marketing	Chicago, IL
Jun 14, 2018	9:00 am	Data & Measurement	New York, NY
Jun 15, 2018	12:00 pm	ANA Agency Compensation Webinar 3	WEBINAR
Jun 19, 2018	9:00 am	Midwest Digital & Social	Chicago, IL
Jun 19, 2018	9:00 am	Agency Relations	New York, NY
Jun 19, 2018	9:00 am	Influencer Marketing	Dallas, TX
Jun 20, 2018	9:00 am	Sponsorship & Event Marketing	Atlanta, GA
Jun 20, 2018	9:00 am	Production Management	New York, NY
Jun 21, 2018	9:00 am	Promotion Marketing	New York, NY
Jun 21, 2018	12:00 pm	Digital & Social	New York, NY
Jun 26, 2018	2:00 pm	Brand Activation Legal Committee: June 2018	WEBINAR
Jun 27, 2018	9:00 am	Media Leadership, West Coast Chapter	Los Angeles, CA
Jun 29, 2018	12:00 pm	ANA Agency Compensation Webinar 4	WEBINAR
Jul 11, 2018	9:00 am	B2B Committee: Sales and Marketing Alignment	New York, NY
Jul 13, 2018	12:00 pm	ANA Agency Compensation Webinar 5	WEBINAR
Jul 18, 2018	10:00 am	Legal Affairs	New York, NY
Jul 19, 2018	2:00 pm	Brand Activation Legal Committee: July 2018	WEBINAR
Aug 02, 2018	9:00 am	Relationship Marketing	New York, NY
Aug 14, 2018	12:45 pm	Content Marketing	New York, NY
Aug 15, 2018	9:00 am	Digital & Social, Southeast Chapter	Atlanta, GA
Aug 16, 2018	9:00 am	Shopper Marketing, Midwest Chapter	Chicago, IL
Aug 21, 2018	9:00 am	Digital & Social, West Coast Chapter	Torrance, CA
Aug 23, 2018	2:00 pm	Brand Activation Legal Committee: August 2018	WEBINAR
Sep 05, 2018	9:00 am	In-House Agency, West Coast Chapter	Irvine, CA
Sep 06, 2018	9:00 am	Shopper Marketing	New York, NY
Sep 07, 2018	12:00 pm	ANA Agency Compensation Webinar 6	WEBINAR
Sep 12, 2018	9:00 am	In-House Agency	New York, NY
Sep 13, 2018	9:00 am	Experiential Marketing	Chicago, IL
Sep 13, 2018	9:00 am	Agency Relations	New York, NY
Sep 18, 2018	9:00 am	Integrated Marketing	Chicago, IL
Sep 20, 2018	9:00 am	Advertising Financial Management, West Coast Chapter	Redwood City, CA
Sep 20, 2018	12:00 pm	Media Leadership, West Coast Chapter	Redwood City, CA
Sep 20, 2018	12:00 pm	Sponsorship & Event Marketing	New York, NY
Sep 20, 2018	2:00 pm	Brand Activation Legal Committee: September 2018	WEBINAR
Sep 21, 2018	12:00 pm	ANA Agency Compensation Webinar 7	WEBINAR

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Sep 25, 2018	12:00 pm	Digital & Social	New York, NY
Sep 26, 2018	9:00 am	Influencer Marketing	Plano, TX
Sep 26, 2018	12:00 pm	Joint Production Management and Advertising Financial Management	New York, NY
Oct 02, 2018	9:00 am	Media Leadership	New York, NY
Oct 03, 2018	9:00 am	Brand Management	New York, NY
Oct 04, 2018	9:00 am	Midwest Digital & Social	Golden Valley, MN
Oct 04, 2018	9:00 am	Business-to-Business	New York, NY
Oct 05, 2018	12:00 pm	ANA Agency Compensation Webinar 8	WEBINAR
Oct 11, 2018	9:00 am	Procurement Day	Deerfield, IL
Oct 11, 2018	9:00 am	Neuroscience Day	New York, NY
Oct 16, 2018	9:00 am	Promotion Marketing	New York, NY
Oct 16, 2018	9:00 am	Brand Management	San Francisco, CA
Oct 17, 2018	10:00 am	Legal Affairs	New York, NY
Oct 18, 2018	2:00 pm	Brand Activation Legal Committee: October 2018	WEBINAR
Oct 19, 2018	12:00 pm	ANA Agency Compensation Webinar 9	WEBINAR
Oct 30, 2018	9:00 am	Advertising Financial Management, West Coast Chapter	Los Angeles, CA
Nov 01, 2018	9:00 am	Integrated Marketing	Chicago, IL
Nov 02, 2018	12:00 pm	ANA Agency Compensation Webinar 10	WEBINAR
Nov 07, 2018	9:00 am	Content Marketing	New York, NY
Nov 08, 2018	9:00 am	Digital & Social	New York, NY
Nov 13, 2018	9:00 am	Shopper Marketing, Midwest Chapter	Chicago, IL
Nov 13, 2018	9:00 am	Digital & Social, Southeast Chapter	Atlanta, GA
Nov 15, 2018	9:00 am	Relationship Marketing	New York, NY
Nov 15, 2018	9:00 am	Sponsorship & Event Marketing	New York, NY
Nov 15, 2018	9:00 am	Digital & Social, West Coast Chapter	Northern, CA
Nov 16, 2018	12:00 pm	ANA Agency Compensation Webinar 11	WEBINAR
Nov 27, 2018	9:00 am	In-House Agency Day, West	Oakland, CA
Nov 28, 2018	9:00 am	Media Leadership, West Coast Chapter	Los Angeles, CA
Nov 28, 2018	9:00 am	Agency Relations	New York, NY
Nov 29, 2018	11:30 am	Production Management	New York, NY
Nov 29, 2018	2:00 pm	Brand Activation Legal Committee: November 2018	WEBINAR
Nov 30, 2018	12:00 pm	ANA Agency Compensation Webinar 12	WEBINAR
Dec 04, 2018	9:00 am	Advertising Financial Management	New York, NY
Dec 05, 2018	9:00 am	Midwest Digital & Social	Chicago, IL
Dec 05, 2018	9:00 am	Data & Measurement	New York, NY
Dec 06, 2018	9:00 am	Shopper Marketing	New York, NY
Dec 06, 2018	9:00 am	Brand Management	New York, NY
Dec 07, 2018	9:00 am	Influencer Marketing	Plano, TX
Dec 11, 2018	9:00 am	Experiential Marketing	Chicago, IL

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Dec 11, 2018	9:00 am	In-House Agency	New York, NY
Dec 13, 2018	9:00 am	Multicultural Marketing & Diversity	New York, NY
Dec 13, 2018	2:00 pm	Brand Activation Legal Committee: December 2018	WEBINAR

Webinars (All Times Eastern)

Jan 09, 2018	1:00 pm	ANA Legal & Regulatory Webinar Series: The #FTC Review	WEBINAR
Jan 10, 2018	1:00 pm	Digital Disruption Facts, Figures, and Trends from eMarketer's Geoff Ramsey (10 for '18 Series)	WEBINAR
Jan 17, 2018	1:00 pm	Voice Search, Chatbots & AI: What's Now, What's Next. (10 for '18 Webinar Series)	WEBINAR
Jan 18, 2018	1:00 pm	Drivers of Growth: New Insight from Deloitte and Wharton's SEI Center	WEBINAR
Jan 24, 2018	1:00 pm	CES Topline 2018: What Marketers Need to Know (10 for '18 Webinar Series)	WEBINAR
Jan 31, 2018	1:00 pm	GDPR, ePrivacy and Advertisers: What Marketers Need to Know (10 for '18 Series)	WEBINAR
Feb 07, 2018	1:00 pm	Rebooting Content Marketing for 2018: Trends & Best Practices (10 for '18 Webinar Series)	WEBINAR
Feb 13, 2018	1:00 pm	Brand Activation Legal Webinar: February 2018	WEBINAR
Feb 14, 2018	1:00 pm	Using Chatbots to Drive Mobile Sales (10 for '18 Series)	WEBINAR
Feb 21, 2018	1:00 pm	How Brands Can Win in the Age of Amazon (10 for '18 Webinar Series)	WEBINAR
Feb 28, 2018	1:00 pm	Top 10 Production Trends to Be Prepared for 2018 (10 for '18 Webinar Series)	WEBINAR
Mar 06, 2018	1:00 pm	ANA Legal & Regulatory Webinar: Machine Learning Marketing: A Tool for Data-Driven Consumer Engagement	WEBINAR
Mar 07, 2018	1:00 pm	The Evolving Television & Video Landscape - Including Advanced & Addressable TV (10 for '18 Series)	WEBINAR
Mar 07, 2018	3:00 pm	Today's Power Couple: Marketing & Sales (B-to-B Webinar Series)	WEBINAR
Mar 08, 2018	1:00 pm	R.O. Why? Freeing Event Marketers from the Tyranny of ROI and Measuring Data that Matters	WEBINAR
Mar 14, 2018	1:00 pm	The eSports Bandwagon: 5 Reasons Why Marketers Should Care (10 for '18 Series)	WEBINAR
Mar 15, 2018	1:00 pm	Using Data and Hypothesis-Driven Insights to Drive Inspiring Creative: Facebook	WEBINAR
Mar 21, 2018	1:00 pm	What the Heck Is Blockchain and Why Should Marketers Care? (10 for '18 Webinar Series)	WEBINAR
Mar 22, 2018	1:00 pm	Building Brand Intensity with a Social-First Audience	WEBINAR
Mar 28, 2018	1:00 pm	SXSW 2018: Trends & Takeaways for Marketers (10 for '18 Webinar Series)	WEBINAR
Mar 29, 2018	1:00 pm	Getting Started with Programmatic TV: A Primer for Brand Marketers	WEBINAR
Apr 04, 2018	1:00 pm	Driving Profit through Gen Z & Millennial Cultural Trends (Marketing to Millennials & Gen Z Series)	WEBINAR
Apr 04, 2018	3:00 pm	Become a Marketing Engineer: Crafting the B2B Customer Journey (B-to-B Webinar Series)	WEBINAR

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Apr 10, 2018	1:00 pm	Brand Activation Legal Webinar: April 2018	WEBINAR
Apr 11, 2018	1:00 pm	Sour Patch Kids: Marketing to Millennials & Gen Z Best Practices (Marketing to Millennials & Gen Z Series)	WEBINAR
Apr 18, 2018	1:00 pm	Truth Initiative: Ways to Build Trust Among Millennials & Gen Z (Marketing to Millennials & Gen Z Series)	WEBINAR
Apr 19, 2018	1:00 pm	Improving ROI with Business Intelligence in the Scope of Work Process	WEBINAR
Apr 25, 2018	1:00 pm	Strategies to Capture Gen Z Engagement (Marketing to Millennials & Gen Z Series)	WEBINAR
Apr 26, 2018	1:00 pm	Setting Your Agency and In-House Teams Up for Success	WEBINAR
May 02, 2018	1:00 pm	Next-Gen Influencer Marketing – Ways to Find the Right Partners (Influencer Marketing Series)	WEBINAR
May 02, 2018	3:00 pm	The Essential Role of Employee Communications in Shaping Culture and Driving Performance (B-to-B Webinar Series)	WEBINAR
May 08, 2018	1:00 pm	ANA Legal & Regulatory Webinar: TCPA Trends and Hot Topics	WEBINAR
May 09, 2018	1:00 pm	Understanding FTC Regulations in Influencer Marketing (Influencer Marketing Series)	WEBINAR
May 10, 2018	1:00 pm	The Convergence of Digital and TV Measurement	WEBINAR
May 16, 2018	1:00 pm	Hilton: Turning Influencer Marketing into Authentic Storytelling (Influencer Marketing Series)	WEBINAR
May 17, 2018	1:00 pm	Five Ways Electronic Payments Solve Accounts Payable (AP) Challenges	WEBINAR
May 23, 2018	1:00 pm	Brita: Filtering Consumer Insights & Social Listening to Drive Influencer Campaigns (Influencer Marketing Series)	WEBINAR
May 30, 2018	1:00 pm	Understanding Superfans and Their Role as Authentic Influencers for Brands (Influencer Marketing Series)	WEBINAR
Jun 06, 2018	1:00 pm	Bank of America: Evolving Your In-House Agency in Today's Technology-Driven World (In-House Agency Series)	WEBINAR
Jun 07, 2018	1:00 pm	Ways to Leverage Media to Impact Retail Purchases In-Store and Online	WEBINAR
Jun 12, 2018	1:00 pm	Brand Activation Legal Webinar: June 2018	WEBINAR
Jun 13, 2018	1:00 pm	PwC: Using Design Thinking to Push Through Creative Blocks & Deliver Engaging Experiences (In-House Agency Series)	WEBINAR
Jun 14, 2018	1:00 pm	Engaging the Powerhouse U.S. Hispanic Online Shopper	WEBINAR
Jun 20, 2018	1:00 pm	Franklin Templeton Investments: Journey to a More Efficient In-House Agency (In-House Agency Series)	WEBINAR
Jun 27, 2018	1:00 pm	MGM Resorts: Getting Your In-House Agency Structured to Deliver Value (In-House Agency Series)	WEBINAR
Jun 27, 2018	3:00 pm	Building a Meaningfully Distinctive Professional Service Brand	WEBINAR
Jul 05, 2018	1:00 pm	ANA's #SeeHer Initiative: What Marketers Need to Know	WEBINAR
Jul 10, 2018	1:00 pm	ANA Legal & Regulatory Webinar: Early Lessons of the GDPR and ePrivacy Directive	WEBINAR
Jul 11, 2018	1:00 pm	Dr Pepper Snapple Group: Bringing Programmatic In-House (Media Series)	WEBINAR
Jul 18, 2018	1:00 pm	The Hershey Company: Media Trends Every Marketer Should be Watching & How to Respond (Media Series)	WEBINAR
Jul 19, 2018	1:00 pm	Realizing the Potential of Big Data by Making Artificial Intelligence Real	WEBINAR

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Jul 24, 2018	1:00 pm	ANA/DMA Webinar on California Consumer Privacy Act	WEBINAR
Jul 25, 2018	1:00 pm	What Every Marketer Needs to Know About Voice (Media Series)	WEBINAR
Aug 01, 2018	1:00 pm	Ways to Reach the Right Audience without Paying for the World (Data & Analytics Series)	WEBINAR
Aug 08, 2018	1:00 pm	Coca-Cola: Media Optimization 4.0 – Tools & Techniques to Enhance Marketing Optimization (Data & Analytics Series)	WEBINAR
Aug 14, 2018	1:00 pm	Brand Activation Legal Webinar: August 2018	WEBINAR
Aug 15, 2018	1:00 pm	Using Neuroscience to Design Experiences that Drive Action (Data & Analytics Series)	WEBINAR
Aug 22, 2018	1:00 pm	Uniting Data and Creativity to Drive Results (Data & Analytics Series)	WEBINAR
Aug 29, 2018	1:00 pm	Mastercard: Using Data to Become a Story Maker (Data & Analytics Series)	WEBINAR
Aug 29, 2018	3:00 pm	Learn How Digital Marketing Drives Awareness and Demand Generation in a Cost Efficient Manner	WEBINAR
Aug 30, 2018	1:00 pm	Unilever & Bazaarvoice: Leveraging the Right Personalization Strategies across the Consumer Buying Journey	WEBINAR
Sep 05, 2018	1:00 pm	Pepsi Creators' League In-House Content Studio: Content Marketing Best Practices (Content Marketing Series)	WEBINAR
Sep 05, 2018	3:00 pm	B2B Webinar Series with GES Events	WEBINAR
Sep 06, 2018	1:00 pm	How Legacy Brands Can Compete in a Direct-To-Consumer Economy	WEBINAR
Sep 11, 2018	1:00 pm	ANA Legal & Regulatory Webinar: Rules of the Road in Engaging with Celebrities, Influencers, and Fans	WEBINAR
Sep 12, 2018	1:00 pm	Airbnb: 10 Steps to Setting up a Content-Driven Marketing Strategy (Content Marketing Series)	WEBINAR
Sep 13, 2018	1:00 pm	AppNexus: Demystifying the Programmatic TV Landscape: What Marketers Need to Know	WEBINAR
Sep 19, 2018	1:00 pm	Start Measuring Your Content Marketing ROI Today (Content Marketing Series)	WEBINAR
Sep 20, 2018	1:00 pm	The New Creative Brief: Designing for Data-Driven Messaging	WEBINAR
Sep 20, 2018	3:00 pm	Leveraging Consumer Connections through Contextual Intelligence in the Digital Advertising Landscape	WEBINAR
Sep 26, 2018	1:00 pm	Southwest Airlines: 5 Step Flight Plan for Effective Influencer Marketing (Content Marketing Series)	WEBINAR
Sep 27, 2018	1:00 pm	Kantar: Follow the Money - How Brands Can Find Growth in Uncomfortable Places	WEBINAR
Sep 27, 2018	3:00 pm	Facebook: Big-Picture Planning: Understanding Value in a Multi-Screen World	WEBINAR
Oct 03, 2018	3:00 pm	B2B Webinar Series with gyro	WEBINAR
Oct 09, 2018	1:00 pm	Brand Activation Legal Webinar: October 2018	WEBINAR
Nov 07, 2018	3:00 pm	B2B Webinar Series with PJA Advertising and Marketing	WEBINAR
Dec 05, 2018	3:00 pm	B2B Webinar Series with Stein IAS	WEBINAR
Dec 11, 2018	1:00 pm	Brand Activation Legal Webinar: December 2018	WEBINAR

2018 Events



DATE	TIME	EVENT DETAILS	LOCATION
Local Events			
Feb 22, 2018	5:30 pm	AI Will Make B2B Marketing Better. Are You Ready?	New York, NY
Mar 08, 2018	5:30 pm	Why Is It Still Called "New Media" Anyway?	St. Louis, MO
Apr 26, 2018	12:00 pm	2018 Global ACE Awards	New York, NY
May 17, 2018	6:00 pm	The Future of You: Brand 'Me'	New York, NY
Jun 20, 2018	6:00 pm	Productivity Apps & Tasty Snacks	St. Louis, MO
Aug 02, 2018	5:30 pm	An Improv Workshop: Improving Communication Between Sales and Marketing	St. Louis, MO
Sep 28, 2018	8:30 am	ANA Business Marketing NYC 2018 Regional Conference	New York, NY