# 2021 MEMBERSHIP BENEFITS

## Client-Side Marketer (CSM)

- **Complimentary**
- **Included**
- **UNLIMITED INDIVIDUALS**

### Marketing Futures

- An online destination to stay on top of emerging trends to help you innovate, accelerate, and grow. Future-proof your brand and connect with a community of innovators, entrepreneurs, and disruptors.

### Marketing Content Library

- Benefit from 24/7 access to **14,000+ pieces** of proprietary marketing content accessed via ANA's website.

### Research Service “Ask the Expert”

- Have a marketing question? Submit online and we can help provide the answer.

### Webinar Wednesdays

- Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check calendar for details.

### Virtual Half-Day Conferences

- Access to virtual Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more.

### Committees*

- Access to 27 member-led virtual committees that drive industry thought leadership across a portfolio of topics.

### Half-Day Onsite Training

- Build team expertise with a half-day team training benefit.

### Virtual Half-Day Conferences

- Access to virtual Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more.

### Committees*

- Access to 27 member-led virtual committees that drive industry thought leadership across a portfolio of topics.

### Half-Day Virtual Workshops

- Many of the workshops available onsite can now be delivered virtually. Check with your ANA representative to review offerings.

### Virtual Training Workshops

- Live online expert instructor led training covering essential marketing topics to sharpen your skills and increase capabilities from the comfort of your home or office.

### On-Demand Training

- Access to 70+ on-demand training courses.

### Full-Day & Multi-Day Training

- Customize an in-company training curriculum. Virtual workshops available upon request.

### Certified ANA Marketing Professional (CAMP)

- Meet the ANA standard for well-rounded marketing professionals with the [ANA certification program](#). See ANA’s website for next steps to begin the certification process.

### Marketing Certificate Programs

- Benefit from eight concentrated skills-building online programs in content, insights, analytics, and more.

### National Industry Conferences

- Receive discounted pricing to ANA’s national industry conferences covering a wide variety of key topics with insight from today’s marketing leaders. See ANA’s [website](#) for event details.

### National Industry Conference Complimentary Pass Program

- Enjoy complimentary passes to select ANA national industry conferences. Speak with your [membership manager](#) for details.

### Award Programs

- Be recognized for outstanding marketing and advertising through [nine awards programs](#) both domestic and global. Submissions are received online.

### State Legislative Tracker and Promotion & Marketing Law Book

- Stay up to date on new and advancing legislation across 50 states and know the laws and regulations on promotion and marketing activities with these online subscriptions.

### Privacy Shield Program**

- Access to a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland.

### Consumer Preference Service (Formerly DMA Choice)

- A monthly subscription service to help members abide by marketing preferences requested by consumers.

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*See list of committees on back

**Government fees not included

Effective 1/1/21

ANA Member Benefits are subject to change.

[www.ana.net](http://www.ana.net)
Client-side marketer (CSM) members have unlimited access to a robust suite of ANA committees. ANA committees convene approximately three times a year and are fully virtualized. See below for a complete list of committee eligibility.

**CSM Level**

*Access to all committees:*

- Account-Based Marketing
- Advertising Financial Management
- Agency Relations
- Analytics & Data Science
- Brand Activation — Legal
- Brand Management
- Brand Purpose — Growth for Good
- Business-to-Business
- Business-to-Business Midwest (Chicago)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Data & Direct Marketing
- Digital & Social
- Ethics Policy
- Government Relations
- Influencer Marketing
- In-House Agency
- Legal Affairs
- Marketing Futures
- Measurement and Accountability
- Media Leadership
- Multicultural Marketing & Diversity
- Nonprofit Organizations
- Production Management
- Relationship Marketing
- Sponsorship & Experiential Marketing