

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Industry Conferences			
Feb 11, 2026	9:00 am	2026 ANA/AEF Future of Marketing Leadership Conference	New Haven, CT
Feb 23, 2026	1:00 pm	2026 ANA Creator Marketing Conference presented by Pinterest	Las Vegas, NV
Mar 25, 2026	1:00 pm	2026 ANA Media Conference presented by A+E Global Media	Nashville, TN
Apr 08, 2026	8:00 am	ANA's Brand Media GrowthFronts	New York, NY
Apr 13, 2026	1:00 pm	2026 ANA Masters of Data Conference presented by TikTok	San Diego, CA
May 03, 2026	1:00 pm	2026 ANA Advertising Financial Management Conference presented by Decideware	Orlando, FL
May 18, 2026	1:00 pm	2026 ANA Brand Masters Conference presented by Amazon Ads	Los Angeles, CA
Jun 01, 2026	1:00 pm	2026 ANA Masters of B2B Marketing Conference presented by Demandbase (In-Person SOLD OUT)	Chicago, IL
Jun 22, 2026	1:00 pm	2026 ANA In-House Agency Conference presented by monday.com	Huntington Beach, CA
Jul 08, 2026	1:00 pm	2026 ANA Digital & Social Media Conference presented by OUTFRONT	Los Angeles, CA
Sep 23, 2026	1:00 pm	2026 ANA AI and Technology for Marketers Conference presented by Meta	Oxon Hill, MD
Sep 28, 2026	1:00 pm	2026 ANA Measurement & Analytics Conference presented by Google	Chicago, IL
Oct 20, 2026	1:00 pm	2026 ANA Masters of Marketing Conference	Orlando, FL
Nov 02, 2026	1:00 pm	2026 ANA Masters of Advertising Law Conference	Huntington Beach, CA
Nov 09, 2026	1:00 pm	2026 ANA Multicultural and Inclusive Marketing Conference presented by AARP	Los Angeles, CA

Members Only One-Day Conferences

Jan 14, 2026	11:00 am	Marketing Operations Day (Virtual Only)	Virtual Event (Eastern Time)
Jan 27, 2026	11:00 am	Top Consumer Trends In 2026 (Virtual Only)	Virtual Event (Eastern Time)
Feb 03, 2026	8:00 am	AI '26: Getting Down to Business Co-Hosted by Bloomberg Media (In-Person Only)	New York, NY
Mar 04, 2026	10:00 am	From Brand Promise to Buyer Behavior: Influencing Every Layer of the Customer Ecosystem (In-Person Only)	Charlotte, NC
Mar 05, 2026	9:00 am	Creator Connect: Bridging Brands and Communities hosted by Fordham University	New York, NY
Mar 19, 2026	11:00 am	The Future of Cultural Connection & Growth with African American Consumers (Virtual Only)	Virtual Event (Eastern Time)
Mar 24, 2026	9:00 am	From Data to Action: Powering The Intelligent Marketing Engine (In-Person Only)	Atlanta, GA
Mar 31, 2026	11:00 am	Frame & Focus: Accelerating Production Partnerships (Virtual Only)	Virtual Event (Eastern Time)
Apr 08, 2026	11:00 am	LGBTQ+ Inclusive Marketing Day (Virtual Only)	Virtual Event (eastern time)
Apr 15, 2026	9:15 am	You Might be a Marketer Conference hosted by North Carolina Central University (In-Person Only)	Durham, NC

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 23, 2026	11:00 am	ANA Advertising Law 1-Day Conference. Hosted by Katten Muchin Rosenman LLP (Hybrid Event)	New York, NY
Apr 23, 2026	11:00 am	CPG Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)
Apr 30, 2026	9:00 am	The Third Annual Brand-to-Demand Conference: What Happens After the Framework (In-Person Only)	San Francisco, CA
Apr 30, 2026	11:00 am	The Trust Advantage: The Currency of Modern Brands (Virtual Only)	Virtual Event (Eastern Time)
May 05, 2026	8:30 am	Forging Beyond the Post: Performance Marketing Multichannel Innovations in partnership with the National Postal Forum (In Person Only)	Phoenix, AZ
May 07, 2026	9:00 am	Modern Measurement. Proven Impact: Boosting ROI in 2026 hosted by Adobe (In-Person Only)	San Francisco, CA
May 12, 2026	11:00 am	Turning Culture into Growth: How Leading Brands Activate Asian American Consumers (Virtual Only)	Virtual Event (Eastern Time)
May 14, 2026	9:00 am	The Next Chapter of Email Evolution - From Inbox to Impact (In-Person Only)	Chicago, IL
May 21, 2026	11:00 am	Retail Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)
May 28, 2026	8:30 am	Closing the Value Gap: Proving Marketing's Impact on Business (In-Person Only)	New York, NY
Jun 01, 2026	11:00 am	ANA Media Transparency Report: 10 Years Later (Virtual Only)	Virtual Event (Eastern Time)
Jun 10, 2026	8:30 am	Powering the Creator Economy (In-Person Only)	Chicago, IL
Jun 11, 2026	10:00 am	Media & Media Measurement 1-Day Conference (In-Person Only)	Boston, MA
Jun 16, 2026	11:00 am	Travel & Hospitality Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)
Jun 18, 2026	9:00 am	The AIs of Texas Are Upon You - Wins, Workflows, Watchouts, and What Works (In-Person Only)	Plano, TX
Jun 23, 2026	9:00 am	Where Cultural Relevance Meets Brand Growth. Hosted by the McDonald's Corporation (In-Person Only)	Chicago, IL
Jul 14, 2026	9:00 am	Measurement to Momentum: Driving Growth Across the Full Funnel (In-Person Only)	New York, NY
Jul 21, 2026	11:00 am	The Cultural Power of Music: From Influence to Execution (Virtual Only)	Virtual Event (Eastern Time)
Jul 29, 2026	11:00 am	QSR & Restaurant Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)
Aug 04, 2026	9:00 am	Measure What Matters: Proving What Drives Growth (In-Person Only)	Dallas, TX
Aug 04, 2026	11:00 am	The Agent Wars: How Ad Tech is Battling for the Future of Programmatic Media (Virtual Only)	Virtual Event (Eastern Time)
Aug 13, 2026	11:00 am	Banking & Financial Services Day (Virtual Only)	Virtual Event (Eastern Time)
Aug 25, 2026	8:00 am	The Augmented Marketer: From Intelligence to Impact (In-Person Only)	Irvine, CA
Aug 26, 2026	11:00 am	Consumer Technology & Durables Day (Virtual Only)	Virtual Event (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Aug 27, 2026	9:00 am	Automation without Alienation: Humanized Brand Growth in the Age of AI (In-Person Only)	New York, NY
Sep 01, 2026	11:00 am	The Microgeneration Moment: How Brands Stay Relevant Now (Virtual Only)	Virtual Event (Eastern Time)
Sep 09, 2026	11:00 am	Pharma Day (Virtual Only)	Virtual Event (Eastern Time)
Sep 10, 2026	9:00 am	Brand Building in the Age of AI: How the World's Most Recognized Brands Are Winning the Invisible Shelf (Virtual Only)	Virtual Event (Eastern Time)
Sep 15, 2026	9:00 am	The Trust Economy Conference: Building Meaningful B2B Brands in the Age of AI (In-Person Only)	Naperville, IL
Sep 15, 2026	9:00 am	Measure Smarter. Move Faster: Marketing Measurement in the AI Age (In-Person Only)	Philadelphia, PA
Sep 16, 2026	8:30 am	The New Rules of Digital & Social Presented by NBCU (In-Person Only)	New York, NY
Sep 16, 2026	11:00 am	ANA Advertising Law 1-Day Conference. Hosted by Haynes Boone (Hybrid Event)	Dallas, TX
Sep 22, 2026	8:30 am	AI That Performs: Embedding Intelligence into Creative, Direct Mail, and Omnichannel Operations Hosted by American Express (In-Person Only)	New York, NY
Oct 01, 2026	9:00 am	The Expectation Gap: Marketers, consumers, and AI in a time of rapid change, hosted by DePaul University	Chicago, IL
Oct 01, 2026	11:00 am	Unlocking Brand Growth: The Power of C-Suite Alignment (In-Person Only)	New York, NY
Oct 07, 2026	9:30 am	In-House Agency Day, presented by monday.com (In-Person Only)	New York, NY
Oct 08, 2026	11:00 am	Insurance Day (Virtual-Only)	Virtual Event (Eastern Time)
Oct 13, 2026	9:00 am	Wired for What's Next: AI, MarTech, and the Future of Marketing Performance (In-Person Only)	New York, NY
Oct 14, 2026	11:00 am	Automotive Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)
Oct 15, 2026	9:00 am	Stop Chasing Novelty: Why the Strongest Brands Build Creative Assets That Compound (In-Person Only)	Menomonee Falls, WI
Oct 27, 2026	11:00 am	Driving Loyalty and Growth Through Culturally Relevant Hispanic Campaigns (Virtual Only)	Virtual Event (Eastern Time)
Oct 29, 2026	9:00 am	You Might Be a Marketer hosted by Clark Atlanta University (In-Person Only)	Atlanta, GA
Nov 04, 2026	9:00 am	Creative Marketing in the Age of AI, hosted by Loyola Marymount University (In-Person Only)	Los Angeles, CA
Nov 05, 2026	9:00 am	The Human Touch: The New Currency of B2B Marketing (In-Person Only)	New York, NY
Nov 12, 2026	9:00 am	Silicon Signals: The Future of Intelligent Marketing, hosted by Deloitte Digital (In-Person Only)	San Jose, CA
Nov 17, 2026	9:00 am	From Metrics to Momentum: A One-Day Measurement Summit (In-Person Only)	Minneapolis, MN
Nov 18, 2026	11:00 am	Healthcare Day (Virtual-Only)	Virtual Event (Eastern Time)
Dec 01, 2026	11:00 am	Industrial & Manufacturing Day (Virtual-Only)	Virtual Event (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 03, 2026	9:00 am	From Brand to Bottom Line: Measuring Marketing's True Impact (In-Person Only)	Boston, MA
Dec 08, 2026	9:00 am	ANA Member Excellence in Data Analytics At The Rock & Roll Hall of Fame (In-Person Only)	Cleveland, OH
Dec 10, 2026	11:00 am	Beer, Wine, & Spirits Day at the ANA (Virtual Only)	Virtual Event (Eastern Time)

Training

Jan 06, 2026	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Jan 08, 2026	2:00 pm	Clarifying Your Marketing Message - Virtual	Virtual Workshop (Eastern Time)
Jan 13, 2026	2:00 pm	Marketing to Generation Z - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Jan 14, 2026	2:00 pm	3 Steps to Implementing Generative AI in Your Marketing Organization - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Jan 15, 2026	2:00 pm	B2B Growth Marketing - Virtual	Virtual Workshop (Eastern Time)
Jan 20, 2026	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Jan 22, 2026	2:00 pm	Product Innovation for CPG Brand Marketers - Virtual	Virtual Workshop (Eastern Time)
Jan 27, 2026	2:00 pm	SEO for Everyone - Virtual	Virtual Workshop (Eastern Time)
Jan 29, 2026	2:00 pm	Agency Whispering - Virtual	Virtual Workshop (Eastern Time)
Feb 03, 2026	2:00 pm	Performance Marketing Foundations (101) - Virtual	Virtual Workshop (Eastern Time)
Feb 04, 2026	2:00 pm	Write For Work: 3 Steps to Faster, Clearer and Better Communications - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Feb 05, 2026	2:00 pm	Leveraging Social Media for Brand Building - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Feb 10, 2026	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Feb 11, 2026	2:00 pm	3 Steps to Marketing Planning Success - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Feb 12, 2026	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)
Feb 17, 2026	2:00 pm	B2B Marketing Begins with Buyer Insights (101) - Virtual	Virtual Workshop (Eastern Time)
Feb 19, 2026	2:00 pm	Align B2B Marketing with Business Needs (201) - Virtual	Virtual Workshop (Eastern Time)
Feb 24, 2026	2:00 pm	B2B Demand Generation, Content Marketing and Subscription Marketing (301) - Virtual	Virtual Workshop (Eastern Time)
Feb 25, 2026	2:00 pm	3 Steps to Improving Your Customer-Focused Integrated Campaigns - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Feb 26, 2026	2:00 pm	B2B Sales Enablement, Employee Ambassadors and Account-based Marketing (401) - Virtual	Virtual Workshop (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 03, 2026	2:00 pm	Differentiate Your B2B Brand and Deliver Consistent Customer Experiences (501) - Virtual	Virtual Workshop (Eastern Time)
Mar 05, 2026	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Mar 10, 2026	2:00 pm	Agile (201) – Sprint Planning and Estimating - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Mar 11, 2026	2:00 pm	3 Steps to Unlocking Your Creative Potential - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Mar 17, 2026	2:00 pm	Introduction to AI Prompting for Marketers - Virtual	Virtual Workshop (Eastern Time)
Mar 18, 2026	2:00 pm	The 3-Step Brief Blueprint - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Mar 19, 2026	2:00 pm	Personal Branding for Marketers - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Mar 24, 2026	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Mar 31, 2026	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Apr 02, 2026	2:00 pm	Customer-Centric Content Planning Frameworks - Virtual	Virtual Workshop (Eastern Time)
Apr 07, 2026	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Apr 08, 2026	8:00 am	Empowerment AI: Marketing Bootcamp - Two-Day In-Person	New York, NY
Apr 08, 2026	2:00 pm	3 Steps to Implementing Agile in Your Marketing Organization - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Apr 09, 2026	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Apr 14, 2026	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Apr 15, 2026	2:00 pm	An Introduction to Marketing Analytics - Virtual	Virtual Workshop (Eastern Time)
Apr 16, 2026	2:00 pm	Profitable Product Creation & Optimization (101) - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Apr 22, 2026	2:00 pm	3 Steps to Proving the Value and Impact of Marketing - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Apr 23, 2026	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
Apr 28, 2026	2:00 pm	Client Jiu Jitsu: Understanding, Influencing, and Selling to Marketers (101) - Virtual	Virtual Workshop (Eastern Time)
Apr 30, 2026	2:00 pm	Optimizing Media Buying Amid Rapid Change - Virtual	Virtual Workshop (Eastern Time)
May 05, 2026	2:00 pm	Empowering Marketers with Generative AI (101) - Virtual	Virtual Workshop (Eastern Time)
May 07, 2026	2:00 pm	AI Your Way: Advanced Prompt Engineering with Advanced Reasoning Models (201) - Virtual	Virtual Workshop (Eastern Time)
May 12, 2026	2:00 pm	AI-Driven Marketing Strategy, Ideation, and Brainstorming (301) - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
May 13, 2026	2:00 pm	Marketing Mix Modeling Essentials - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
May 14, 2026	2:00 pm	From Ideas to Impact: AI-Powered Content Marketing (401) - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
May 18, 2026	2:00 pm	Project Management Fundamentals - Virtual	Virtual Workshop (Eastern Time)
May 19, 2026	2:00 pm	Turn Marketing Data into Actionable Insights Driven by AI (501) - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
May 20, 2026	2:00 pm	Selling Ideas to Internal Stakeholders - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
May 21, 2026	2:00 pm	The Brief: Road Map to Great Creative - Virtual	Virtual Workshop (Eastern Time)
May 26, 2026	2:00 pm	Navigating Transparency in Programmatic Advertising - Virtual	Virtual Workshop (Eastern Time)
May 27, 2026	2:00 pm	3 Steps to Leading Change with Purpose and Impact - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
May 28, 2026	2:00 pm	Boost Your Digital and Growth Marketing with AI - Virtual	Virtual Workshop (Eastern Time)
Jun 02, 2026	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop (Eastern Time)
Jun 03, 2026	2:00 pm	3 Steps to Lead with Confidence, Clarity, and Impact - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Jun 04, 2026	2:00 pm	Direct Marketing - Virtual	Virtual Workshop (Eastern Time)
Jun 09, 2026	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
Jun 10, 2026	2:00 pm	Developing and Launching AI Agents and Custom GPTs - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Jun 11, 2026	2:00 pm	Effective Writing for Business - Virtual	Virtual Workshop (Eastern Time)
Jun 16, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Jun 18, 2026	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Jun 23, 2026	2:00 pm	Creative Fission for Marketers - Virtual	Virtual Workshop (Eastern Time)
Jun 25, 2026	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)
Jun 30, 2026	2:00 pm	Creative Production: What Marketers Need to Know - Virtual	Virtual Workshop (Eastern Time)
Jul 02, 2026	2:00 pm	Marketing to Generation Z - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Jul 07, 2026	2:00 pm	Customer-Centric Content Planning Frameworks - Virtual	Virtual Workshop (Eastern Time)
Jul 09, 2026	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Jul 14, 2026	8:00 am	Leading Marketing Teams Through AI Transformation - Two-Day In-Person Workshop	Chicago, IL
Jul 15, 2026	2:00 pm	3 Steps from Analytics to Answers - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jul 16, 2026	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Jul 21, 2026	2:00 pm	B2B Growth Marketing - Virtual	Virtual Workshop (Eastern Time)
Jul 22, 2026	2:00 pm	Clarifying Your Marketing Message - Virtual	Virtual Workshop (Eastern Time)
Jul 23, 2026	2:00 pm	The Strategy Brief: Roadmap to Alignment & Clarity - Virtual	Virtual Workshop (Eastern Time)
Jul 27, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Jul 28, 2026	2:00 pm	Agency Whispering - Virtual	Virtual Workshop (Eastern Time)
Jul 29, 2026	2:00 pm	Enhancing Time Management & Productivity - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Jul 30, 2026	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Aug 04, 2026	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 05, 2026	2:00 pm	3 Steps to Effective Brand Strategy - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Aug 06, 2026	2:00 pm	Customer-Centric Content Planning Frameworks - Virtual	Virtual Workshop (Eastern Time)
Aug 11, 2026	2:00 pm	Leveraging Social Media for Brand Building - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Aug 13, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Sep 01, 2026	2:00 pm	Personal Branding for Marketers - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Sep 03, 2026	2:00 pm	Marketing Mix Modeling Essentials - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Sep 08, 2026	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Sep 10, 2026	2:00 pm	Project Management Fundamentals - Virtual	Virtual Workshop (Eastern Time)
Sep 15, 2026	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)
Sep 17, 2026	2:00 pm	Mastering Your Mission Statement - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Sep 22, 2026	2:00 pm	Performance Marketing Foundations (101) - Virtual	Virtual Workshop (Eastern Time)
Sep 24, 2026	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Sep 29, 2026	8:00 am	Empowerment AI: Marketing Bootcamp - Two-Day In-Person	Chicago, IL
Sep 29, 2026	2:00 pm	Taming the Approval Process - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Sep 30, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Oct 01, 2026	2:00 pm	Navigating Transparency in Programmatic Advertising - Virtual	Virtual Workshop (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 08, 2026	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Oct 13, 2026	2:00 pm	The Brief: Road Map to Great Creative - Virtual	Virtual Workshop (Eastern Time)
Oct 14, 2026	2:00 pm	3 Steps to Next Level AI Prompting for Marketers - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Oct 15, 2026	2:00 pm	Leading Across the Generations 101 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 19, 2026	2:00 pm	Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 26, 2026	2:00 pm	Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 27, 2026	2:00 pm	Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 28, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Nov 03, 2026	2:00 pm	3 Steps to Actionable Insights - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Nov 04, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Nov 05, 2026	2:00 pm	Boost Your Digital and Growth Marketing with AI - Virtual	Virtual Workshop (Eastern Time)
Nov 10, 2026	2:00 pm	Empowering Marketers with Generative AI - Virtual	Virtual Workshop (Eastern Time)
Nov 12, 2026	2:00 pm	Advanced AI Prompt Engineering for Marketers (201) - Virtual	Virtual Workshop (Eastern Time)
Nov 17, 2026	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Nov 19, 2026	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
Dec 01, 2026	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
Dec 03, 2026	2:00 pm	Optimizing Media Buying Amid Rapid Change - Virtual	Virtual Workshop (Eastern Time)
Dec 07, 2026	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Dec 08, 2026	2:00 pm	Enhancing Time Management & Productivity - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Dec 09, 2026	2:00 pm	AI Marketing Accelerator: Advanced Strategies, Systems, and Real-World Applications for Marketers	Virtual Workshop (Eastern Time)
Dec 15, 2026	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)

Committees

Jan 08, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jan 20, 2026	11:00 am	AI Committee Meeting	Virtual Meeting (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 21, 2026	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Jan 27, 2026	11:00 am	Production Management Committee Meeting	Virtual Meeting
Jan 28, 2026	11:00 am	Creator & Influencer and Digital & Social Committee Meeting	Virtual Only (Eastern Time)
Jan 29, 2026	11:00 am	Making 2026 a Winner – ANA B2B Committee Virtual Meeting	Virtual Meeting (Eastern Time)
Feb 02, 2026	1:00 pm	B2B Data Excellence	Virtual Meeting
Feb 03, 2026	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Feb 04, 2026	11:00 am	Media Committee Meeting	Virtual Only (Eastern Time)
Feb 05, 2026	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Feb 11, 2026	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Feb 12, 2026	2:00 pm	Nonprofit Organizations	Hybrid: Washington, D.C. and Virtual
Feb 19, 2026	11:00 am	Mastering Enterprise CDP Implementation: Lessons from Vanguard and Qualcomm	Virtual Meeting (Eastern Time)
Feb 19, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Feb 25, 2026	11:00 am	Brand Strategy Committee Meeting	Virtual (Eastern Time)
Feb 25, 2026	2:00 pm	Legal Affairs	Virtual Meeting
Feb 26, 2026	11:00 am	Marketing Operations Committee	Virtual Meeting
Feb 26, 2026	11:00 am	Analytics & Data Science	Virtual
Mar 05, 2026	11:00 am	Data & Direct Marketing	Virtual
Mar 05, 2026	2:00 pm	Ethics Policy	Via Zoom
Mar 10, 2026	9:30 am	Advertising Financial Management Committee Meeting	New York, NY
Mar 11, 2026	1:00 pm	Sustainability Committee Meeting March 2026	Virtual Meeting (Eastern Time)
Mar 12, 2026	11:00 am	Data Governance Leadership Meeting	Virtual
Mar 18, 2026	11:00 am	Brand Activation Committee Meeting	Virtual (Eastern Time)
Mar 19, 2026	9:30 am	In-House Agency Committee Meeting, hosted by Caterpillar	Chicago, IL
Mar 19, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Mar 24, 2026	11:00 am	AI Committee Meeting	Virtual Meeting (Eastern Time)
Mar 25, 2026	11:00 am	Brand Experience Committee Meeting	Virtual (Eastern Time)
Mar 26, 2026	11:00 am	Ask Me Anything with Chad S. White: What's Next for Email Marketing - EEC Committee Meeting	Virtual Meeting (Eastern Time)
Mar 26, 2026	1:00 pm	Measurement & Accountability	Virtual Meeting
Apr 02, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Apr 08, 2026	1:00 pm	Brand Value & Measurement Committee Meeting	Virtual (Eastern Time)
Apr 09, 2026	9:30 am	Marketing Operations Committee	New York, NY
Apr 14, 2026	11:00 am	Commerce Marketing and Digital & Social Committee Meeting	Virtual Only (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 14, 2026	5:00 pm	Bridging the Gap: Industry & Academia Reception	Durham, NC
Apr 15, 2026	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Apr 16, 2026	11:00 am	Account-Based Marketing Committee Meeting: Bringing ABM to Life at Scale with AI	Virtual Meeting (Eastern Time)
Apr 16, 2026	2:00 pm	Nonprofit Organizations	Hybrid: Washington, D.C. and Virtual
Apr 22, 2026	9:00 am	(IN-PERSON) Multicultural & Inclusive Marketing Committee, Hosted by Pernod Ricard USA	New York, NY
Apr 23, 2026	11:00 am	ANA B2B Committee Meeting: Decision Advantage in the Age of AI - From Enterprise Strategy to Answer Engines	Virtual Meeting (Eastern Time)
Apr 27, 2026	2:00 pm	Government Relations: New Federal Privacy Draft	Virtual Meeting (Eastern Time)
Apr 29, 2026	11:00 am	Brand Strategy Committee Meeting	Virtual (Eastern Time)
Apr 29, 2026	2:00 pm	Legal Affairs	Virtual Meeting
May 06, 2026	11:00 am	Brand Experience Committee Meeting	Virtual (Eastern Time)
May 07, 2026	11:00 am	Media and Digital & Social Committee Meeting	Virtual Only (Eastern Time)
May 07, 2026	1:00 pm	Inclusive Gender Representation Committee Meeting	Virtual Meeting
May 12, 2026	9:00 am	ANA Nonprofit Forum	Washington, DC
May 12, 2026	11:00 am	Accessibility Town Hall	Virtual Meeting (Eastern Time)
May 12, 2026	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
May 12, 2026	1:30 pm	Advertising Day on the Hill (for all ANA, 4As, CHC, DAA and TAG Members)	Washington, DC
May 13, 2026	11:00 am	Production Management Committee Meeting	Virtual Meeting
May 13, 2026	1:00 pm	Inclusive Women's Sports Committee Meeting	Virtual Meeting
May 14, 2026	11:00 am	Data Governance Leadership Meeting	Virtual
May 19, 2026	11:00 am	Project Management Support Group	Virtual Meeting
May 20, 2026	11:00 am	AI Committee Meeting	Virtual Meeting (Eastern Time)
May 21, 2026	11:00 am	MarTech Committee Meeting: Aligned or Adrift? Why Most Marketing Transformations Fail & How to Fix It	Virtual Meeting (Eastern Time)
May 21, 2026	11:00 am	Analytics & Data Science	Virtual
May 21, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jun 04, 2026	9:00 am	Media and Commerce Marketing Committee Meeting	New York, NY
Jun 04, 2026	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jun 04, 2026	1:00 pm	Sustainability Committee Meeting June 2026	Virtual Meeting (Eastern Time)
Jun 10, 2026	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Jun 10, 2026	1:00 pm	Brand Value & Measurement Committee Meeting	Virtual (Eastern Time)
Jun 11, 2026	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
Jun 11, 2026	2:00 pm	Ethics Policy	Via Zoom

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jun 17, 2026	11:00 am	Marketing Operations Committee	Virtual Meeting
Jun 17, 2026	1:00 pm	Measurement & Accountability	Virtual Meeting
Jun 24, 2026	11:00 am	Data & Direct Marketing	Virtual
Jun 25, 2026	11:00 am	Brand Activation Committee Meeting	Virtual (Eastern Time)
Jul 15, 2026	11:00 am	Brand Strategy Committee Meeting	Virtual (Eastern Time)
Jul 15, 2026	11:00 am	AI Committee Meeting	Virtual Meeting (Eastern Time)
Jul 21, 2026	11:00 am	Commerce Marketing Committee Meeting	Virtual Only (Eastern Time)
Jul 22, 2026	2:00 pm	Legal Affairs	Virtual Meeting
Jul 29, 2026	11:00 am	Brand Experience Committee Meeting	Virtual (Eastern Time)
Aug 05, 2026	11:00 am	Brand Activation Committee Meeting	Virtual (Eastern Time)
Aug 06, 2026	2:00 pm	Ethics Policy	Via Zoom
Aug 12, 2026	11:00 am	Creator & Influencer Marketing and Media Committee Meeting	Virtual Only (Eastern Time)
Aug 12, 2026	1:00 pm	Inclusive Gender Representation Committee Meeting	Virtual Meeting
Aug 14, 2026	12:00 pm	Hispanic Marketing Committee	Via Virtual (Eastern Time)
Aug 19, 2026	11:00 am	Project Management Support Group	Virtual Meeting
Aug 20, 2026	11:00 am	8/20 MarTech Committee Meeting	Virtual Meeting (Eastern Time)
Aug 21, 2026	12:00 pm	African American Marketing Committee	Via Virtual (Eastern Time)
Aug 27, 2026	11:00 am	ANA Email Excellence Center Committee Meeting: Email in Motion - An Immersive Half-Day Experience	Costa Mesa, CA
Sep 09, 2026	1:00 pm	Inclusive Women's Sports Committee Meeting	Virtual Meeting
Sep 10, 2026	9:30 am	In-House Agency Committee Meeting. hosted by King's Hawaiian	Gardena, CA
Sep 10, 2026	11:00 am	Data Governance Leadership Meeting	Virtual
Sep 10, 2026	2:00 pm	Nonprofit Organizations	Hybrid: Washington, D.C. and Virtual
Sep 16, 2026	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Sep 16, 2026	11:00 am	B2B Data Excellence	Virtual Meeting
Sep 16, 2026	1:00 pm	Brand Value & Measurement Committee Meeting	Virtual
Sep 17, 2026	11:00 am	Account-Based Marketing (ABM) Committee Meeting	Virtual Meeting (Eastern Time)
Sep 17, 2026	11:00 am	Accessibility Committee Meeting September 2026	Virtual Meeting (Eastern Time)
Sep 17, 2026	11:00 am	Media and Commerce Marketing Committee Meeting	Virtual Only (Eastern Time)
Sep 22, 2026	9:00 am	Sustainability Committee Meeting September 2026 - During NY Climate Week	New York, NY
Sep 23, 2026	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Sep 23, 2026	11:00 am	B2B Channel Marketing Committee: Building Partner Loyalty Through Smarter Incentives & Engagement	Virtual Meeting (Eastern Time)

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Sep 24, 2026	9:00 am	Media Committee + Media Measurement Leadership Council Meeting	New York, NY
Sep 30, 2026	9:30 am	Joint Advertising Financial Management & Agency Relations Committee Meeting	New York, NY
Sep 30, 2026	11:00 am	Analytics & Data Science	Virtual
Sep 30, 2026	2:00 pm	Legal Affairs	Virtual Meeting
Oct 01, 2026	11:00 am	AI Committee Meeting	Virtual Meeting (Eastern Time)
Oct 01, 2026	11:00 am	Email Excellence Center Committee Meeting	Virtual Meeting (Eastern Time)
Oct 06, 2026	9:00 am	Creator & Influencer Marketing and Digital & Social Committee Meeting	Chicago, IL
Oct 06, 2026	10:00 am	ANA B2B Customer Experience Committee Meeting: Closing the B2B Orchestration Gap In the Age of AI	New York, NY
Oct 06, 2026	11:00 am	Marketing Operations Committee	Virtual Meeting
Oct 07, 2026	11:00 am	Brand Strategy Committee Meeting	Virtual (Eastern Time)
Oct 13, 2026	11:00 am	Data & Direct Marketing	Virtual
Oct 13, 2026	11:00 am	Production Management Committee Meeting	Virtual Meeting
Oct 14, 2026	11:00 am	Digital & Social Committee Meeting	Virtual Only (Eastern Time)
Oct 16, 2026	12:00 pm	African American Marketing Committee	Via Virtual (Eastern Time)
Oct 28, 2026	11:00 am	Brand Activation Committee Meeting	Virtual (Eastern Time)
Oct 28, 2026	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Oct 28, 2026	3:00 pm	HBCU Campus Connect Roundtable: The Future of Marketing Talent	Atlanta, GA
Nov 03, 2026	11:00 am	Creator & Influencer Marketing Committee Meeting	Virtual Only (Eastern Time)
Nov 04, 2026	11:00 am	Commerce Marketing Committee Meeting	Virtual Only (Eastern Time)
Nov 04, 2026	11:00 am	11/4 MarTech Committee Meeting	Virtual Meeting (Eastern Time)
Nov 04, 2026	11:00 am	Email Excellence Center Committee Meeting	Virtual Meeting (Eastern Time)
Nov 05, 2026	2:00 pm	Ethics Policy	Via Zoom
Nov 09, 2026	11:00 am	Analytics & Data Science	Virtual
Nov 10, 2026	11:00 am	Project Management Support Group	Virtual Meeting
Nov 12, 2026	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Nov 12, 2026	1:00 pm	Measurement & Accountability	Virtual Meeting
Nov 12, 2026	2:00 pm	Nonprofit Organizations	Hybrid: Washington, D.C. and Virtual
Nov 17, 2026	11:00 am	B2B Data Excellence	Virtual Meeting
Nov 17, 2026	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
Nov 17, 2026	1:00 pm	Inclusive Gender Representation Committee Meeting	Virtual Meeting
Nov 18, 2026	11:00 am	Production Management Committee Meeting	Virtual Meeting

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 19, 2026	11:00 am	Brand Experience Committee Meeting	Virtual (Eastern Time)
Dec 01, 2026	11:00 am	B2B Channel Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Dec 01, 2026	1:00 pm	Sustainability Committee Meeting December 2026	Virtual Meeting (Eastern Time)
Dec 02, 2026	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
Dec 02, 2026	11:00 am	B2B Committee Meeting:2027 and Beyond – Turning Insights into Growth Strategies	Virtual Meeting (Eastern Time)
Dec 03, 2026	11:00 am	Account-Based Marketing (ABM) Committee Meeting	Virtual Meeting (Eastern Time)
Dec 03, 2026	11:00 am	Data Governance Leadership Meeting	Virtual
Dec 04, 2026	12:00 pm	African American Marketing Committee	Via Virtual (Eastern Time)
Dec 08, 2026	11:00 am	B2B Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
Dec 08, 2026	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Dec 08, 2026	1:00 pm	Inclusive Women's Sports Committee Meeting	Virtual Meeting
Dec 09, 2026	9:30 am	In-House Agency Committee Meeting. hosted by Chick-fil-A	Atlanta, GA
Dec 09, 2026	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Dec 10, 2026	1:00 pm	Brand Value & Measurement Committee Meeting	Virtual (Eastern Time)
Dec 11, 2026	12:00 pm	Hispanic Marketing Committee	Via Virtual (Eastern Time)
Dec 15, 2026	11:00 am	Marketing Operations Committee	Virtual Meeting
Dec 16, 2026	11:00 am	Data & Direct Marketing	Virtual
Dec 17, 2026	11:00 am	AI Committee Meeting 12/17/26	Virtual Meeting (Eastern Time)

Webinars (All Times Eastern)

Jan 13, 2026	1:00 pm	2025: Year in Review	60 Minutes
Jan 14, 2026	1:00 pm	Decoding AI in Marketing: A Practical Guide for Marketers (Part 3!)	30 minutes
Jan 14, 2026	3:00 pm	Happy New Year! 2026 B2B Digital Marketing Predictions & Resolutions With Professor Lou Cohen (B2B Marketing Webinar)	30 Minutes
Jan 15, 2026	1:00 pm	What the Big Game Teaches Brands About Creative Effectiveness	30 minutes
Jan 21, 2026	1:00 pm	The Anatomy of an Award-Winning Entry: ANA Awards	30 minutes
Jan 22, 2026	1:00 pm	Send In The Clones: Scaling Emotional Connection with AI-Powered Creativity	30 minutes
Jan 22, 2026	3:00 pm	CES 2026: AI Dominates the World's Largest Trade Show. our Annual Wrap-Up	30 Minutes
Jan 28, 2026	1:00 pm	Must Cinnadust: How Brand Truth & Bold Storytelling Transformed Cinnamon Toast Crunch	30 minutes
Jan 28, 2026	3:00 pm	The U.S. Advertising Market: 2025 Recap and 2026 Forecasts	30 Minutes
Jan 29, 2026	1:00 pm	Marketing Jobs Uncovered: Trends and Opportunities in the U.S. Job Market	30 minutes

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 29, 2026	3:00 pm	Next-Generation MMM: 5 Moves to Drive Confidence & Growth in 2026	30 Minutes
Feb 04, 2026	1:00 pm	The State of Social 2026: Decoding Social Shifts For Your Brand And Business	30 minutes
Feb 04, 2026	3:00 pm	The Art of the Opt-In: The New Rules of Email Growth, Trust, and Engagement (Email Excellence Webinar Series)	30 Minutes
Feb 05, 2026	1:00 pm	Programmatic Insights to Accelerate Your 2026 Strategy	30 minutes
Feb 05, 2026	3:00 pm	BeAutful Marketing: How Beauty Marketers are Using AI to Innovate	30 Minutes
Feb 10, 2026	1:00 pm	Automatic Renewal Laws: Year End Review for 2025 and What's Ahead for 2026	60 Minutes
Feb 11, 2026	1:00 pm	Championing Change: Unlocking Value in Marketing Scope Automation	30 minutes
Feb 12, 2026	1:00 pm	The Future of the Media Organization: How Leading Brands Are Transforming for Tomorrow	30 minutes
Feb 12, 2026	3:00 pm	Moving The Culture & The Market: Insights from the Nielsen Black Diverse Intelligence Series	30 Minutes
Feb 19, 2026	1:00 pm	Unlocking Practice Value: Activating ANA's Expertise Across Your Organization	30 minutes
Feb 19, 2026	3:00 pm	Building Trustworthy AI Agents at Microsoft: Ethical Frameworks for Responsible, Inclusive Marketing	30 minutes
Feb 25, 2026	1:00 pm	Using Automation to Personalize Direct Mail: Best Buy's Trade In Story	30 Minutes
Feb 26, 2026	1:00 pm	Why Storytelling is a Growth Strategy: Lessons for Today's Brand Leaders	30 minutes
Mar 04, 2026	3:00 pm	Omnichannel Shopper: Bridging the Digital-Physical Gap with Real-World Data	30 Minutes
Mar 05, 2026	1:00 pm	Beyond the Masses: How Niche Communities Become Strategic Drivers of Culture and Brand Growth	30 minutes
Mar 10, 2026	1:00 pm	Advertising Hot Topics: Legal Trends & Regulatory Updates	60 Minutes
Mar 11, 2026	3:00 pm	Ethics by Design: Navigating AI Risks for Responsible, High-Impact Brand Marketing (Part 2)	30 Minutes
Mar 19, 2026	1:00 pm	Powering Brand Impact from Super Bowl to Olympics: Inside NBCU's Legendary February	30 minutes
Mar 25, 2026	1:00 pm	How Retail Data & AI-Driven Creative Drive Smarter, Higher-Performing Campaigns	30 minutes
Mar 25, 2026	3:00 pm	Moving at the Speed of AI: The Innovation Management Playbook for Marketers	30 Minutes
Apr 01, 2026	3:00 pm	The Future of MMM is Here — Powered by Causal AI and Large Transformer-Based Models	30 Minutes
Apr 08, 2026	1:00 pm	How to Win Brand Visibility in the Age of AI Search	30 minutes
Apr 14, 2026	1:00 pm	Beyond the Cookie Banner: Technical Audits and Wiretapping Litigation (POSTPONED)	60 Minutes
Apr 15, 2026	1:00 pm	Audience Integrity: The Hidden Risk Undermining Your Marketing ROI	30 Minutes
Apr 15, 2026	3:00 pm	When the Inbox Breaks: Deliverability, Security, and Surviving Email Platform Chaos (Email Excellence Webinar Series)	30 Minutes
Apr 16, 2026	1:00 pm	When Music is the Strategy: A Playbook for How CELSIUS Powered Cultural Connection	30 minutes

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 16, 2026	3:00 pm	AI Didn't Kill Creativity. It Removed the Alibi. (B2B Marketing Webinar Series)	30 Minutes
Apr 23, 2026	1:00 pm	Is Inaccurate Data Undermining Your Marketing Profitability?	30 Minutes
Apr 29, 2026	1:00 pm	From Operations to Strategy: Elevating Marketing Ops as a C?Suite Partner	30 minutes
Apr 30, 2026	1:00 pm	2026 Advertising Trends Shaping the Year Ahead (And How to Win With Them)	30 minutes
Apr 30, 2026	3:00 pm	Are You AEO-Ready? Learn How to Adapt to a World of Conversation	30 Minutes
May 06, 2026	1:00 pm	Programmatic Signals to Strengthen Your 2026 Strategy	30 minutes
May 07, 2026	1:00 pm	Meet Amplify: Bringing ANA's Top Marketing Experts & Insights Directly to Your Team	30 minutes
May 13, 2026	1:00 pm	How Category Entry Points Are Fueling Brand Growth	30 Minutes
May 14, 2026	1:00 pm	The Missing Ingredient in Most First-/Zero-Party Data Strategies? Effective Consent Management.	30 Minutes
May 14, 2026	3:00 pm	Cross-Retailer Intelligence: Understand Consumer Spend Patterns across the RMNs	30 Minutes
May 19, 2026	1:00 pm	SMS Marketing and Outreach Roundup	60 Minutes
May 21, 2026	3:00 pm	Five Inconvenient Truths for CMOs – Driving Growth in an Era of Accountability	30 Minutes
Jun 03, 2026	1:00 pm	Unlocking the Strategic Value of Marketing Operations to Drive Growth	30 minutes
Jun 03, 2026	3:00 pm	Stop Guessing. Start Growing. Why Most Marketing Measurement is Failing You.	30 Minutes
Jun 04, 2026	1:00 pm	Production at the Speed of AI: Scaling Creative Without Sacrificing Trust	30 minutes
Jun 10, 2026	3:00 pm	From Passion to Performance: Gaming's Power in Inclusive Marketing	30 minutes
Jun 11, 2026	3:00 pm	Beyond the Basics: How Agentic AI Accelerates Brand Growth for Marketers - Google	30 Minutes
Jun 16, 2026	1:00 pm	Marketing Under Fire: Navigating False Discounts, "Junk" Fees, Email Marketing, and More	60 Minutes
Jun 17, 2026	3:00 pm	Nonprofit Policy Update	30 Minutes
Jun 18, 2026	1:00 pm	The Modern Performance Agency: How Technology Is Reshaping Agency Value	30 Minutes
Jun 18, 2026	3:00 pm	The Global Data Landscape: EU Privacy, DPF, and Key Watchouts for Marketers	30 Minutes
Jun 24, 2026	3:00 pm	Replacing Intent Signals and First Party Data in the Answer Engine Age	30 Minutes
Jun 25, 2026	1:00 pm	The New Brand Loyalty: How to Build Gen Z & Alpha Fandoms with Abercrombie & Fitch	30 minutes
Jul 08, 2026	1:00 pm	AI Webinar: ANA Mid-Year Public Policy Review on AI	30 Minutes
Jul 14, 2026	12:00 pm	Hands-On AI Tool Sandbox Series - Pencil	60 Minutes
Jul 14, 2026	1:00 pm	Kids, Teens and Tomorrow's Rules: Navigating Privacy, Advertising and Platform Risk	60 Minutes
Jul 15, 2026	1:00 pm	Winning Brand Trust in the Age of AI: The IRL Media Advantage	30 minutes
Jul 15, 2026	3:00 pm	The Current State of the Multicultural Marketing Function	30 minutes

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jul 16, 2026	1:00 pm	Nonprofit Webinar Series: Tax Changes and Donations	30 Minutes
Jul 21, 2026	2:00 pm	Public Policy on Agents and How to Speak to Your Legal About Setting Up an Agentic Team	60 Minutes
Jul 22, 2026	1:00 pm	Embeddings in Practice — Lessons in GLP-1 User Journey Analytics	30 Minutes
Jul 29, 2026	1:00 pm	AI-Powered Customer Intelligence with Adobe CX Analytics	30 Minutes
Jul 30, 2026	1:00 pm	Industry Attitudes and Usage of AI: Year 3 Survey Review?	30 Minutes
Aug 05, 2026	1:00 pm	Q2 2026 ANA Programmatic Transparency Benchmark: Mid-Year Findings, Real-World Results	30 minutes
Aug 06, 2026	1:00 pm	The Hidden Costs of Creator Marketing: What Every Brand Should Know — Featuring L'Oréal	30 minutes
Aug 06, 2026	2:00 pm	The Agentic Shift: How Meta Is Building the Infrastructure for AI-Powered Marketing	60 Minutes
Aug 06, 2026	3:00 pm	From Storytelling to Outcomes: Mattress Firm's Data-Driven TV Creative Strategy	30 Minutes
Aug 12, 2026	1:00 pm	AI and the Media Machine: Rethinking Programmatic and Dynamic Creative	30 Minutes
Aug 12, 2026	3:00 pm	From Engagement to Growth: The Connected CRM Blueprint for Modern Marketing	30 minutes
Aug 13, 2026	1:00 pm	Logitech Presents: Women Who Master	30 minutes
Aug 19, 2026	1:00 pm	8/19 MarTech Webinar	30 Minutes
Aug 26, 2026	1:00 pm	Sound Strategy: Marketers & the Rise of AI-Generated Music	30 Minutes
Sep 02, 2026	1:00 pm	The Attention Crisis: How Brands Stand Out in an Overloaded World	30 minutes
Sep 02, 2026	3:00 pm	From Lead-Centric to Buyer-Group Ready: How Does Your GTM Effectiveness Measure Up? (B2B Marketing Webinar Series)	30 Minutes
Sep 03, 2026	3:00 pm	Why Marketing Operations Is Your Most Underleveraged Competitive Advantage	30 minutes
Sep 09, 2026	1:00 pm	Interview with 4As CEO: What Clients Need to Hear from the Agency World Right Now	30 minutes
Sep 10, 2026	1:00 pm	How to Connect With Marketers Facing The Same Industry Challenges Through 'ANA Verticals'	30 minutes
Sep 10, 2026	3:00 pm	Email Excellence Webinar Series	30 Minutes
Sep 17, 2026	1:00 pm	Final Interview with ANA CEO Bob Liodice: 30+ Years of Marketing Transformation & What's Next	30 minutes
Sep 23, 2026	3:00 pm	B2B Marketing Webinar Series	30 Minutes
Sep 24, 2026	1:00 pm	The AI Advantage: How Marketers Can Drive Impact Today and Win in an AI-Driven Future	30 minutes
Sep 24, 2026	3:00 pm	Ethics FUNdamentals	30 Minutes
Sep 29, 2026	12:00 pm	Hands-On AI Tool Sandbox Series - Google	60 Minutes
Sep 30, 2026	3:00 pm	B2B Marketing Webinar Series	30 Minutes
Oct 15, 2026	1:00 pm	Interview: CEO Tom Denford on What the Trade Desk–Publicis Debate Means for Advertisers	30 minutes
Oct 28, 2026	1:00 pm	10/28 MarTech Webinar	30 Minutes
Oct 28, 2026	3:00 pm	B2B Marketing Webinar Series	30 Minutes

2026 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 29, 2026	3:00 pm	Nonprofit Webinar Series: Sustainers	30 Minutes
Nov 04, 2026	3:00 pm	B2B Marketing Webinar Series	30 Minutes
Nov 18, 2026	3:00 pm	B2B Marketing Webinar Series	30 Minutes
Dec 02, 2026	1:00 pm	Nonprofit Webinar Series: GivingTuesday Review	30 Minutes
Dec 10, 2026	1:00 pm	12/10 MarTech Webinar	30 Minutes

Local Events

Jan 06, 2026	3:00 pm	ANA CES Walking Tour Option 1	Las Vegas, NV
Jan 07, 2026	11:00 am	ANA CES Walking Tour Option 2	Las Vegas, NV
Jan 07, 2026	2:00 pm	ANA CES Walking Tour Option 3	Las Vegas, NV
Jan 07, 2026	4:15 pm	ANA CES Walking Tour Option 4	Las Vegas, NV
Jan 08, 2026	9:30 am	ANA CES Walking Tour Option 5	Las Vegas, NV
Jan 08, 2026	1:00 pm	ANA CES Walking Tour Option 6	Las Vegas, NV

SEEHER

Jan 28, 2026	9:00 am	SeeHer x Georgia-Pacific Inspiration Session	Atlanta, GA
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