## 2021 Membership Benefits

### 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.

### National Industry Conferences
Receive discounted pricing to ANA’s highly acclaimed national industry conferences covering a wide variety of topics with insight from today’s marketing leaders. See ANA’s website for event details.

### 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.

### Thought-Leader Thursdays
You also have access to nearly 150 webinars live and on-demand.

### 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 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.

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

### On-Demand Training
Access to 70+ on-demand training courses.

### 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.

### 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 online certification process.

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

### 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
Serves as 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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1. Content from brand and media committees will not be accessible
2. See list of committees available on back
3. Government fees not included

Effective 1/1/21
ANA Member Benefits are subject to change.

www.ana.net
**ANA Committees**
ANA committees convene approximately three times a year and are fully virtualized. See below for a complete list of committee eligibility.

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**Silver Benefit Level**

- Analytics & Data Science
- Brand Activation — Legal
- Brand Purpose — Growth For Good
- Data & Direct Marketing
- Ethics Policy
- Government Relations
- Nonprofit Organizations