Marketing to Millennials Members-Only Conference

at House of Blues

June 26, 2013 | West Hollywood, Calif.

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at House of Blues

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Agenda

ANA Marketing to Millennials Members-Only Conference
at House of Blues

Wednesday, June 26

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

LIVE NATION CONNECTS WITH MILLENNIALS - TODAY'S "DIGITAL GROUPIE"

The evolution of digital music and always-on devices have made listening to music easier than ever. Brands are finding music as one of the most powerful ways to fight through the clutter and connect with this on-the-go millennial generation. Music is an inherently social experience, and 80% of millennials agree, frequently sharing their favorite tunes with friends online. This level of sharing is exponentially higher when at a live concert, which 24 million millennials are expected to attend at least one this year. In this presentation, hear how Live Nation engages with hundreds of thousands of millennials, or so-called "digital groupies," every day, and how brands can leverage music-centric marketing practices to join the conversation.

Kevin Chernett
Executive Vice President – Strategic Alliances
Live Nation Network

HYUNDAI REACHES MILLENNIALS THROUGH CONTENT CREATION

According to Forbes, 75% of people prefer content over advertisements. This number is even higher among the ultra-discerning Gen Y audience that defines a people-in-charge world. In this session, Hyundai will discuss how they effectively reach Millennials as content creators. Discover the insights behind some of Hyundai's most successful campaigns, which have pushed the limits of branded content integration and created an authentic voice to connect with this critical consumer group.

David Matathia
Director, Marketing Communications
Hyundai Motor America

Mike Giannone
Vice President, Planning Director
INNOCEAN

MISSOURI LOTTERY WINS WITH MILLENNIALS

One of the single biggest issues facing lotteries across North America is the aging of their player base. The Missouri Lottery is not an exception. Consider that the Millennial generation is larger than the Baby Boomers and three times bigger than Generation X, the understanding of their needs, tastes and behaviors is critical to the Missouri Lottery to ensure continued growth. Learn how the Missouri Lottery has reached the Millennial audience in a dramatic way through their Play It Forward brand campaign.

May Scheve Reardon
Executive Director
Missouri Lottery

Luncheon (12:00 p.m.)

General Session Cont. (1:00 p.m.)

MICROSOFT INSPIRES AND REACHES MILLENNIALS THROUGH STORYTELLING

Storytelling is changing the way Millennials discover and interact with brands. In this session, you'll hear how Millennials are seeking, sharing and creating content, and key takeaways to design experiences with impact. As technology fuels the way this generation connects, Microsoft and their agency LiquidThread will include the latest insights, methods, and best practices on how to best engage with Millennials via storytelling.

Meredith Brace
Global Media Director, Custom Media and Strategic Partnerships
Microsoft

Brent Poer
President, LiquidThread North America
Starcom MediaVest Group

MARKETING TO MILLENNIALS: TOP TRENDS AND WAYS TO REACH THIS ELUSIVE GROUP

If brand marketers want to succeed with the Millennial consumer, they'll need to understand and influence the trends, concerns and habits of that generation, which has an annual direct spending power estimated at $200 billion and represents 25% of the population. In addition to a short review of research and trends, the presentation will provide attendees with tools to guide their thinking for the future and how to ensure they are marketing to this undeniable demographic. This presentation will also coincide with the release of Jeff Fromm's book, "Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever."

Jeff Fromm
Executive Vice President & Co-Author of *Marketing To Millennials*
BARKLEY

Conference Adjournment (2:45 p.m.)

Speaker Bios

ANA Marketing to Millennials Members-Only Conference
at House of Blues

Meredith Brace
Global Media Director, Custom Media & Strategic Partnerships
Microsoft, Central Marketing Group

Meredith is a global media director focused on developing custom media programs and building strategic media partnerships in and outside of Microsoft. Thinking beyond traditional media, her job is to create experiences that connect customers to the Microsoft brands and products through engaging entertainment/content across various platforms. Prior to this, Meredith led the global media planning campaign teams to include the global launch of Windows 7, Bing, Windows Phones and many other Microsoft consumer campaigns. Before joining Microsoft, Meredith spent 8 years at HP managing consumer advertising in North America and played a critical role in building the first corporate media team that re-launched the HP brand. It was there that she was able to lead innovative media practices around the globe and made the transition to media. Prior to tech advertising, she built her marketing chops at a smaller consumer packaged goods company as a brand manager managing the complete business to include advertising, trade marketing, product development, research.

Kevin Chernett
Executive Vice President – Strategic Alliances
Live Nation Network

Kevin Chernett was appointed executive vice president of strategic alliances at Live Nation Network in December 2009. He oversees the company's national corporate strategic alliance efforts and has worked for Live Nation and its predecessors since 2003, when he joined the company as vice president of national sales and marketing. In 2008 he became senior vice president of strategic alliances and helped grow the Live Nation Network division which is one of the key pillars of the organization today. The Alliance Division has been responsible for establishing key strategic corporate partnerships that leverages the Live Nation platform with companies such as Starwood Hotels & Resorts, Coca-Cola, UPS, Citibank, Anheuser-Busch, HP, State Farm & Kelloggs. Kevin came to Live Nation from MusicVision, Inc. a company he co-founded in April 1998 where he served on its Board of Directors and as the company's executive vice president of sales since inception. Kevin is a graduate of Syracuse University with a degree in speech communications.

Jeff Fromm
Executive Vice President
Barkley

Jeff Fromm is EVP at Barkley, a fiercely independent ad agency with offices in Kansas City, Pittsburgh and Boulder. Jeff has 25 years of brand marketing experience and a degree from The Wharton School at the University of Pennsylvania. He led the Millennials research partnership among Barkley, The Boston Consulting Group and Service Management Group. He is the founder of Barkley's Millennial Marketing Conference, www.sharelikebuy.com, the lead editor of their Millennial trends blog, www.millennialmarketing.com and co-author of *Marketing to Millennials: Reach The Largest and Most Influential Generation of Consumers Ever.*

Speaker Bios

ANA Marketing to Millennials Members-Only Conference
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Mike Giannone
Vice President, Planning Director
INNOCEAN USA

Mike provides leadership to the team and the agency's brands by transforming consumer insights into the foundation of relevant strategies. During Mike's tenure with INNOCEAN, Hyundai became #1 in customer loyalty. For him this is an example of brand communications hitting on all cylinders. Mike has helped the team and the clients he works with prove that when communications are effective, a brand becomes irreplaceable in a consumer's life. Prior to contributing to the success of INNOCEAN, Mike sharpened his skills with experience at Chiat\Day, where he worked on Apple and at Saatchi & Saatchi, where he worked on Toyota. Mike graduated from University California Santa Barbara with a degree in sociology and earned an M.A. from USC's Annenberg School for Communication. He's happiest when sitting in a café, in just about any place in the world, with a glass of wine in one hand and a plate of cheese in the other.

David Matathia
Director, Marketing Communications
Hyundai Motor America

David joined HMA in January of 2012 to oversee Tier 1 and Tier 2 advertising as well as paid and social media and lead management. Prior, he worked at GSD&M advertising in Austin, TX where he served as senior vice president and chief strategist working across the agencies full client roster including: Southwest Airlines, Crown Imports brands Pacifico and Victoria, the PGA TOUR and Kohler and on business development. While at GSD&M, David held strategic and account leadership for the BMW account both in the U.S. and globally which cemented a passion for the automotive business. David started his career at TBWA Chiat/Day Amsterdam as a junior planner on Nissan, worked on the integrated brand team throughout the AOL Time Warner merger and worked in the Hispanic market with Univision Communications to help oversee their first-ever branding effort to the U.S. Hispanic consumer. David received a B.S. in communications from Boston University with a minor in sociology. He's a father of twins, drummer, dog-lover and wannabe chef.

Brent Poer
President, LiquidThread North America
Starcom MediaVest Group

As President, LiquidThread North America, Brent oversees SMG's digitally-led content creation unit, which produces content for some of the world's leading marketers including P&G, Walmart, Kraft, and Microsoft. In this role, Brent leads the creative and operational aspects of LiquidThread, including oversight of its 65-person team of content producers in North America. As a result of Brent's leadership and impact, SMG was recently awarded a Gold Cannes Lion in Branded Entertainment, the only media agency to win in this category, for LiquidThread's work with Kraft Wheat Thins and "The Colbert Report." With more than 20 years of media and content creation experience, Brent is powerhouse content producer. Prior to joining SMG on the West Coast, Brent served as general manager of the WB.com, where he launched the online entertainment property and oversaw all creative, business and operational aspects. Before working at WB.com, Brent spent four years at MediaVest, building connectivetissue, LiquidThread's predecessor, overseeing its talent and production across 100+ client brands. Prior, Brent worked as vice president of marketing at Lifetime, where he led integrated programs for numerous clients including P&G. He began his career at Reebok as a producer of video and TV content.

Speaker Bios

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May Scheve Reardon
Executive Director
Missouri Lottery

May Scheve Reardon knows how to play it forward. As the executive director of the Missouri Lottery since 2009, Reardon has led the state agency from sales of $971 million to more than $1.1 billion, and profits to education from $255 million to more than $288 million. As the first woman to hold this position, Reardon brings extensive knowledge and leadership experience from the financial, nonprofit and government sectors, including serving 12 years as a Missouri state representative. The youngest woman to serve as a member of the Missouri General Assembly, Reardon was term-limited out in 2002, and then served as chair of the Missouri Democratic Party. Reardon's passion lies promoting the agency's mission through effective advertising, sales, community relations and sponsorships. She was instrumental in securing millions in additional advertising dollars through the legislative process, taking the Lottery's advertising budget from $1.3 million to $16 million. Reardon recently commissioned the Lottery's advertising agency, Barkley, to launch a new branding campaign called "Play It Forward," which took the Lottery's relevance to record heights. In the first few weeks, the campaign launched the Lottery's relevance rating from a long-time high of 65 to a new high of 71, ranking ahead of famous brands such as the NFL, beer, casinos and Starbucks. A native of St. Louis, Reardon holds a bachelor's degree in communications from Saint Louis University and a master's degree in communications from Webster University. She currently serves on the executive board of the North American Association of State and Provincial Lotteries (NASPL), as the Region III Director, and the executive board of the Multi-State Lottery Association (MUSL), as chair of the Finance and Audit Committee.

Attendees

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Ryan Abenes
Social Media Planner
Toyota Motor Sales U.S.A., Inc.

Ray Alston
Associate Director, Marketing
KPMG LLP

Nicholas Ashbaugh
Manager, Digital Media
Walt Disney Parks and Resorts

Lisa Avent
Vice President,
Franchise Marketing and Development
Walt Disney Co. Consumer Products

AnnMarie Baba
Adobe Systems Incorporated

Brittnie Baker
Marketing Specialist
City National Bank

Paul Barron
New Product Development Manager
American Licorice

Kathleen Berthet
Strategic Marketing Manager
Farmers Insurance Group, Inc.

Mia Billetdeaux
Field Marketing Analyst
Beam Inc.

Meredith Brace
Global Media Director, Custom Media and Strategic Partnerships
Microsoft Corporation

Christine Burke
Logitech

Brian Campbell
Sponsorship Account Manager
Farmers Insurance Group, Inc.

Jeffrey Casali
Director of Corporate Alliances
Six Flags, Inc.

William Chamberlain
Marketing Director I Social
Experian Consumer Services

Janice Charlton
Director, Consumer Insights
Walt Disney Co. Consumer Products

Kevin Chernett
Executive Vice President
Strategic Alliances
Live Nation Network

John Chisholm
Director of Operations
Farmers Insurance Group, Inc.

Karen Clark
Senior Vice President
Multicultural Strategy Manager
City National Bank

Abbe Cohen
Associate Director of Sales
Live Nation, Inc.

Lydia Colaresi
Digital Marketing Manager
House of Blues Entertainment, Inc.

Sally Conner
Vice President
Global Broadcast Production
Disney Destinations LLC

Michael Contreras
Digital Marketing Manager
Dole Food Company, Inc.

Janine Corcoran
Director of Corporate Alliances
Six Flags, Inc.

Joe Culella
Marketing Director
PepsiCo, Inc.

Jennie Cull
Managing Director
KPMG LLP

Maureen DeJesus
Marketing Consultant
LPL Financial

Philippe Depallens
GM Ultimate Ears Pro
Logitech

Stacey Devoe
Marketing Director
24 Hour Fitness

BEATRIS DIAZ
Marketing Planner
Toyota Motor Sales U.S.A., Inc.

Doug Diello
Mailing Solutions Specialist
United States Postal Service

Pete Dimitrakopoulos
Director, Corporate Alliances
Six Flags, Inc.

Jim Dominey
Senior Director, Enterprise Partnerships
Marriott International, Inc.

Erika Doolittle
Manager, Direct Marketing
Toyota Motor Sales U.S.A., Inc.

Sheldon Duncan
Director, Marketing Strategy
Disney Destinations

Christina Duron-Yu
Scion Advertising and Media Manager
Toyota Motor Sales U.S.A., Inc.

Natalya Edwards
Product Marketing Planner
Toyota Motor Sales U.S.A., Inc.

Jim Ehrlich
Manager, Customer Insights
Hyundai Capital America

Tiffany Everett
Electronic Arts, Inc.

Mike Fard
Global Messaging Strategist
Intel Corporation

Katie Feldman
Vice President, Marketing Manager
Union Bank

Debbie Fellmeth
Vice President Training and
Professional Development
Live Nation, Inc.

Gil Ferrer
Account Manager
Microsoft Corporation

Allison Flato
Associate Brand Manager
Pharmavite LLC

Andrew Floor
Group Marketing Director
Campari America

Vicki Flores
Certified Mailing Solutions Specialist
United States Postal Service

Michael Fox
Vice President, Consumer Brands
Safeway Inc.

Jeff Fromm
Executive Vice President
Barkley

Attendees

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Frances Garcia
Associate Brand Manager – Soy Joy
Pharmavite LLC

Sebastian Garcia-Vinyard
Brand Manager
Neutrogena Corp.

James George
Brand Analytics Manager
Toyota Motor Sales U.S.A., Inc.

Stephanie George
Business Solutions Specialist
United States Postal Service

Mike Giannone
Vice President, Planning Director
Innocean USA

Andrae Gill
Associate Manager, Marketing
Walt Disney Parks and Resorts

Zora Golcevska
Senior Marketing Specialist
International Code Council Inc

Marni Gordon
Vice President
Marketing and Media Committees
ANA

Billy Grenham
Marketing Analyst
PepsiCo, Inc.

Edward Guerra
National Marketing Coordinator
House of Blues Entertainment, Inc.

Alli Guglielmino
Social Media and Marketing Coordinator
The Macerich Company

Susana Gutierrez
Market Brand Manager
Brown-Forman Corporation

Yasmine Hamdouche
CMG Intern
Intel Corporation

George Harmon
Assistant Manager, Marketing
American Honda Motor Co., Inc.

George Haynes
Digital and Social Media Manager
Kia Motors America, Inc.

Myra Helmick
Manager, Media Advertising
Nestlé USA

Ellen Henderson
Consumerinfo.com, Inc.

Gail Hill
Local Store Marketing Specialist
Shakey's, Inc.

Patty Hobson
Director - Affinity Marketing and Strategic Initiatives
Farmers Insurance Group, Inc.

Debby Holmgren
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Disneyland Resort

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Safeway Inc.

Aly Johnsen
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Blue Shield of California

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Kate Killigrew
Account Executive
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Marketing Supervisor
The UPS Store

Jay Kuderka
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PricewaterhouseCoopers

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Warner Brothers Studios, Inc.

Waisze Lam
Brand Manager
The Walt Disney Home Entertainment, Inc.

Lily Lee Fugier
Integrations Producer, EXTRA TV
Telepictures Productions

Jody Leidigh
Vice President
PNC Bank, N. A.

Kimberly Lewis
Marketing Analyst II
California Lottery

Andrea Lim
Engagegment Marketing Manager
Lexus

Garwin Lu
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Club and Theater
House of Blues Entertainment, Inc.

Candice Marti
Marketing Manager
Union Bank

David Matathia
Director, Marketing Communications
Hyundai Motor America

James Meono
Vice President
Union Bank

Renu Mevasse
Director, Marketing
Dr. Fresh

Jen Miller
Marketing Programs Manager
Cisco Systems, Inc.

Verneen Mincey Seals
District Shipping and Mailing Solutions Manager
United States Postal Service

Johanna Mooney
Director Marketing Tween
Walt Disney Co. Consumer Products

Attendees

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Helen Morales
Advertising Manager, Multicultural
Verizon Wireless Inc.

Darrell Morrow
Mailing Solutions Specialist
United States Postal Service

Sydney Munteanu
Marketing Manager
Inspirato

Jennifer Nasri
Digital Marketing
Lexus

Christine Nassr
Marketing Coordinator
City of Hope

Lynn O`Donnell
Web Content Specialist
ANA

David Owen
Account Executive
Six Flags, Inc.

Tracy Owens
Vice President, Member Relations
Western Region
ANA

Jignesh Patel
Assistant Manager, Digital Marketing
American Honda Motor Co., Inc.

Scott Peterson
Director Channel Development
Central Garden & Pet Company

Alysia Piccioni
Live Nation, Inc.

Brent Poer
President, LiquidThread North America
Starcom MediaVest Group

Rita Qureshi
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Kaiser Permanente

Tita Ramirez
Senior Marketing Manager
AT&T Consumer Services

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Marketing Administrator
Toyota Motor Sales U.S.A., Inc.

Katherine Resto
Media Manager
Mattel, Inc.

Richard Rodriguez
Strategic Account Manager
United States Postal Service

Ignacio Romero
Marketing Manager
California Department of Public Health/Tobacco Control Program

Efrain Romo
Marketing Consultant
Farmers Insurance Group, Inc.

Richard Russell
Director, Media Strategy and Marketing Technology
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Crystal Ryu
Associate Manager Global Procurement
Mattel, Inc.

Donna Sanker
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BP

Leah Santa Cruz
Account Manager
Microsoft Corporation

Anastasia Savvina
Senior Copywriter
Kaiser Permanente

Damian Sawle
Market and Brand Analysis Manager
Americas
Treasury Wine Estates

Hans Schafer
Director of Latin Talent
AEG Live - Goldenvoice

Gary Schechner
Advertising, Marketing Manager
and Social Media Scientist
BP P.l.c.

May Scheve Reardon
Executive Director
Missouri Lottery

Steven Schwartzman
Strategic Sourcing Manager
WellPoint, Inc.

Steve Seyferth
Vice President, Integrated
and Strategic Partnerships
AT&T AdWorks

Aaron Shapiro
Vice President, Digital Sales
Live Nation, Inc.

Karin Shopen Bar
Senior Product Marketing Manager
Juniper Networks

Bob Siegal
Director, Management Advisory Services
Prager and Fenton LLP

TERI SILVI
Director, Marketing
City of Hope

Janice Simcoe
Director, Disney`s Yellow Shoes
Creative Group
Walt Disney Parks and Resorts

Sebastien Slek
Executive Director Procurement Global
Marketing and Indirect
Warner Bros. Entertainment, Inc.

Steve Smith
Vice President, Brand Strategy
TouchTunes Music Corporation

Michael Snyder
Senior Manager, Marketing Operations
American Honda Motor Co., Inc.

Stefanie Sprester
Director of Marketing and Business
Development
City of Hope

Deborah Sullivan
Vice President, Marketing Manager
Union Bank

Seema Sundar
Marketing Manager
Nestlé USA

Roubina Surenian
Director of Sales, Sponsorship
Live Nation, Inc.

Peggy Tadakuma
Marketing Operations Analyst
Toyota Motor Sales U.S.A., Inc.

Esther Taylor
Strategic Account Manager
United States Postal Service

Alf Temme
Owner
Romfab

Joyce Trent-Morgan
Marketing Director
Disneyland Resort

Anna Ulloa-Cantos
Manager, Regional Marketing Strategy
Disneyland Resort

Attendees

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Maria Valadez
Shipping Solutions Specialist
United States Postal Service

Elizabeth Van Slyke
PR Specialist
Logitech

Claudia Vecchio
Director
Nevada Commission on Tourism

Joe Ventura
Vice President, Account Management
Live Nation, Inc.

Phil Vise
Associate Vice President Marketing
The Macerich Company

Jack Volpi
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Wendy`s International, Inc.

Leigh Walczak
Associate Manager, Conferences
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Sean Wilson
Adobe Systems Incorporated

Sarah Winfrey
Coordinator, Cause-Related Marketing
City of Hope

Jeff Withoft
Strategic Marketing Manager
Farmers Insurance Group, Inc.

Thomas Young
Franklin Templeton Investments

Jenni Zaidi
Director, Online Marketing
PB Teen and PB Kids

Marcie Zera
Market Intelligence
Nestlé USA

Elizabeth Ziegler
Senior Sourcing Specialist
Marketing and Advertising
Walt Disney Parks and Resorts

THE ANA IS ALL ABOUT YOU.

WE learned to listen to our members and satisfy them with a portfolio of products and services that meets their needs and exceeds their expectations.

—**Bob Liodice,** *president and CEO* **at the ANA**

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www.ana.net

ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.
www.ana.net/membership

Expand Your Marketing Horizons

> Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 6,000 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. www.ana.net/mkc

> Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. www.ana.net/schoolofmarketing

> Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. www.ana.net/events and www.ana.net/community

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit www.ana.net/membership.

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ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.
www.ana.net/membership

Increase Your Team's Marketing Effectiveness

> Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. www.ana.net/schoolofmarketing

> National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25+ regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. www.ana.net/events

> Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." www.ana.net/events

Boost Your Company's Marketing Investment

> A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. www.ana.net/advocacy

> Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. www.ana.net/events

ANA Upcoming Events

ANA Marketing to Millennials Members-Only Conference
at House of Blues
www.ana.net/calendar

> July 2013

14 | **2013 ANA Digital & Social Media Conference presented by Meredith | Dana Point, Calif.**
17 | ANA Legal Affairs Committee Meeting | New York, NY
24 | ANA Innovation Day Members-Only Conference at Ford Motor Company | Detroit, Mi.

> August 2013

7 | ANA Midwest Digital & Social Committee Meeting | Chicago, Ill.
8 | ANA Business-to-Business Committee Meeting | Santa Cruz, Calif.
8 | ANA Social Media Committee Meeting | New York, NY
15 | ANA Social Media, West Coast Chapter Committee Meeting | Seattle, Wash.
21 | ANA Innovation Day Members-Only Conference at Intuit | Mountain View, Calif.

> September 2013

12 | ANA/Effies: Effective Marketing & Media Insights Members-Only Conference at Time Warner | New York, NY
17 | ANA Research & Measurement Committee Meeting | New York, NY
17 | ANA Sponsorship & Event Marketing Committee Meeting | Chicago, Ill.
18 | ANA Agency Relations Committee Meeting | New York, NY
18 | ANA Content Marketing Members-Only Conference at 3M | St. Paul, Minn.
19 | ANA/Effies: Effective Marketing & Media Insights Members-Only Conference at GRAMMY Museum | Los Angeles, Calif.
19 | ANA Advertising Financial Management Committee Meeting | New York, NY
19 | ANA Shopper Marketing Committee Meeting | Chicago, Ill.
24 | ANA Media Leadership Committee Meeting | New York, NY
24 | ANA Innovation Day Members-Only Conference at Home Depot | Atlanta, Ga.
25 | ANA Digital Marketing Committee Meeting | New York, NY

> October 2013

3 | **2013 ANA Masters of Marketing Annual Conference | Phoenix, Ariz.**
10 | ANA Mobile Marketing Committee Meeting | New York, NY
15 | ANA Business-to-Business Committee Meeting | New York, NY
16 | ANA Social Media, West Coast Chapter Committee Meeting | San Francisco, Calif.
17 | ANA Integrated Marketing Committee Meeting | Chicago, Ill.
22 | ANA Procurement Day Members-Only Conference at BP p.l.c. | Chicago, Ill.
22 | ANA Content Marketing Members-Only Conference at Thomson Reuters | New York, NY
23 | ANA Advertising Financial Management, West Coast Chapter Committee Meeting | Los Angeles, Calif.
23 | ANA Social Media Committee Meeting | New York, NY
24 | ANA Brand Management Committee Meeting | New York, NY
29 | ANA Sponsorship & Event Marketing Committee Meeting | New York, NY