

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Industry Conferences			
Feb 17, 2021	10:30 am	2021 ANA Nonprofit Federation Winter Conference (now Virtual!)	Virtual Event (Eastern Time)
Mar 24, 2021	10:30 am	2021 B2B Marketing Conference: A Virtual Experience	Virtual Event (Eastern Time)
Apr 13, 2021	11:00 am	2021 ANA Data & Analytics Conference: A Virtual Experience	Virtual Event (Eastern Time)
Apr 15, 2021	3:00 pm	ANA International ECHO Awards Virtual Gala Presented by USPS	Virtual Event (Eastern Time)
Apr 20, 2021	11:00 am	2021 ANA Experiential, Content & Commerce Marketing Virtual Conference	Virtual Event (Eastern Time)
May 05, 2021	11:00 am	2021 ANA Email Evolution Conference: A Virtual Experience	Virtual Event (Eastern Time)
May 12, 2021	11:00 am	2021 ANA In-House Agency Conference presented by Accenture Interactive: A Virtual Experience	Virtual Event (Eastern Time)
May 21, 2021	2:00 pm	2021 ANA REGGIE Awards: Virtual Presentation of Winners Presented by Valassis, a Vericast Business	Virtual Event (Eastern Time)
May 25, 2021	11:00 am	2021 ANA Influencer Marketing Virtual Conference presented by TikTok	Virtual Event (Eastern Time)
Jun 16, 2021	2:00 pm	2021 ANA Media Conference presented by A+E Networks (Hybrid Event)	Aventura, FL
Jun 27, 2021	1:00 pm	2021 ANA Advertising Financial Management Conference presented by Active International (Hybrid Event)	Phoenix, AZ
Jul 19, 2021	2:00 pm	2021 ANA Digital & Social Media Conference presented by Meredith (Hybrid Event)	Carlsbad, CA
Jul 21, 2021	2:00 pm	2021 ANA Masters of B2B Marketing Conference presented by LinkedIn (Hybrid Event)	Phoenix, AZ
Jul 30, 2021	1:00 pm	2021 ANA B2 Awards Gala presented by Google: A Virtual Experience	Virtual Event (Eastern Time)
Aug 02, 2021	2:00 pm	2021 ANA Brand Masters: Inspirational Branding Conference presented by Twitter (Hybrid Event)	San Diego, CA
Aug 10, 2021	1:00 pm	2021 ANA Brand Activation & Creativity Conference presented by TikTok (Hybrid Event)	Chicago, IL
Aug 17, 2021	10:30 am	2021 ANA Masters of Data & Technology Conference Virtual Experience	Virtual Event (Eastern Time)
Aug 25, 2021	12:50 pm	2021 ANA Nonprofit Federation Summer Conference (Hybrid Event)	Chicago, IL
Sep 21, 2021	2:00 pm	2021 ANA In-House Excellence Awards Virtual Presentation of Winners	Virtual Event (Eastern Time)
Oct 05, 2021	2:00 pm	2021 ANA Masters of Marketing Conference (Hybrid Event)	Orlando, FL
Oct 24, 2021	1:00 pm	2021 ANA Multicultural Marketing and Diversity Conference presented by SXM Media (Hybrid Event)	San Diego, CA
Nov 15, 2021	8:00 am	2021 ANA/BAA Marketing Law Conference (Hybrid Event)	San Diego, CA
Dec 08, 2021	10:00 am	2021 ANA Measurement and Accountability Conference A Virtual Experience	Virtual Event (Eastern Time)

DATE	TIME	EVENT DETAILS	LOCATION
Members Only One-Day Conferences			
Jan 28, 2021	11:00 am	ANA's Data & Direct Marketing Half Day Virtual Conference: Your 2021 Toolbox	Virtual Event (Eastern Time)
Feb 02, 2021	11:00 am	Top Trends in Digital Marketing to Drive Growth in 2021. Presented by Pinterest	Virtual Event (Eastern Time)
Feb 10, 2021	2:00 pm	Building a Positive New Normal with Brands. Hosted by Fordham University	Virtual Event (Eastern Time)
Feb 24, 2021	11:00 am	Evolving Consumer Privacy Landscape. Presented by Facebook	Virtual Event (Eastern Time)
Feb 26, 2021	2:00 pm	Brand Purpose and Sustainability. Hosted by Yale University	Virtual Event (Eastern Time)
Mar 05, 2021	2:00 pm	Data-Driven Marketing. Hosted by Rutgers University	Virtual Event (Eastern Time)
Mar 17, 2021	11:00 am	How Purposeful Brands Make a Difference in Society	Virtual Event (Eastern Time)
Mar 30, 2021	11:00 am	Data & Analytics. Hosted By Wharton Customer Analytics	Virtual Event (Eastern Time)
Apr 27, 2021	11:00 am	Digital Innovation. Presented by MoPub, a Twitter Company	Virtual Event (Eastern Time)
Apr 28, 2021	11:00 am	ANA Law & Public Policy Conference. Hosted by Reed Smith	Virtual Event (Eastern Time)
May 27, 2021	11:00 am	Out-of-Home: The New Consumer Journey. Presented by OAAA	Virtual Event (Eastern Time)
Jun 03, 2021	11:00 am	Direct Mail Virtual Half-Day Conference Presented by United States Postal Service	Virtual Event (Eastern Time)
Jun 17, 2021	11:00 am	ANA Nonprofit Deep Dive: What makes COVID-19 donors so different?	Virtual Event (Eastern Time)
Jul 08, 2021	11:00 am	ANA Virtual Half-Day Conference: Creativity. Presented by Xandr	Virtual Event (Eastern Time)
Sep 14, 2021	12:30 pm	The Intersection of Marketing Law and Intellectual Property. Hosted by Finnegan	Virtual Event (Eastern Time)
Sep 15, 2021	11:00 am	Evolving Your Approach to Mapping Identity. Presented by Innovid	Virtual Event (Eastern Time)
Sep 16, 2021	11:00 am	Turning Purpose into a Verb through Brand Action	Virtual Event (Eastern Time)
Sep 23, 2021	11:00 am	Data and Direct Response Multichannel Marketing for 2022 and Beyond: Hosted by American Express	Virtual Event (Eastern Time)
Oct 01, 2021	11:00 am	Inaugural ANA Virtual Supplier Diversity Fair: Meet Black-Owned Media Companies	Virtual Event (Eastern Time)
Oct 21, 2021	11:00 am	ANA Nonprofit: Gen X – The Next Great Giving Generation	Virtual Event (Eastern Time)
Oct 21, 2021	11:00 am	Using Attention Metrics to Drive Media and Creative Effectiveness. Presented by Adelaide	Virtual Event (Eastern Time)
Oct 22, 2021	1:00 pm	Data-Driven Marketing hosted by UC Davis	Virtual Event (Eastern Time)
Nov 03, 2021	11:00 am	Innovative Collaborations: Partnering for Greater Change. Presented by dentsu	Virtual Event (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Nov 04, 2021	11:00 am	Marketing Trends for 2022. Presented by USPS	Virtual Event (Eastern Time)
Nov 10, 2021	11:00 am	Blueprint for B2B Branding in 2022: Presented by Google	Virtual Event (Eastern Time)
Nov 10, 2021	11:00 am	ANA Virtual Supplier Diversity Fair: Meet LGBT-Owned Companies	Virtual Event (Eastern Time)
Nov 12, 2021	10:00 am	The Future of Marketing Leadership. co-hosted by Columbia University	Virtual Event (Eastern Time)
Dec 02, 2021	11:00 am	The ANA and Neustar Present: The 2021 Genius Award Winners	Virtual Event (Eastern Time)
Dec 03, 2021	11:00 am	Content Marketing Virtual Half-Day Conference presented by dentsu	Virtual Event (Eastern Time)
Dec 14, 2021	11:00 am	Top Trends in Digital to Drive Growth in 2022. Presented by Pinterest	Virtual Event (Eastern Time)

Training

Jan 05, 2021	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop
Jan 07, 2021	2:00 pm	Integrated Marketing Around the Decision Journey - Virtual	Virtual Workshop (Eastern Time)
Jan 12, 2021	2:00 pm	Agile Marketing for Marketers - Virtual	Virtual Workshop (Eastern Time)
Jan 14, 2021	2:00 pm	Multicultural Marketing - Virtual	Virtual Workshop (Eastern Time)
Jan 19, 2021	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Jan 21, 2021	2:00 pm	Marketing Planning for the Post-COVID World - Virtual	Virtual Workshop (Eastern Time)
Jan 26, 2021	2:00 pm	Journey Mapping your Customer Experience Design - Virtual	Virtual Workshop (Eastern Time)
Jan 28, 2021	2:00 pm	Brand Building with Customer Insights - Virtual	Virtual Workshop (Eastern Time)
Feb 02, 2021	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Feb 04, 2021	2:00 pm	Unlock the Power of Influencer Marketing - Virtual	Virtual Workshop (Eastern Time)
Feb 09, 2021	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Feb 11, 2021	2:00 pm	Best Practices to Strengthen Your Content Marketing (201) - Virtual	Virtual Workshop (Eastern Time)
Feb 16, 2021	2:00 pm	Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual	Virtual Workshop (Eastern Time)
Feb 18, 2021	2:00 pm	Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual	Virtual Workshop (Eastern Time)
Feb 23, 2021	2:00 pm	Effectively and Authentically Engaging Generation Z - Virtual	Virtual Workshop (Eastern Time)
Feb 25, 2021	2:00 pm	Cascading Brief Design - Virtual	Virtual Workshop (Eastern Time)

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 02, 2021	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)
Mar 04, 2021	2:00 pm	Essentials of Highly Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Mar 09, 2021	2:00 pm	Build a Better Relationship with Your IHA - Virtual	Virtual Workshop (Eastern Time)
Mar 11, 2021	2:00 pm	Developing a Digital Analytics Strategy - Virtual	Virtual Workshop (Eastern Time)
Mar 16, 2021	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Mar 17, 2021	2:00 pm	Got Bias? How to Develop a Mindset of Inclusion in the Workplace - Virtual	Virtual Workshop (Eastern Time)
Mar 18, 2021	2:00 pm	Modern MarTech: Harnessing Technology to Enhance the Customer Journey - Virtual	Virtual Workshop (Eastern Time)
Mar 23, 2021	2:00 pm	Driving Growth with Measurement - Virtual	Virtual Workshop (Eastern Time)
Mar 25, 2021	2:00 pm	Effective Writing for Corporate Communications - Virtual	Virtual Workshop (Eastern Time)
Mar 30, 2021	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Apr 01, 2021	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop
Apr 06, 2021	2:00 pm	Marketing Planning for the Post-COVID World - Virtual	Virtual Workshop (Eastern Time)
Apr 08, 2021	2:00 pm	Aligning Marketing to Sales - Virtual	Virtual Workshop (Eastern Time)
Apr 15, 2021	2:00 pm	Agile Marketing for Marketers - Virtual	Virtual Workshop (Eastern Time)
Apr 20, 2021	2:00 pm	Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Apr 22, 2021	2:00 pm	Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Apr 27, 2021	2:00 pm	Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
Apr 29, 2021	2:00 pm	Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
May 04, 2021	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
May 06, 2021	2:00 pm	The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual	Virtual Workshop (Eastern Time)
May 11, 2021	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
May 13, 2021	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
May 18, 2021	2:00 pm	Effectively and Authentically Engaging Generation Z - Virtual	Virtual Workshop (Eastern Time)
May 19, 2021	2:00 pm	Multicultural Marketing - Virtual	Virtual Workshop (Eastern Time)
May 20, 2021	2:00 pm	Cascading Brief Design - Virtual	Virtual Workshop (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
May 25, 2021	2:00 pm	Briefing for Success - Virtual	Virtual Workshop (Eastern Time)
May 27, 2021	2:00 pm	Essentials of Highly Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Jun 01, 2021	2:00 pm	Advertising Production: Optimize your Content Production Process, including Digital & Maximize your Agency's Impact	Virtual Workshop (Eastern Time)
Jun 08, 2021	2:00 pm	Developing a Digital Analytics Strategy - Virtual	Virtual Workshop (Eastern Time)
Jun 10, 2021	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Jun 17, 2021	2:00 pm	Driving Growth with Measurement - Virtual	Virtual Workshop (Eastern Time)
Jun 22, 2021	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Jun 23, 2021	2:00 pm	Modern MarTech: Harnessing Technology to Enhance the Customer Journey - Virtual	Virtual Workshop (Eastern Time)
Jun 24, 2021	2:00 pm	Got Bias? How to Develop a Mindset of Inclusion in the Workplace - Virtual	Virtual Workshop (Eastern Time)
Jun 29, 2021	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)
Jul 01, 2021	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop
Jul 06, 2021	2:00 pm	Marketing Planning for the Post-COVID World - Virtual	Virtual Workshop (Eastern Time)
Jul 13, 2021	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Jul 15, 2021	2:00 pm	Integrated Marketing Around the Decision Journey - Virtual	Virtual Workshop (Eastern Time)
Jul 21, 2021	2:00 pm	Journey Mapping your Customer Experience Design - Virtual	Virtual Workshop (Eastern Time)
Jul 22, 2021	2:00 pm	Defining a Brand Point of View That Connects with Consumers 101	Virtual Workshop (Eastern Time)
Jul 27, 2021	2:00 pm	Driving Effective Digital Engagement with Your Brand Story 201	Virtual Workshop (Eastern Time)
Jul 29, 2021	2:00 pm	Multicultural Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 03, 2021	2:00 pm	The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual	Virtual Workshop (Eastern Time)
Aug 05, 2021	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Aug 10, 2021	2:00 pm	Agile Marketing 101 (AG Mastery Program 101) - Virtual Training	Virtual Workshop (Eastern Time)
Aug 12, 2021	2:00 pm	Sprint Planning and Project Estimating 201 (AG Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Aug 17, 2021	2:00 pm	Executing an Agile Campaign 301 (AG Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Aug 19, 2021	2:00 pm	Successful Agile Integration and Transformation Within Your Organization 401 (AG Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
Aug 24, 2021	2:00 pm	Effectively and Authentically Engaging Generation Z - Virtual	Virtual Workshop (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Aug 26, 2021	2:00 pm	Brand Building with Customer Insights - Virtual	Virtual Workshop (Eastern Time)
Sep 02, 2021	2:00 pm	Essentials of Highly Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Sep 07, 2021	2:00 pm	Build a Better Relationship with Your IHA - Virtual	Virtual Workshop (Eastern Time)
Sep 09, 2021	2:00 pm	Driving Growth with Measurement - Virtual	Virtual Workshop (Eastern Time)
Sep 14, 2021	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Sep 16, 2021	2:00 pm	Modern MarTech: Harnessing Technology to Enhance the Customer Journey - Virtual	Virtual Workshop (Eastern Time)
Sep 21, 2021	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Sep 23, 2021	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Sep 28, 2021	2:00 pm	Time Management + Productivity Skills for Remote Professionals - Virtual Burst	Virtual Workshop (Eastern Time)
Sep 30, 2021	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Oct 05, 2021	2:00 pm	Aligning Marketing to Sales - Virtual	Virtual Workshop (Eastern Time)
Oct 07, 2021	2:00 pm	Understanding Implicit Bias - Virtual Burst	Virtual Workshop (Eastern Time)
Oct 12, 2021	2:00 pm	Multicultural Marketing - Virtual	Virtual Workshop (Eastern Time)
Oct 14, 2021	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Oct 19, 2021	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Oct 21, 2021	2:00 pm	Best Practices to Strengthen Your Content Marketing (201) - Virtual	Virtual Workshop (Eastern Time)
Oct 26, 2021	2:00 pm	Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual	Virtual Workshop (Eastern Time)
Oct 28, 2021	2:00 pm	Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual	Virtual Workshop (Eastern Time)
Nov 02, 2021	2:00 pm	Measuring and Improving the Customer Experience - Virtual	Virtual Workshop (Eastern Time)
Nov 04, 2021	2:00 pm	The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual	Virtual Workshop (Eastern Time)
Nov 09, 2021	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)
Nov 11, 2021	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Nov 17, 2021	2:00 pm	Agile 101 - Agile Fundamentals and Sprint Execution - Virtual Burst	Virtual Workshop (Eastern Time)
Nov 18, 2021	2:00 pm	Effectively and Authentically Engaging Generation Z - Virtual	Virtual Workshop (Eastern Time)

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 23, 2021	2:00 pm	Reaching Your Audience in a Post-Cookie World - Virtual	Virtual Workshop (Eastern Time)
Nov 30, 2021	2:00 pm	Briefing for Success - Virtual	Virtual Workshop (Eastern Time)
Dec 02, 2021	12:00 pm	Essentials of Highly Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Dec 07, 2021	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Dec 09, 2021	2:00 pm	Build a Better Relationship with Your IHA - Virtual	Virtual Workshop (Eastern Time)
Dec 14, 2021	2:00 pm	Driving Growth with Measurement - Virtual	Virtual Workshop (Eastern Time)
Dec 16, 2021	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Dec 21, 2021	2:00 pm	Modern MarTech: Harnessing Technology to Enhance the Customer Journey - Virtual	Virtual Workshop (Eastern Time)
Dec 28, 2021	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Dec 30, 2021	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)

Committees

Jan 21, 2021	2:00 pm	Brand Activation Legal Committee: January 2021	Webinar
Jan 22, 2021	11:00 am	Commerce Marketing	Via Webinar (Eastern Time)
Jan 25, 2021	11:00 am	Sponsorship & Experiential Marketing	Via Webinar (Eastern Time)
Jan 26, 2021	11:00 am	Account-Based Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Jan 26, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Jan 27, 2021	2:00 pm	Legal Affairs	Via Webinar (Eastern Time)
Jan 28, 2021	11:00 am	Agency Relations	Via Webinar (Eastern Time)
Feb 02, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Feb 04, 2021	11:00 am	Brand Management	Via Webinar (Eastern Time)
Feb 05, 2021	11:00 am	Content Marketing	Via Webinar (Eastern Time)
Feb 08, 2021	11:00 am	Multicultural Marketing & Diversity	Via Webinar (Eastern Time)
Feb 09, 2021	11:00 am	Production Management	Via Webinar (Eastern Time)
Feb 10, 2021	2:00 pm	Ethics Policy	Via Teams
Feb 11, 2021	11:00 am	Analytics & Data Science	Via Webinar (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Feb 11, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Feb 11, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Feb 18, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Feb 18, 2021	2:00 pm	Brand Activation Legal Committee: February 2021	Webinar
Feb 22, 2021	11:00 am	Relationship Marketing	Via Webinar (Eastern Time)
Feb 23, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
Feb 25, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Mar 03, 2021	2:00 pm	Government Relations	Via Webinar (Eastern Time)
Mar 04, 2021	11:00 am	Data & Direct Marketing	Via Webinar (Eastern Time)
Mar 16, 2021	11:00 am	Marketing Futures	Via Webinar (Eastern Time)
Mar 18, 2021	11:00 am	Commerce Marketing	Via Webinar (Eastern Time)
Mar 18, 2021	2:00 pm	Brand Activation Legal Committee: March 2021	Webinar
Mar 19, 2021	11:00 am	Sponsorship & Experiential Marketing	Via Webinar (Eastern Time)
Mar 25, 2021	10:30 am	Agency Relations	Via Webinar (Eastern Time)
Apr 01, 2021	11:00 am	Brand Management	Via Webinar (Eastern Time)
Apr 06, 2021	11:00 am	Production Management	Via Webinar (Eastern Time)
Apr 07, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Apr 08, 2021	2:00 pm	Nonprofit Organizations	Via Teams
Apr 09, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Apr 13, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Apr 13, 2021	11:00 am	Where to Next with Experiential Marketing	Via Webinar (Eastern Time)
Apr 15, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Apr 16, 2021	11:00 am	Multicultural Marketing & Diversity	Via Webinar (Eastern Time)
Apr 19, 2021	11:00 am	Content Marketing	Via Webinar (Eastern Time)
Apr 22, 2021	11:00 am	Analytics & Data Science	Via Webinar (Eastern Time)
Apr 22, 2021	2:00 pm	Brand Activation Legal Committee: April 2021	Webinar

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 23, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Apr 27, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
May 05, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
May 06, 2021	11:00 am	Sponsorship & Experiential Marketing	Via Webinar (Eastern Time)
May 10, 2021	11:30 am	Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
May 12, 2021	2:00 pm	Ethics Policy	Via Teams
May 13, 2021	11:00 am	Data & Direct Marketing	Via Webinar (Eastern Time)
May 14, 2021	11:00 am	Relationship Marketing	Via Webinar (Eastern Time)
May 17, 2021	11:00 am	Commerce Marketing	Via Webinar (Eastern Time)
May 20, 2021	11:00 am	Agency Relations	Via Webinar (Eastern Time)
May 20, 2021	11:00 am	Drive Growth with the Right ABM MarTech Stack: ABM Committee Meeting	Virtual Meeting (Eastern Time)
May 20, 2021	2:00 pm	Brand Activation Legal Committee: May 2021	Webinar
Jun 01, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Jun 03, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Jun 07, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Jun 08, 2021	11:00 am	Brand Purpose	Via Webinar (Eastern Time)
Jun 09, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Jun 09, 2021	2:00 pm	Government Relations	Via Webinar (Eastern Time)
Jun 10, 2021	11:00 am	Brand Management	Via Webinar (Eastern Time)
Jun 15, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Jun 17, 2021	11:00 am	Analytics & Data Science	Via Webinar (Eastern Time)
Jun 18, 2021	11:00 am	Content Marketing	Via Webinar (Eastern Time)
Jun 22, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
Jun 23, 2021	11:00 am	Marketing Futures	Via Webinar (Eastern Time)
Jun 24, 2021	11:00 am	Multicultural Marketing & Diversity	Via Webinar (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Jun 24, 2021	2:00 pm	Brand Activation Legal Committee: June 2021	Webinar
Jun 29, 2021	11:00 am	Production Management	Via Webinar (Eastern Time)
Jun 30, 2021	11:00 am	B2B Committee Meeting: Marketing to Small Businesses in a Post-Pandemic World	Virtual Meeting (Eastern Time)
Jul 12, 2021	11:00 am	Relationship Marketing	Via Webinar (Eastern Time)
Jul 13, 2021	11:00 am	Agency Relations	Via Webinar (Eastern Time)
Jul 13, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Jul 21, 2021	2:00 pm	Legal Affairs	Via Webinar (Eastern Time)
Jul 21, 2021	2:00 pm	Nonprofit Organizations	Via Teams
Jul 22, 2021	11:00 am	Where to Next with Experiential Marketing: A Year-Long Journey	Via Webinar (Eastern Time)
Jul 22, 2021	2:00 pm	Brand Activation Legal Committee: July 2021	Webinar
Aug 10, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Aug 18, 2021	11:00 am	Commerce Marketing	Via Webinar (Eastern Time)
Aug 19, 2021	11:00 am	Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
Aug 19, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
Aug 20, 2021	11:00 am	Brand Management	Via Webinar (Eastern Time)
Aug 26, 2021	2:00 pm	Brand Activation Legal Committee: August 2021	Webinar
Sep 08, 2021	2:00 pm	Ethics Policy	Via Teams
Sep 09, 2021	11:00 am	Content Marketing	Via Webinar (Eastern Time)
Sep 09, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Sep 14, 2021	11:00 am	Strengthening Sales and Marketing Alignment: Account-Based Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Sep 16, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Sep 16, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Sep 21, 2021	11:00 am	B2B Committee: How Podcasts Turn Up the Volume for Growth	Virtual Meeting (Eastern Time)
Sep 21, 2021	11:00 am	Sponsorship & Experiential Marketing	Via Webinar (Eastern Time)
Sep 22, 2021	11:00 am	Brand Purpose	Via Webinar (Eastern Time)
Sep 22, 2021	11:00 am	Government Relations Committee Meeting & Virtual Capitol Hill Day	Via Webinar

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Sep 23, 2021	11:00 am	Agency Relations	Via Webinar (Eastern Time)
Sep 23, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Sep 23, 2021	2:00 pm	Brand Activation Legal Committee: September 2021	Webinar
Sep 29, 2021	11:00 am	Marketing Futures	Via Webinar (Eastern Time)
Sep 30, 2021	11:00 am	Multicultural Marketing & Diversity	Via Webinar (Eastern Time)
Sep 30, 2021	11:00 am	Production Management	Via Webinar (Eastern Time)
Oct 07, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Oct 12, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Oct 12, 2021	11:00 am	Relationship Marketing	Via Webinar (Eastern Time)
Oct 13, 2021	11:00 am	Joint Brand Management and Commerce Marketing Committee Meeting	Via Webinar (Eastern Time)
Oct 13, 2021	2:00 pm	Legal Affairs	Via Webinar (Eastern Time)
Oct 14, 2021	11:00 am	Analytics & Data Science	Via Webinar (Eastern Time)
Oct 19, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Oct 19, 2021	1:00 pm	Nonprofit Organizations	Via Teams
Oct 19, 2021	3:00 pm	Where to Next with Experiential Marketing: A Year-Long Journey	Via Webinar (Eastern Time)
Oct 20, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
Oct 21, 2021	11:00 am	Content Marketing	Via Webinar (Eastern Time)
Oct 21, 2021	2:00 pm	Brand Activation Legal Committee: October 2021	Webinar
Oct 28, 2021	11:00 am	Reimagining Customer Experience: CX Committee Meeting	Virtual Meeting (Eastern Time)
Nov 01, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Nov 02, 2021	11:00 am	Sponsorship & Experiential Marketing	Via Webinar (Eastern Time)
Nov 03, 2021	11:00 am	Agency Relations	Via Webinar (Eastern Time)
Nov 09, 2021	11:00 am	Influencer Marketing	Via Webinar (Eastern Time)
Nov 10, 2021	11:00 am	Data & Direct Marketing	Via Webinar (Eastern Time)
Nov 11, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Nov 11, 2021	2:00 pm	Brand Activation Legal Committee: November 2021	Webinar

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 16, 2021	11:00 am	B2B Committee Meeting: Create Video Content for YouTube	Virtual Meeting (Eastern Time)
Nov 16, 2021	11:00 am	Production Management	Via Webinar (Eastern Time)
Dec 02, 2021	11:00 am	Account-Based Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Dec 02, 2021	11:00 am	Relationship Marketing	Via Webinar (Eastern Time)
Dec 07, 2021	11:00 am	Brand Purpose	Via Webinar (Eastern Time)
Dec 08, 2021	11:00 am	Analytics & Data Science	Via Webinar (Eastern Time)
Dec 08, 2021	2:00 pm	Nonprofit Organizations	Via Zoom
Dec 09, 2021	11:00 am	Digital & Social	Via Webinar (Eastern Time)
Dec 09, 2021	11:00 am	Marketing Futures	Via Webinar (Eastern Time)
Dec 10, 2021	11:00 am	DE&I Forum	Via Webinar (Eastern Time)
Dec 10, 2021	11:00 am	Commerce Marketing	Via Webinar (Eastern Time)
Dec 14, 2021	11:00 am	In-House Agency	Via Webinar (Eastern Time)
Dec 15, 2021	11:00 am	Advertising Financial Management	Via Webinar (Eastern Time)
Dec 16, 2021	11:00 am	Media Leadership	Via Webinar (Eastern Time)
Dec 16, 2021	2:00 pm	Brand Activation Legal Committee: December 2021	Webinar
Dec 16, 2021	3:00 pm	Ethics Policy	Via Zoom

Webinars (All Times Eastern)

Jan 06, 2021	1:00 pm	Digital Ad Spending and Trends in 2021: eMarketer's Outlook	WEBINAR
Jan 06, 2021	3:00 pm	Owning Game-Changing Subcategories, the Only Way to Grow (B2B Marketing Series)	Webinar
Jan 12, 2021	1:00 pm	CCPA/CPRA Compliance	WEBINAR
Jan 13, 2021	1:00 pm	Going Beyond with Jeep's Passion for Adventure	WEBINAR
Jan 13, 2021	3:00 pm	How Your Brand Can Win When You're Being Outspent	WEBINAR
Jan 20, 2021	1:00 pm	Inspiration from Award-Winning Email Marketing Campaigns	WEBINAR
Jan 20, 2021	3:00 pm	The Future of Search Marketing: What's Now, What's Next.	WEBINAR
Jan 21, 2021	3:00 pm	Martech Procurement Resources for Marketers and Procurement Specialists	WEBINAR
Jan 27, 2021	1:00 pm	How the Rock & Roll Hall of Fame Changed Its Tune in Digital	WEBINAR
Jan 27, 2021	3:00 pm	How to Optimize Your Supply Path in 15 Minutes	WEBINAR
Jan 28, 2021	1:00 pm	How to Translate Social Messaging into Effective Digital Audio	WEBINAR
Feb 02, 2021	1:00 pm	Brand Activation Legal Webinar: February 2021	Webinar

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Feb 03, 2021	1:00 pm	How to Keep Lapsed Donors from Staying Socially Distant	WEBINAR
Feb 03, 2021	3:00 pm	CES 2021: What Marketers Need to Know About the Latest Tech and Trends	WEBINAR
Feb 10, 2021	1:00 pm	A Marketer's Blueprint for the Future: Capabilities to Survive and Thrive in a Dynamic Marketplace	WEBINAR
Feb 10, 2021	3:00 pm	The Lowe's Approach to Navigating Today's Data and Measurement Landscape	WEBINAR
Feb 16, 2021	12:00 pm	Martech Procurement Resources for Your Legal and Procurement Teams	WEBINAR
Feb 17, 2021	1:00 pm	The State of Multichannel Marketing in 2021 & Beyond	WEBINAR
Feb 17, 2021	3:00 pm	L'Oreal, Newell Brands, and TikTok: How Technology Drives Creative Brand Performance	WEBINAR
Feb 24, 2021	3:00 pm	Email Around the World: U.S., Canada, EU, & UK	WEBINAR
Mar 03, 2021	1:00 pm	4 Principles to Help Lead Your Remote Teams More Effectively	WEBINAR
Mar 09, 2021	1:00 pm	Rise of Opportunity and Risk in AI for Advertising	WEBINAR
Mar 10, 2021	1:00 pm	Recruiting Entry-Level Diverse Talent: What You Can Learn from Brands, Agencies, and Publishers	WEBINAR
Mar 10, 2021	1:00 pm	JPC News: Virtual Town Hall	WEBINAR
Mar 11, 2021	12:00 pm	Martech Procurement Resources for Your Legal and Procurement Teams	WEBINAR
Mar 17, 2021	1:00 pm	The Verizon Adfellows Program: Galvanizing the Industry around Diverse Talent	WEBINAR
Mar 17, 2021	3:00 pm	Agile Marketing: There's More to Agile Email than Two-Week Sprints	WEBINAR
Mar 24, 2021	1:00 pm	Linking Inclusion to Business Outcomes – Results from ANA's My Voice Matters Study	WEBINAR
Mar 24, 2021	3:00 pm	What Marketing Talent Wants	WEBINAR
Mar 25, 2021	1:00 pm	YouTube Suitability Best Practices and What They Mean for Your Brand	WEBINAR
Mar 31, 2021	1:00 pm	Leveraging a Strategic Marketing Mindset for Recruitment of University Students	WEBINAR
Mar 31, 2021	3:00 pm	How Marketers Can Penetrate the C-Suite (B2B Marketing Series)	Webinar
Apr 07, 2021	1:00 pm	Creating Accurate Portrayals of Women and Girls: The Business Impact of Getting it Right	WEBINAR
Apr 07, 2021	3:00 pm	Human-Centered Design: Moving From Transaction to Attraction (B2B Marketing Series)	Webinar
Apr 08, 2021	3:00 pm	The Post-Normal Consumer: A Forecast for Navigating an Uncertain Future	WEBINAR
Apr 13, 2021	1:00 pm	Brand Activation Legal Webinar: April 2021	Webinar
Apr 14, 2021	3:00 pm	The 3 Social Media Waves of the Black Lives Matter Movement	WEBINAR
Apr 14, 2021	3:00 pm	Privacy Sandbox For Advertisers: What You Need To Know	WEBINAR
Apr 16, 2021	2:00 pm	Virginia & Beyond: How the Virginia Consumer Data Protection Act Impacts the Data Privacy Landscape	WEBINAR
Apr 21, 2021	1:00 pm	Email Authentication: Protecting Consumers and Your Brand's Reputation	WEBINAR

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 21, 2021	3:00 pm	Stop Asian Hate: Why Now and How Best to Respond as an Industry	WEBINAR
Apr 28, 2021	1:00 pm	How Marketers Can Help Minimize Mistrust of the COVID-19 Vaccine for Diverse and At-Risk Populations	WEBINAR
Apr 28, 2021	3:00 pm	How Society and Sustainability Impact Brand Reputation in a Post-Pandemic World	WEBINAR
Apr 29, 2021	3:00 pm	The 2021 Genius Awards: What You Need to Know to Win	WEBINAR
May 05, 2021	1:00 pm	Ensuring a Return on Purpose	WEBINAR
May 05, 2021	3:00 pm	Say It Like You Mean It: Creating Relevant and Timely Conversations with Qualified Buyers (B2B Marketing Series)	Webinar
May 06, 2021	1:00 pm	ANA Legal Webinar: Non-Fungible Tokens (Crowell & Moring)	Webinar
May 12, 2021	1:00 pm	"It's Like DRTV With Triple the Return!": Why the Time for Connected TV Testing is Now	WEBINAR
May 12, 2021	3:00 pm	Launching B2B Marketing and Sales Programs in a Virtual World (B2B Marketing Series)	Webinar
May 13, 2021	12:00 pm	Privacy Sandbox for Advertisers: What you Need to Know	WEBINAR
May 13, 2021	1:00 pm	Ford's Journey in Automating their Agency Management Process	WEBINAR
May 13, 2021	3:00 pm	How To Create Shoppable Moments Everywhere	WEBINAR
May 18, 2021	1:00 pm	New and Emerging Platforms: How Advertisers Reach Their Audience On TikTok, Clubhouse, and More	WEBINAR
May 19, 2021	1:00 pm	How Marketers Can Bridge the Creative/Media Divide	WEBINAR
May 19, 2021	3:00 pm	2021 Giving Season: Readyng Your Year-End Strategy and Maximizing Your Donations	WEBINAR
May 20, 2021	1:00 pm	How to Overcome Today's Data and Measurement Challenges	WEBINAR
May 20, 2021	3:00 pm	From Insight to Action: Key Issues of Gender Equality in the U.S. and How Marketers Can Make an Impact	WEBINAR
May 26, 2021	1:00 pm	The Early Bird Catches the Worm – Readyng Your Holiday Email Strategy!	WEBINAR
May 26, 2021	3:00 pm	How Unilever is Using Technology to Drive Brand Through Conversion	WEBINAR
Jun 01, 2021	1:00 pm	Brand Activation Legal Webinar: June 2021	Webinar
Jun 02, 2021	1:00 pm	How Brand Experiences Drive Customer Experience with First-Party Data	WEBINAR
Jun 02, 2021	3:00 pm	Account Based Marketing Is Alive and Well. Here's How to Make it Work! (B2B Marketing Series)	Webinar
Jun 09, 2021	1:00 pm	Partly Sunny! Forecasting Improvements in Multicultural Targeting Data	WEBINAR
Jun 09, 2021	3:00 pm	How Better Cybersecurity Creates Better Customer Experiences	WEBINAR
Jun 16, 2021	1:00 pm	Do This, Not That: Email Marketing Tips That WORK	WEBINAR
Jun 16, 2021	3:00 pm	How Turtle Wax Measures Influencer Marketing ROI	WEBINAR
Jun 17, 2021	1:00 pm	ANA Legal Webinar: NAD Discussion with NAD & Davis Wright Tremaine LLP	Webinar
Jun 17, 2021	1:00 pm	From Billions of Tweets to 6 Key Trends: Helping Brands to Connect With What Matters	WEBINAR
Jun 23, 2021	1:00 pm	NFTs: What Are They and How Is This Relevant to the Marketing Industry?	WEBINAR

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jun 23, 2021	3:00 pm	Break the Cycle with Data: How Creative Can Change Consumer Behaviors	WEBINAR
Jun 24, 2021	1:00 pm	Safeguarding Your Digital Campaigns for a Cookieless World	WEBINAR
Jun 24, 2021	3:00 pm	Why the Fastest Growing Ad Medium in 2021 Should Be Part of Your Media Plan	WEBINAR
Jun 30, 2021	1:00 pm	Up Your Email Marketing Game Through Testing and Optimization	WEBINAR
Jun 30, 2021	3:00 pm	What Marketers Need to Know About Google Analytics	WEBINAR
Jul 07, 2021	3:00 pm	Leading with Authenticity: How B2B Marketers Bolster Their Value and Enhance Their Reputation (B2B Marketing Series)	Webinar
Jul 08, 2021	3:00 pm	From Scrappy to Scalable: Embracing Digital Commerce in a Post-COVID World	WEBINAR
Jul 13, 2021	1:00 pm	2021 State Privacy Roundup	WEBINAR
Jul 15, 2021	12:00 pm	New Insights on Consumers' Attitudes Toward Online Tracking and Opt-In Preferences: A Forum for Senior Marketers	WEBINAR
Jul 15, 2021	1:00 pm	ANA Legal Webinar: Corporate Social Responsibility Issues In Communications & Marketing (Loeb)	Webinar
Jul 21, 2021	3:00 pm	Tips and Tricks: How to Prevent Your Emails Being Blocked	WEBINAR
Jul 28, 2021	1:00 pm	Mobilizing the Industry to Attract the Best Talent from Historically Black Colleges and Universities	WEBINAR
Jul 28, 2021	3:00 pm	From ERGs to BRGs: How Clorox Recruits Experienced Diverse Talent	WEBINAR
Jul 29, 2021	1:00 pm	ANA Legal Webinar: Are You Prepared for a Cookieless Future?	Webinar
Jul 29, 2021	1:00 pm	See What Sticks: 'Test & Learn' Your Way to Growth	WEBINAR
Jul 29, 2021	3:00 pm	Decoding CTV Measurement: An In-Depth Look at Reach, Frequency & ROI	WEBINAR
Aug 04, 2021	3:00 pm	How Marketers Can Lead the DE&I Business Transformation Journey (B2B Marketing Series)	Webinar
Aug 05, 2021	1:00 pm	Recruiting & Onboarding in a Virtual or Hybrid Environment (B2B Thought Leader Series)	WEBINAR
Aug 06, 2021	12:00 pm	Partnership for Responsible Addressable Media: Community Update	WEBINAR
Aug 10, 2021	1:00 pm	Brand Activation Legal Webinar: August 2021	Webinar
Aug 11, 2021	1:00 pm	Brave Dialogues: Change, Or Checking The Box? Making The Case For Diversity In Marketing	WEBINAR
Aug 12, 2021	3:00 pm	Protecting Your Brand from Online Disinformation through Contextual Intelligence	WEBINAR
Aug 18, 2021	1:00 pm	How to Measure and Optimize Sustainability-Focused Brand Messaging	WEBINAR
Aug 19, 2021	1:00 pm	Strategies and Perspectives on Marketing to Small Businesses in 2022 (B2B Thought Leader Series)	WEBINAR
Aug 19, 2021	3:00 pm	Using Attention Metrics to Outperform the Market	WEBINAR
Aug 25, 2021	1:00 pm	PepsiCo's Journey at the Intersection of Marketing and Sustainability	WEBINAR
Aug 25, 2021	3:00 pm	How Clorox is Embedding Sustainability into the Heart of its Business	WEBINAR
Aug 26, 2021	1:00 pm	What People Really Want from Brands in This Post-Pandemic Moment	WEBINAR

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Aug 26, 2021	3:00 pm	Collaborate to Win: How Brand and Performance Marketing Work Together	WEBINAR
Sep 01, 2021	3:00 pm	The Amazon Imperative: Impacts and Opportunities on Manufacturers' Go-to-Market Priorities (B2B Marketing Series)	Webinar
Sep 02, 2021	1:00 pm	A Dynamic Segmentation of Female Consumers During the Coronavirus Pandemic with Implications for Marketers	WEBINAR
Sep 09, 2021	1:00 pm	Creative Personalization in the New TV and Video Landscape	WEBINAR
Sep 09, 2021	3:00 pm	Top 5 Ways a CDP Can Better Your Marketing	WEBINAR
Sep 15, 2021	3:00 pm	How to Monetize Influencer Marketing Campaigns	WEBINAR
Sep 16, 2021	1:00 pm	Google & Kellogg: How to Advance Equity, Diversity, and Inclusion Marketing Priorities	WEBINAR
Sep 16, 2021	1:00 pm	POSTPONED: COVID-19 Business Interruption Claims – “State of the Union” on Litigation & Legislation	WEBINAR
Sep 16, 2021	3:00 pm	The Evolving TV Landscape in 2021	WEBINAR
Sep 22, 2021	1:00 pm	A Deep Dive: Future of The Inbox (AMP, BIMI, Annotations)	WEBINAR
Sep 23, 2021	1:00 pm	How to Leverage Influencers in your Holiday Campaigns	WEBINAR
Sep 23, 2021	3:00 pm	Connecting Experiences for ABX Transformation (B2B Thought Leader Webinar Series)	WEBINAR
Sep 29, 2021	1:00 pm	How Consumers Make Buying Decisions and Why You Should Care	WEBINAR
Sep 30, 2021	1:00 pm	Get the Scoop: Find Out Who's a 2021 Genius Awards Finalist	WEBINAR
Sep 30, 2021	3:00 pm	Growth Marketing: The Most Effective B2B Campaign of the Year (B2B Thought Leader Webinar Series)	WEBINAR
Oct 06, 2021	3:00 pm	The next revolution: Customer Value (B2B Marketing Series)	Webinar
Oct 07, 2021	1:00 pm	Looking Beyond the Open: Building A Resilient Email Strategy In the Age Of Consumer Privacy	WEBINAR
Oct 13, 2021	1:00 pm	Holiday Email Tips To Radically Increase ROI	WEBINAR
Oct 13, 2021	3:00 pm	How to Forge the Strongest Media Partnerships and Advertise Responsibly and Effectively in Digital	WEBINAR
Oct 20, 2021	1:00 pm	Walking a Mile in Nisolo's Shoes: Adapting to Supply Chain Delays and other Speed Bumps Using DM	WEBINAR
Oct 21, 2021	1:00 pm	How Google's Machine Learning Models Unlock More Accurate Measurement and Better Performance	WEBINAR
Oct 21, 2021	2:00 pm	Customer Reviews and Influencer Marketing: Is Your Company On the FTC Notice Of Penalty Offenses Naughty List?	WEBINAR
Oct 27, 2021	1:00 pm	What's Old is New: Marrying Classic DM Principles with Facebook AI to Drive Efficiency	WEBINAR
Oct 27, 2021	3:00 pm	Digital Marketing: Changes Every Nonprofit Pro Should Know	WEBINAR
Oct 28, 2021	1:00 pm	Agency Management as a Risk Mitigation Tool	WEBINAR
Oct 28, 2021	3:00 pm	The State of the Audio Landscape and How to Engage New Audiences	WEBINAR
Nov 04, 2021	1:00 pm	3 Data-Driven Ways to Drive Revenue Through Deeper Multicultural Understanding	WEBINAR
Nov 10, 2021	1:00 pm	Navigating the Evolving Workplace: Physically, Mentally and Geographically!	WEBINAR
Nov 10, 2021	3:00 pm	Developing an Internal Agency Winning Team Culture	WEBINAR

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 11, 2021	3:00 pm	B2B. Sustainability and Brand Health: Key Considerations for Brand Marketers (B2B Thought Leader Webinar Series)	WEBINAR
Nov 17, 2021	1:00 pm	In-Housing for Speed and Relevancy: Lessons Learned Over a 5-Year Journey	WEBINAR
Dec 01, 2021	1:00 pm	Meeting the Sustainability Mandate: Equipping Marketers for Full Systems Change	WEBINAR
Dec 09, 2021	3:00 pm	Creating A Complementary – and Results-Driven – Approach with Addressable & CTV	WEBINAR
Dec 16, 2021	1:00 pm	The New Marketer Must-Have: The Creative Stack	WEBINAR

Local Events

Feb 10, 2021	5:30 pm	B2B New York City - Communicators of the Year Awards	Online Event
Feb 18, 2021	5:00 pm	B2B Houston - Networking & Happy Hour	Online Event
Feb 24, 2021	8:00 am	B2B Minnesota - Optimizing Virtual Events in a World that Uses Them Like Never Before	Online Event
Feb 25, 2021	9:00 am	B2B Houston - Coffee & Careers: Standing Out in a Competitive Market	Online Event
Mar 16, 2021	1:00 pm	B2B New York City - Communicators of the Year Awards	Online Event
Mar 25, 2021	9:00 am	B2B Houston - Coffee & Careers: Ask Cindi About Your Search	Online Event
Mar 26, 2021	12:00 pm	B2B Chicago - Diversity & Inclusion: More Than Mission Statements	Online Event
Apr 22, 2021	9:00 am	B2B Houston - Coffee & Careers: The Missing Link to Your Next Job	Online Event
May 20, 2021	5:00 pm	B2B Houston - Mentor Matching & Happy Hour	Online Event
May 27, 2021	9:00 am	B2B Houston - Coffee & Careers: A Look at LinkedIn Recruiter	Online Event
Jun 16, 2021	5:00 pm	New York City Chapter: 2021 Global ACE Awards	Online Event
Jun 17, 2021	11:30 am	B2B Houston - Lunch & Learn: Reaching the Tech Buyer in 2021	Online Event
Jul 21, 2021	7:00 pm	B2B NorCal - Driving Revenue Through Content Marketing	Online Event
Sep 14, 2021	5:00 pm	NYC B2B Master Class Sessions: Storytelling: Unleashing the Power and Navigating the Challenges of Storytelling in B2B	Online Event
Oct 05, 2021	5:00 pm	NYC B2B Master Class Sessions: Data: Following the Data to Lead Decision Making	Online Event
Oct 26, 2021	5:00 pm	NYC B2B Master Class Sessions: Demand Gen: Let Marketing Lead the Next Gen of Demand Gen	Online Event
Nov 04, 2021	9:00 am	ANA B2B Houston Chapter: Coffee & Careers: : Ask Cindi About Your Search	Houston, TX
Nov 16, 2021	5:00 pm	NYC B2B Master Class Sessions: Brand: Building Brilliant Business Brands	Online Event
Nov 18, 2021	5:00 pm	2021 Lantern Awards of Texas	Houston, TX
Nov 30, 2021	5:00 pm	NYC B2B Master Class Sessions: Martech: Navigating the Martech Maze. Getting Your Marketing Tech Stack Just Right.	Online Event
Dec 02, 2021	9:00 am	ANA B2B Houston Chapter: Coffee & Careers: Coffee & Careers - Job Market Overview	Houston, TX
Dec 08, 2021	3:00 pm	ANA NYC 2021 ANNUAL CONFERENCE: THE FIRST ANNUAL B2B DAY	Online Event

2021 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 14, 2021	5:00 pm	NYC B2B Master Class Sessions: Customer Experience (CX): Putting the Customer at the Center	Online Event