# 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.

## National Industry Conference Complimentary Pass Program
Enjoy 1 complimentary pass for virtual attendance to the ANA Masters of Marketing Conference.

## 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 by benefit level on back
3. Government fees not included

Effective 1/1/21

ANA Member Benefits are subject to change.

www.ana.net
ANA Committees
Marketing Solutions Provider (MSP) members have 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.

Platinum and Gold Benefit Level

All Silver Benefit Level committees PLUS:

- Account-Based Marketing
- Business-to-Business (Midwest)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Influencer Marketing
- Marketing Futures
- Relationship Marketing
- Sponsorship & Experiential Marketing

Silver Benefit Level

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