# 2024 Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT DETAILS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 18, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Media Conference presented by A+E</strong></td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Apr 08, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA AI for Marketers Conference presented by Resonate</strong></td>
<td>Hollywood, FL</td>
</tr>
<tr>
<td>Apr 15, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Brand Masters Conference</strong></td>
<td>Carlsbad, CA</td>
</tr>
<tr>
<td>May 02, 2024</td>
<td>2:00 pm</td>
<td><strong>ANA/SeeHer 2-Day Gender Equality Conference</strong></td>
<td>New York, NY</td>
</tr>
<tr>
<td>May 05, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Advertising Financial Management Conference</strong></td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>May 14, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA In-House Agency Conference</strong></td>
<td>Carlsbad, CA</td>
</tr>
<tr>
<td>May 20, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Marketing Technology for Marketers Conference presented by Meta</strong></td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Jun 12, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Masters of B2B Marketing Conference presented by LinkedIn</strong></td>
<td>Naples, FL</td>
</tr>
<tr>
<td>Jul 17, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Digital &amp; Social Media Conference presented by TikTok</strong></td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>Sep 10, 2024</td>
<td>10:30 am</td>
<td>**2024 ANA Brand Activation &amp; Creativity Conference</td>
<td>A Virtual Experience**</td>
</tr>
<tr>
<td>Sep 16, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Measurement &amp; Analytics Conference presented by Google</strong></td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Oct 22, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Masters of Marketing Conference</strong></td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Nov 11, 2024</td>
<td>9:00 am</td>
<td><strong>2024 ANA Masters of Advertising Law Conference</strong></td>
<td>Scottsdale, AZ</td>
</tr>
<tr>
<td>Nov 18, 2024</td>
<td>1:00 pm</td>
<td><strong>2024 ANA Multicultural Marketing &amp; Diversity Conference presented by Amazon Ads</strong></td>
<td>Las Vegas, NV</td>
</tr>
</tbody>
</table>

## Industry Conferences

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT DETAILS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 28, 2024</td>
<td>2:00 pm</td>
<td><strong>ANA/AEF Future of Marketing Leadership Conference in partnership with NYU</strong></td>
<td>New York, NY</td>
</tr>
</tbody>
</table>

## Members Only One-Day Conferences

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT DETAILS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 23, 2024</td>
<td>11:00 am</td>
<td><strong>Marketing Operations Day</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Jan 25, 2024</td>
<td>11:00 am</td>
<td><strong>ANA and Transunion Present the 2023 Genius Awards</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Jan 30, 2024</td>
<td>11:00 am</td>
<td><strong>Top Marketing Trends to Watch in 2024</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Feb 16, 2024</td>
<td>8:00 am</td>
<td><strong>You Might be a Marketer HBCU Student Conference (In-Person Only)</strong></td>
<td>Raleigh, NC</td>
</tr>
<tr>
<td>Feb 22, 2024</td>
<td>11:00 am</td>
<td><strong>Retail Media Networks: Making Sense of a Complex &amp; Crowded Marketplace presented by Walmart Connect</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Feb 27, 2024</td>
<td>3:25 pm</td>
<td><strong>Most Culturally Inclusive Brands of 2023 Award Ceremony (Virtual Only)</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Feb 29, 2024</td>
<td>9:00 am</td>
<td><strong>B2B Brand-to-Demand Conference (In-Person Only)</strong></td>
<td>New York, NY</td>
</tr>
<tr>
<td>Mar 05, 2024</td>
<td>9:00 am</td>
<td><strong>ANA’s 2nd Annual Atlanta Data &amp; Analytics Regional Conference (In Person Only)</strong></td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Mar 06, 2024</td>
<td>2:00 pm</td>
<td><strong>Marketing in the Age of AI hosted by Northeastern University</strong></td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Mar 07, 2024</td>
<td>9:00 am</td>
<td><strong>Brand Growth and Purpose Summit hosted and presented by Audacy (In-Person Only)</strong></td>
<td>Los Angeles, CA</td>
</tr>
<tr>
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<tr>
<td>Mar 07, 2024</td>
<td>11:00 am</td>
<td>Meet the SSPs: Virtual Supplier Showcase</td>
<td>Virtual Event (Eastern Time)</td>
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<tr>
<td>Mar 13, 2024</td>
<td>9:00 am</td>
<td>Marketing Procurement Day (In-Person Only)</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Mar 20, 2024</td>
<td>11:00 am</td>
<td>ANA Advertising Law 1-Day Conference, Hosted by Katten Muchin Rosenman LLP (Hybrid Event)</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Apr 18, 2024</td>
<td>9:00 am</td>
<td>Marketing Creativity in the Age of AI hosted by Fordham University (In-Person Only)</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Apr 19, 2024</td>
<td>11:00 am</td>
<td>Virtual Diversity Fair: In-Depth Chat &amp; Black-Owned Media Companies Presentations (Open to All: Including Non-Members)</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Apr 25, 2024</td>
<td>10:00 am</td>
<td>Influencer Marketing: Tapping Trends &amp; Culture to Connect with Consumers (In-Person Only)</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Apr 30, 2024</td>
<td>11:00 am</td>
<td>How Purpose-Driven Marketing Drives Change</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>May 01, 2024</td>
<td>9:00 am</td>
<td>Measurement Day: A Day of Learning</td>
<td>New York, NY</td>
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<tr>
<td>May 08, 2024</td>
<td>2:00 pm</td>
<td>ANA Business Marketing Members Only One-Day Conference: Unleashing Business Innovation in Atlanta (In-Person Only)</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>May 14, 2024</td>
<td>9:00 am</td>
<td>ANA Nonprofit Growth Summit &amp; Hill Day</td>
<td>Washington, DC</td>
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<tr>
<td>May 30, 2024</td>
<td>9:00 am</td>
<td>Unlocking Opportunity in the Evolving Television Landscape (In-Person Only)</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Jun 04, 2024</td>
<td>7:00 am</td>
<td>2nd Annual Omnichannel Data and Direct Marketing Conference with National Postal Forum (In-Person)</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>Jun 11, 2024</td>
<td>11:00 am</td>
<td>Virtual Diversity Fair (Open to All: Including Non-Members)</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Jun 11, 2024</td>
<td>12:00 pm</td>
<td>ANA Nonprofit Growth Summit: Impact through Data-Driven Excellence in Fundraising and Marketing!</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Jun 26, 2024</td>
<td>11:00 am</td>
<td>ANA Advertising Law 1-Day Conference, Hosted by Squire Patton Boggs (Hybrid Event)</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Jun 27, 2024</td>
<td>11:00 am</td>
<td>Inclusion Innovation: Strategies for Driving Product Inclusion</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Jul 11, 2024</td>
<td>11:00 am</td>
<td>LGBTQ+ Marketing Inclusion Day</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Aug 15, 2024</td>
<td>11:00 am</td>
<td>Virtual Diversity Fair (Open to All: Including Non-Members)</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Sep 25, 2024</td>
<td>9:00 am</td>
<td>2024 MarTech MOC - September (In-Person)</td>
<td>New York, NY</td>
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<tr>
<td>Sep 26, 2024</td>
<td>10:00 am</td>
<td>ANA Digital and Social Members-Only Conference Hosted by Disney Advertising (In-Person Only)</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Oct 07, 2024</td>
<td>11:00 am</td>
<td>Virtual Diversity Fair: LGBTQ+ Owned Companies (Open to All: Including Non-Members)</td>
<td>Virtual Event (Eastern Time)</td>
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<tr>
<td>Oct 09, 2024</td>
<td>11:00 am</td>
<td>Data &amp; Direct Marketing 1-Day Hosted at American Express (In-Person Only)</td>
<td>New York, NY</td>
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<tr>
<td>Oct 10, 2024</td>
<td>9:00 am</td>
<td>Leading Transformative Changes in Advertising &amp; Marketing hosted by Loyola University Chicago (In-Person Only)</td>
<td>Chicago, IL</td>
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<tr>
<td>Oct 29, 2024</td>
<td>9:00 am</td>
<td>ANA Experiential Marketing Members-Only Conference (In-Person Only)</td>
<td>Merritt Island, FL</td>
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<tr>
<td>Dec 03, 2024</td>
<td>11:00 am</td>
<td>Virtual Diversity Fair (Open to All: Including Non-Members)</td>
<td>Virtual Event (Eastern Time)</td>
</tr>
<tr>
<td>Dec 05, 2024</td>
<td>9:00 am</td>
<td>Adapt at the Pace of Disruption: Marketing Tech Strategies to Stay Ahead (In-Person Only)</td>
<td>Atlanta, GA</td>
</tr>
<tr>
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<tr>
<td>Jan 04, 2024</td>
<td>2:00 pm</td>
<td><strong>Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 09, 2024</td>
<td>2:00 pm</td>
<td><strong>Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery)- Virtual Training</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 10, 2024</td>
<td>2:00 pm</td>
<td><strong>Multicultural Marketing – Making the Budget Work Effectively - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 11, 2024</td>
<td>2:00 pm</td>
<td><strong>Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery)- Virtual Training</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 17, 2024</td>
<td>2:00 pm</td>
<td><strong>Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual Training</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 18, 2024</td>
<td>2:00 pm</td>
<td><strong>Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual Training</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 23, 2024</td>
<td>2:00 pm</td>
<td><strong>Journey-Mapping Your Customer Experience Design - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 30, 2024</td>
<td>2:00 pm</td>
<td><strong>The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 31, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategic Customer-Centric Marketing - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 01, 2024</td>
<td>2:00 pm</td>
<td><strong>Brand Building with Customer Insights - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 06, 2024</td>
<td>2:00 pm</td>
<td><strong>Marketing to Generation Z - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 07, 2024</td>
<td>2:00 pm</td>
<td><strong>Effective Agency Management - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 08, 2024</td>
<td>2:00 pm</td>
<td><strong>Best Practices for Content Marketing Strategies (101) - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 13, 2024</td>
<td>2:00 pm</td>
<td><strong>The Brief: Roadmap to Creative - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 22, 2024</td>
<td>2:00 pm</td>
<td><strong>Creative Production: What Marketers Need to Know - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 27, 2024</td>
<td>2:00 pm</td>
<td><strong>Powerful Email Marketing - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Feb 29, 2024</td>
<td>2:00 pm</td>
<td><strong>End-to-End Digital Marketing - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 05, 2024</td>
<td>2:00 pm</td>
<td><strong>Leveraging Social Media for Brand Building - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 07, 2024</td>
<td>2:00 pm</td>
<td><strong>Digital Analytics Strategy for Marketers - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 12, 2024</td>
<td>2:00 pm</td>
<td><strong>Future-Proof Your Data Privacy Strategy - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 14, 2024</td>
<td>2:00 pm</td>
<td><strong>Personal Branding for Marketers - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 19, 2024</td>
<td>2:00 pm</td>
<td><strong>Time Management + Productivity Skills for Remote Professionals - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 21, 2024</td>
<td>2:00 pm</td>
<td><strong>Effective Writing for Corporate Communications - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>DATE</td>
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</tr>
<tr>
<td>Mar 26, 2024</td>
<td>2:00 pm</td>
<td>The Neuroscience of Collaborative Communication - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Mar 28, 2024</td>
<td>2:00 pm</td>
<td>Strategies for Creative Problem Solving - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 02, 2024</td>
<td>2:00 pm</td>
<td>Developing an Effective Multicultural Marketing Strategy - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 04, 2024</td>
<td>2:00 pm</td>
<td>Multi-country Marketing Campaigns: From Right Approach to Right Results - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 09, 2024</td>
<td>2:00 pm</td>
<td>Multi-country Marketing Campaigns: Right Results via Right Execution - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 11, 2024</td>
<td>2:00 pm</td>
<td>From Insights to Great Messaging - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 16, 2024</td>
<td>2:00 pm</td>
<td>Agile Marketing 101 (AG Mastery Program 101) - Virtual Training</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 18, 2024</td>
<td>2:00 pm</td>
<td>Sprint Planning and Project Estimating 201 (AG Mastery) - Virtual Training</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 23, 2024</td>
<td>2:00 pm</td>
<td>Executing an Agile Campaign 301 (AG Mastery) - Virtual Training</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 25, 2024</td>
<td>2:00 pm</td>
<td>Successful Agile Integration and Transformation Within Your Organization 401 (AG Mastery) - Virtual Training</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Apr 30, 2024</td>
<td>2:00 pm</td>
<td>Unlock the Power of Influencer Marketing - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 02, 2024</td>
<td>2:00 pm</td>
<td>Brand Activations that Drive Results - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 07, 2024</td>
<td>2:00 pm</td>
<td>SEO for Everyone - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 09, 2024</td>
<td>2:00 pm</td>
<td>Best Practices for Content Marketing Strategies (101) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 14, 2024</td>
<td>2:00 pm</td>
<td>How To Write An Inspired Creative Brief - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 21, 2024</td>
<td>2:00 pm</td>
<td>Reaching Your Audience in a Post-Cookie World - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 22, 2024</td>
<td>2:00 pm</td>
<td>Effective Agency Management - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 23, 2024</td>
<td>2:00 pm</td>
<td>Crafting Your Data Story - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 28, 2024</td>
<td>2:00 pm</td>
<td>Advanced Email Marketing - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>May 30, 2024</td>
<td>2:00 pm</td>
<td>Leveraging Social Media for Brand Building - Virtual Burst</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 04, 2024</td>
<td>2:00 pm</td>
<td>Digital Metrics that Matter - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 06, 2024</td>
<td>2:00 pm</td>
<td>Empowering Marketers with Generative AI - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 11, 2024</td>
<td>2:00 pm</td>
<td>Critical Thinking for Marketing Success - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 12, 2024</td>
<td>2:00 pm</td>
<td>Leading Across the Generations (101) (LET Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>DATE</td>
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<tr>
<td>Jun 18, 2024</td>
<td>2:00 pm</td>
<td>Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 20, 2024</td>
<td>2:00 pm</td>
<td>Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 25, 2024</td>
<td>2:00 pm</td>
<td>Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jun 27, 2024</td>
<td>2:00 pm</td>
<td>Presentation Writing to Convey, Compel, and Convince - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 02, 2024</td>
<td>2:00 pm</td>
<td>Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 09, 2024</td>
<td>2:00 pm</td>
<td>Brand Building with Customer Insights - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 10, 2024</td>
<td>2:00 pm</td>
<td>Journey-Mapping Your Customer Experience Design - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 11, 2024</td>
<td>2:00 pm</td>
<td>ESG Communication for Marketers - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 16, 2024</td>
<td>2:00 pm</td>
<td>Project Management for Project Leaders - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 18, 2024</td>
<td>2:00 pm</td>
<td>Converting Shoppers into Buyers 101 - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 23, 2024</td>
<td>2:00 pm</td>
<td>Setting Objectives, Targets, and Expected Changes in Shopper Behavior 201 - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 25, 2024</td>
<td>2:00 pm</td>
<td>Marketing to Generation Z - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jul 30, 2024</td>
<td>2:00 pm</td>
<td>Best Practices for Content Marketing Strategies (101) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 01, 2024</td>
<td>2:00 pm</td>
<td>The Brief: Roadmap to Creative - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 06, 2024</td>
<td>2:00 pm</td>
<td>STORYMAKING for Good 101: The Co-Creation Concept (S4G Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 08, 2024</td>
<td>2:00 pm</td>
<td>STORYMAKING for Good 201: The Co-Creation Phase (S4G Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 13, 2024</td>
<td>2:00 pm</td>
<td>STORYMAKING for Good 301: The Co-Creation Campaign &amp; Innovation Garage (S4G Mastery) - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 15, 2024</td>
<td>2:00 pm</td>
<td>Effective Agency Management - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Aug 20, 2024</td>
<td>2:00 pm</td>
<td>Powerful Email Marketing - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Aug 27, 2024</td>
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<td>End-to-End Digital Marketing - Virtual</td>
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<td>2:00 pm</td>
<td>Future-Proof Your Data Privacy Strategy - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Sep 03, 2024</td>
<td>2:00 pm</td>
<td>Digital Analytics Strategy for Marketers - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Sep 05, 2024</td>
<td>2:00 pm</td>
<td>The Neuroscience of Collaborative Communication - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Sep 10, 2024</td>
<td>2:00 pm</td>
<td>Effective Writing for Corporate Communications - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>DATE</td>
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<tr>
<td>Sep 12, 2024</td>
<td>2:00 pm</td>
<td><strong>Personal Branding for Marketers - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Sep 17, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategic Business Communications for Marketers - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Sep 19, 2024</td>
<td>2:00 pm</td>
<td><strong>The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Sep 24, 2024</td>
<td>2:00 pm</td>
<td><strong>Mastering Your Mission Statement - Virtual BURST</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Sep 26, 2024</td>
<td>2:00 pm</td>
<td><strong>Time Management + Productivity Skills for Remote Professionals - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Oct 01, 2024</td>
<td>2:00 pm</td>
<td><strong>Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 03, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategic Customer-Centric Marketing - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 15, 2024</td>
<td>2:00 pm</td>
<td><strong>Brand Activations that Drive Results - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 17, 2024</td>
<td>2:00 pm</td>
<td><strong>How To Write An Inspired Creative Brief - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 22, 2024</td>
<td>2:00 pm</td>
<td><strong>Reaching Your Audience in a Post-Cookie World - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 29, 2024</td>
<td>2:00 pm</td>
<td><strong>Empowering Marketers with Generative AI - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<td>Oct 30, 2024</td>
<td>2:00 pm</td>
<td><strong>Effective Agency Management - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Oct 31, 2024</td>
<td>2:00 pm</td>
<td><strong>Leveraging Social Media for Brand Building - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 05, 2024</td>
<td>2:00 pm</td>
<td><strong>Advanced Email Marketing - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 07, 2024</td>
<td>2:00 pm</td>
<td><strong>Best Practices for Content Marketing Strategies (101) - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 11, 2024</td>
<td>2:00 pm</td>
<td><strong>Best Practices to Strengthen Your Content Marketing (201) - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 18, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 19, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 21, 2024</td>
<td>2:00 pm</td>
<td><strong>Crafting Your Data Story - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Nov 26, 2024</td>
<td>2:00 pm</td>
<td><strong>Digital Metrics that Matter - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Dec 03, 2024</td>
<td>2:00 pm</td>
<td><strong>Time Management + Productivity Skills for Remote Professionals - Virtual Burst</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Dec 05, 2024</td>
<td>2:00 pm</td>
<td><strong>Driving Inclusive Marketing Excellence - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Dec 10, 2024</td>
<td>2:00 pm</td>
<td><strong>Strategies for Creative Problem Solving - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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<tr>
<td>Dec 12, 2024</td>
<td>2:00 pm</td>
<td><strong>Presentation Writing to Convey, Compel, and Convince - Virtual</strong></td>
<td>Virtual Workshop (Eastern Time)</td>
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## 2024 Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT DETAILS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 17, 2024</td>
<td>2:00 pm</td>
<td>Critical Thinking for Marketing Success - Virtual</td>
<td>Virtual Workshop (Eastern Time)</td>
</tr>
<tr>
<td>Jan 04, 2024</td>
<td>2:00 pm</td>
<td>Regulatory Working Group: FTC Rulemaking on Negative Options</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Jan 11, 2024</td>
<td>11:00 am</td>
<td>Data &amp; Direct Marketing</td>
<td>Virtual Only</td>
</tr>
<tr>
<td>Jan 17, 2024</td>
<td>3:00 pm</td>
<td>Email Excellence Center Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Jan 25, 2024</td>
<td>11:00 am</td>
<td>Digital &amp; Social and Media</td>
<td>Virtual Only</td>
</tr>
<tr>
<td>Jan 31, 2024</td>
<td>11:00 am</td>
<td>Meeting on New York Food Advertising Legislation</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Jan 31, 2024</td>
<td>2:00 pm</td>
<td>Government Relations</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>Feb 01, 2024</td>
<td>10:45 am</td>
<td>Analytics &amp; Data Science</td>
<td>Virtual</td>
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<tr>
<td>Feb 01, 2024</td>
<td>11:00 am</td>
<td>Agency Relations Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 07, 2024</td>
<td>11:00 am</td>
<td>Meeting on New York Food Advertising Legislation</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 08, 2024</td>
<td>11:00 am</td>
<td>DE&amp;I/LGBTQ+ Forum</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Feb 08, 2024</td>
<td>11:30 am</td>
<td>Influencer Marketing</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Feb 13, 2024</td>
<td>11:00 am</td>
<td>Advertising Financial Management Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 14, 2024</td>
<td>11:00 am</td>
<td>AI Forum Meeting - Focusing on Provenance and Legal Challenges to Be Aware Of</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Feb 14, 2024</td>
<td>1:00 pm</td>
<td>Health Care Data Privacy Working Group</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 21, 2024</td>
<td>1:00 pm</td>
<td>Sustainability Committee Meeting February 2024</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 21, 2024</td>
<td>2:00 pm</td>
<td>Legal Affairs</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>Feb 22, 2024</td>
<td>11:00 am</td>
<td>Multicultural Marketing &amp; Diversity</td>
<td>Via Virtual (Eastern Time), NY</td>
</tr>
<tr>
<td>Feb 22, 2024</td>
<td>4:00 pm</td>
<td>Meeting on Daniel's Law Legislation</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Feb 27, 2024</td>
<td>9:30 am</td>
<td>Production Management Committee Meeting</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Feb 28, 2024</td>
<td>9:30 am</td>
<td>In-House Agency Committee Meeting, Hosted by Citi</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Feb 28, 2024</td>
<td>5:30 pm</td>
<td>B2B Committee Meeting: Pre-Day Reception and Dinner for ANA's B2B Members-Only Conference</td>
<td>New York City</td>
</tr>
<tr>
<td>Feb 29, 2024</td>
<td>10:30 am</td>
<td>Measurement &amp; Accountability</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Feb 29, 2024</td>
<td>2:00 pm</td>
<td>Ethics Policy</td>
<td>Via Zoom</td>
</tr>
<tr>
<td>Mar 05, 2024</td>
<td>11:00 am</td>
<td>Marketing Operations and Transformation Forum</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Mar 05, 2024</td>
<td>2:00 pm</td>
<td>Nonprofit Organizations</td>
<td>Virtual</td>
</tr>
<tr>
<td>Mar 06, 2024</td>
<td>11:00 am</td>
<td>Commerce Marketing</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>DATE</td>
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<td>EVENT DETAILS</td>
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<tr>
<td>Mar 08, 2024</td>
<td>1:30 pm</td>
<td>Meeting on Federal Ad Tax</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Mar 12, 2024</td>
<td>11:00 am</td>
<td>Sponsorship &amp; Experiential Marketing</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Mar 14, 2024</td>
<td>11:00 am</td>
<td>Account-Based Marketing Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Mar 14, 2024</td>
<td>11:00 am</td>
<td>DE&amp;I Forum</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Mar 19, 2024</td>
<td>11:00 am</td>
<td>Content Marketing</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Mar 20, 2024</td>
<td>4:00 pm</td>
<td>2024 HBCU Committee Meeting</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Mar 21, 2024</td>
<td>11:00 am</td>
<td>Data &amp; Direct Marketing</td>
<td>Virtual Only</td>
</tr>
<tr>
<td>Mar 26, 2024</td>
<td>11:00 am</td>
<td>Brand Purpose - Growth for Good</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Mar 27, 2024</td>
<td>11:00 am</td>
<td>Influencer Marketing</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Mar 28, 2024</td>
<td>11:00 am</td>
<td>In-House Agency Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Mar 28, 2024</td>
<td>11:00 am</td>
<td>Relationship Marketing</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Apr 02, 2024</td>
<td>11:00 am</td>
<td>Digital Asset Management (DAM) – Trends, Innovations &amp; the Impact of AI</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Apr 03, 2024</td>
<td>11:00 am</td>
<td>Digital &amp; Social</td>
<td>Virtual Meeting</td>
</tr>
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<td>Apr 04, 2024</td>
<td>11:00 am</td>
<td>Brand Management</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>Apr 09, 2024</td>
<td>9:00 am</td>
<td>Sponsorship &amp; Experiential Marketing</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Apr 10, 2024</td>
<td>2:00 pm</td>
<td>ANA Marketing Capabilities Council Round Table</td>
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<tr>
<td>Apr 11, 2024</td>
<td>11:00 am</td>
<td>LGBTQ+ Forum</td>
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<tr>
<td>Apr 18, 2024</td>
<td>10:00 am</td>
<td>Analytics &amp; Data Science</td>
<td>Virtual</td>
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<tr>
<td>Apr 18, 2024</td>
<td>11:00 am</td>
<td>Customer Experience Committee Meeting: Elevating Customer Experience with AI</td>
<td>Virtual Meeting (Eastern Time)</td>
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<td>Apr 18, 2024</td>
<td>11:00 am</td>
<td>Production Management Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Apr 23, 2024</td>
<td>1:00 pm</td>
<td>Special Session: Managing Marketing &amp; Communications to Avoid ESG Backlash</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Apr 25, 2024</td>
<td>11:00 am</td>
<td>Marketing Futures</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Apr 30, 2024</td>
<td>9:00 am</td>
<td>Multicultural Marketing &amp; Diversity, Hosted by Campari America</td>
<td>New York, NY</td>
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<tr>
<td>May 01, 2024</td>
<td>9:30 am</td>
<td>Digital &amp; Social and Media</td>
<td>New York, NY</td>
</tr>
<tr>
<td>May 07, 2024</td>
<td>2:00 pm</td>
<td>Legal Affairs</td>
<td>New York, NY</td>
</tr>
<tr>
<td>May 09, 2024</td>
<td>9:00 am</td>
<td>Data &amp; Direct Marketing</td>
<td>New York, NY</td>
</tr>
<tr>
<td>May 09, 2024</td>
<td>11:00 am</td>
<td>Sponsorship &amp; Experiential Marketing</td>
<td>Via Virtual (Eastern Time)</td>
</tr>
<tr>
<td>May 09, 2024</td>
<td>2:00 pm</td>
<td>Ethics Policy</td>
<td>Via Zoom</td>
</tr>
<tr>
<td>May 09, 2024</td>
<td>2:00 pm</td>
<td>Nonprofit Organizations</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>DATE</td>
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<tr>
<td>May 14, 2024</td>
<td>11:00 am</td>
<td>Content Marketing</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>May 15, 2024</td>
<td>8:00 am</td>
<td>ANA/4A's Capitol Hill Day</td>
<td>Washington, DC</td>
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<td>May 15, 2024</td>
<td>11:00 am</td>
<td>DE&amp;I Forum</td>
<td>Via Virtual (Eastern Time)</td>
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<td>May 16, 2024</td>
<td>11:00 am</td>
<td>Account-Based Marketing Committee Meeting: Weaving ABM into the Fabric of Business Success</td>
<td>Virtual Meeting (Eastern Time)</td>
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<td>May 16, 2024</td>
<td>11:00 am</td>
<td>Relationship Marketing</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>May 21, 2024</td>
<td>11:00 am</td>
<td>Commerce Marketing</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>May 23, 2024</td>
<td>11:00 am</td>
<td>Brand Purpose - Growth for Good</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>May 23, 2024</td>
<td>11:00 am</td>
<td>Marketing Operations and Transformation Forum</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>May 30, 2024</td>
<td>1:00 pm</td>
<td>Sustainability Committee Meeting May 2024</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Jun 04, 2024</td>
<td>11:00 am</td>
<td>MarTech Committee Meeting</td>
<td>Virtual Meeting</td>
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<td>Jun 05, 2024</td>
<td>9:00 am</td>
<td>Influencer Marketing</td>
<td>Dallas, TX</td>
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<tr>
<td>Jun 06, 2024</td>
<td>11:00 am</td>
<td>Production Management Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Jun 11, 2024</td>
<td>11:00 am</td>
<td>Al Forum Meeting - Transform, Grow and Stay Competitive with AI-Powered Marketing</td>
<td>Virtual Meeting</td>
</tr>
<tr>
<td>Jun 12, 2024</td>
<td>4:00 pm</td>
<td>2024 HBCU Committee Meeting</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>Jun 13, 2024</td>
<td>11:00 am</td>
<td>Brand Management</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>Jun 25, 2024</td>
<td>11:00 am</td>
<td>Advertising Financial Management Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
</tr>
<tr>
<td>Jun 26, 2024</td>
<td>9:30 am</td>
<td>Agency Relations Committee Meeting, Hosted by NBCUniversal</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Jun 26, 2024</td>
<td>9:30 am</td>
<td>Analytics, Data Science &amp; Measurement Committees Open House</td>
<td>New York, NY</td>
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<tr>
<td>Jun 27, 2024</td>
<td>11:00 am</td>
<td>In-House Agency Committee Meeting</td>
<td>Virtual Meeting (Eastern Time)</td>
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<tr>
<td>Jun 27, 2024</td>
<td>11:00 am</td>
<td>Marketing Futures</td>
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<td>9:00 am</td>
<td>Sponsorship &amp; Experiential Marketing</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Jul 15, 2024</td>
<td>11:00 am</td>
<td>DE&amp;I Forum</td>
<td>Via Virtual (Eastern Time)</td>
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<tr>
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<td>Email Excellence Center Committee Meeting</td>
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<td>Jul 17, 2024</td>
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<td>ANA Marketing Capabilities Council Round Table</td>
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<td>Jul 17, 2024</td>
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<td>Jul 18, 2024</td>
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<td>Jul 18, 2024</td>
<td>11:00 am</td>
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<td>Via Virtual (Eastern Time)</td>
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<tr>
<td>Jul 24, 2024</td>
<td>2:00 pm</td>
<td>Legal Affairs</td>
<td>New York, NY</td>
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<tr>
<td>DATE</td>
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<td>Jul 25, 2024</td>
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<td>Multicultural Marketing &amp; Diversity</td>
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<td>Aug 01, 2024</td>
<td>11:00 am</td>
<td>Brand Purpose - Growth for Good</td>
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<td>Aug 06, 2024</td>
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<td>Third Party Cookies: Testing Google’s Privacy Sandbox Solutions and the Future of Advertising</td>
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<td>Aug 07, 2024</td>
<td>9:30 am</td>
<td>In-House Agency Committee Meeting, Hosted by Jones Lang LaSalle (JLL)</td>
<td>Chicago, IL</td>
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<td>Ethics Policy</td>
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<td>Aug 08, 2024</td>
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<td>Brand Management</td>
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<td>Aug 13, 2024</td>
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<td>Aug 14, 2024</td>
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<td>Joint Advertising Financial Management/Agency Relations Committee Meeting</td>
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<td>Marketing Operations and Transformation Forum, Hosted by Grant Thornton</td>
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<td>Sep 12, 2024</td>
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<td>LGBTQ+ Forum</td>
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<td>In Person Sustainability Committee Meeting September 2024</td>
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<td>Joint In-House Agency/Production Management Committee Meeting, Hosted by PepsiCo</td>
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<td>Marketing Operations and Transformation Forum</td>
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<td>Data &amp; Direct Marketing</td>
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<td>Brand Purpose - Growth for Good</td>
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<td>Nov 20, 2024</td>
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<td>Sponsorship &amp; Experiential Marketing</td>
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<td>Production Management Committee Meeting</td>
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<td>Dec 03, 2024</td>
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**Webinars (All Times Eastern)**

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<th>DURATION</th>
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<tr>
<td>Jan 03, 2024</td>
<td>3:00 pm</td>
<td>Happy New Year! 2024 B2B Digital Marketing Predictions &amp; Resolutions With Professor Lou Cohen (B2B Marketing Webinar)</td>
<td>60 Minutes</td>
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<td>Jan 10, 2024</td>
<td>3:00 pm</td>
<td>Separating Hype from Reality: The Real Data Behind Marketing &amp; GenAI</td>
<td>60 Minutes</td>
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<tr>
<td>Jan 17, 2024</td>
<td>1:00 pm</td>
<td>Decoding AI in Marketing: A Practical Guide for Marketers</td>
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<tr>
<td>Jan 18, 2024</td>
<td>1:00 pm</td>
<td>Seize The Moment: Unleashing America’s Full Potential Through Diversity</td>
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<td>Jan 24, 2024</td>
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<td>Esports Marketing – Sorting the Opportunities from the Hype</td>
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<td>Jan 24, 2024</td>
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<td>The Beauty Blueprint: Strategies for Success in the Competitive Beauty Industry</td>
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<td>Jan 25, 2024</td>
<td>1:00 pm</td>
<td>Mastering Human Storytelling for Brands with Intel</td>
<td>30 minutes</td>
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<td>Jan 25, 2024</td>
<td>3:00 pm</td>
<td><strong>New Year… NEW Email Tips You Need to Know!</strong></td>
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<td>Jan 31, 2024</td>
<td>1:00 pm</td>
<td><strong>CES 2024: Recap and Trends for Marketers</strong></td>
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<td>Jan 31, 2024</td>
<td>3:00 pm</td>
<td><strong>5 Things for 2024: Elevating Nonprofit Fundraising &amp; Marketing</strong></td>
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<td>Feb 01, 2024</td>
<td>1:00 pm</td>
<td><strong>CES Speed Round: What Conversations from CES 2024 Tell Us About Consumers, Trends and the Year Ahead</strong></td>
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<tr>
<td>Feb 07, 2024</td>
<td>3:00 pm</td>
<td><strong>On the Hill and in the States: Virtual Town Hall Series</strong></td>
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<td>Feb 08, 2024</td>
<td>1:00 pm</td>
<td><strong>Out with Ratios, in with Smarter Budget Decisions</strong></td>
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<td>Feb 15, 2024</td>
<td>1:00 pm</td>
<td><strong>Pinterest Predicts: The Next BIG Trends for 2024</strong></td>
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<td>Feb 15, 2024</td>
<td>3:00 pm</td>
<td><strong>The Future Is Creative: Analytical Approaches to Maximizing Creative Impact</strong></td>
<td>30 Minutes</td>
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<td>Feb 21, 2024</td>
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<td><strong>SeeHer’s Intro to the GEM® Suite of Measurement: Optimizing The 3C’s</strong></td>
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<tr>
<td>Feb 22, 2024</td>
<td>1:00 pm</td>
<td><strong>Zero to Hero: A Data-Driven Dance Between Zero Party Data and AI</strong></td>
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<td>Feb 28, 2024</td>
<td>3:00 pm</td>
<td><strong>Where Should AI Reside in Your MarTech Stack?</strong></td>
<td>30 Minutes</td>
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<tr>
<td>Mar 06, 2024</td>
<td>3:00 pm</td>
<td><strong>Starting a Movement: Tearing the Paper Ceiling (B2B Marketing Webinar Series)</strong></td>
<td>60 Minutes</td>
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<tr>
<td>Mar 07, 2024</td>
<td>1:00 pm</td>
<td><strong>Spin First-Party Data into Advertising Gold</strong></td>
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<tr>
<td>Mar 13, 2024</td>
<td>3:00 pm</td>
<td><strong>It’s 2024 and The End of Cookies. So… What’s Next</strong></td>
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<td>Mar 14, 2024</td>
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<td><strong>Maximizing Return on Attention: Unveiling Consumer Attitudes and Behaviors Across Media Platforms</strong></td>
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<td>Mar 14, 2024</td>
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<td><strong>Greenwashing Versus Greenhushing</strong></td>
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<td>Mar 20, 2024</td>
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<td><strong>Talent Strategies to Maximize Your Creative Output</strong></td>
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<td>Apr 03, 2024</td>
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<td><strong>Unleashing the Power of Gender Equitable Media &amp; Advertising for Global Growth</strong></td>
<td>30 minutes</td>
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<tr>
<td>Apr 03, 2024</td>
<td>3:00 pm</td>
<td><strong>2024 Email Delivery Spotlight: The Impact &amp; Opportunity from Gmail &amp; Yahoo Changes and Other Key Updates (Email Series)</strong></td>
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<tr>
<td>Apr 04, 2024</td>
<td>3:00 pm</td>
<td><strong>ANA Ethics Code Virtual Town Hall: Join Us!</strong></td>
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<td>Apr 09, 2024</td>
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<td><strong>Clearing the FTC Hurdles: Focusing on Dark Patterns, Junk Fees and Negative Options</strong></td>
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<td><strong>Ethical Marketing FUNdamentals: Data Privacy and Consumer Choice</strong></td>
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<td>Apr 11, 2024</td>
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<td><strong>Optimizing Your Programmatic Media Investments – SAVE BIG!</strong></td>
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<td>Apr 17, 2024</td>
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<td><strong>The New Creative Paradigm: How AI is Transforming Video and Content Production</strong></td>
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<td>Apr 24, 2024</td>
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<td><strong>An Interview With Andrew Robertson on AI and Creativity</strong></td>
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<td><strong>How the OLLY Brand is Adapting With Certainty in an Uncertain World</strong></td>
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<tr>
<td>Apr 25, 2024</td>
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<td><strong>The Future of Marketing Effectiveness is AI-Driven</strong></td>
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<td>May 01, 2024</td>
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<td><strong>Building A Better Sports Sponsorship with DoorDash</strong></td>
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<td>May 01, 2024</td>
<td>3:00 pm</td>
<td><strong>How to Succeed with AI in B2B Marketing: Practical Content Planning and Production Uses (B2B Marketing Webinar Series)</strong></td>
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<td>May 02, 2024</td>
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<td><strong>Harnessing Log-Level Data to Unlock Wasted Programmatic Media Spend</strong></td>
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<td>May 02, 2024</td>
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<td><strong>Automate Your Way to Email Mastery</strong></td>
<td>30 Minutes</td>
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<td>May 09, 2024</td>
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<td>How McDonald’s Revolutionized Asian American Marketing</td>
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<td>The Superpowered CDP: Building a Go-to-Market Data Lake</td>
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<td>Unraveling the Mysteries of CDPs: Data Sources, Access, and the Quest for Truth (EEC Webinar Series)</td>
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<td>Top 5 Strategies to Recruit Entry-Level Talent</td>
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<td>Turbocharging Sales Through Gender-Equal Advertising Strategies</td>
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<td>The Essential Drivers of Building Brand Love &amp; Loyalty</td>
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<td>Unleashing the Power of Gen Zalpha in Marketing &amp; Innovation with Claire's</td>
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<td>Strategic Outsourcing: The Value of Preserving Time &amp; Focus to Marketers</td>
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<td>Top 5 Gender Equality Media Planning Principles To Maximize Advertising Impact</td>
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<td>June Ethics Code Update</td>
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<td>Summer is On, MarTech Continues to Heat Up Your Marketing Strategy (MarTech Webinar Series)</td>
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<td>Jul 10, 2024</td>
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<td>The Power of Location + Purchase: Understanding The Full Consumer Journey With Foursquare</td>
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<td>Jul 17, 2024</td>
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<td>A New Chapter of Browser Tracking and What It Means for Privacy (Addressability Webinar Series)</td>
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<td>Transforming The Digital Landscape Through Gender Inclusive Audience Intelligence</td>
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<td>Aug 07, 2024</td>
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<td>Empower Your Brand with Gender Equality Advertising, Media and Measurement Tools for Marketers</td>
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<td>Aug 14, 2024</td>
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<td>On the Hill and in the States: Virtual Town Hall Series</td>
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<td>Sep 04, 2024</td>
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<td>Mastering Gender Portrayals: The Top 10 Things Advertisers Need To Know</td>
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<td>Sep 12, 2024</td>
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<td>Holiday Advertising Strategies/Preparation</td>
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<td>Oct 02, 2024</td>
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<td>Where Does Digital Identity Go from Here? (Addressability Webinar Series)</td>
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<tr>
<td>Oct 02, 2024</td>
<td>3:00 pm</td>
<td>B2B Marketing Webinar Series</td>
<td>60 Minutes</td>
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<tr>
<td>Oct 16, 2024</td>
<td>1:00 pm</td>
<td>Redefining Gender Equitable Marketing For the Next Generation of Consumers – Gen Alpha</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Oct 16, 2024</td>
<td>3:00 pm</td>
<td>On the Hill and in the States: Virtual Town Hall Series</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>Nov 06, 2024</td>
<td>1:00 pm</td>
<td>How to Become a Category Leader Through Accurate Gender Portrayals in Advertising</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Nov 06, 2024</td>
<td>3:00 pm</td>
<td>Shaping AI Today to Boost Tomorrow’s Bottom Line (Futures Webinar Series)</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>Nov 07, 2024</td>
<td>1:00 pm</td>
<td>November Ethics Code Update</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>Nov 20, 2024</td>
<td>1:00 pm</td>
<td>Elevate the Industry with Marketing Technology Tips and Tricks (MarTech Webinar Series)</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>Nov 20, 2024</td>
<td>3:00 pm</td>
<td>Email Excellence Webinar Series</td>
<td>60 Minutes</td>
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</tbody>
</table>
## 2024 Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT DETAILS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 07, 2024</td>
<td>5:30 pm</td>
<td>New York City Chapter's - Communicators of the Year Awards</td>
<td>New York, NY</td>
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</table>