

CPE Information

Program description and learning objectives: The annual ANA Advertising Financial Management Conference brings together marketing procurement professionals, CPAs and other finance professionals, chief financial officers, and chief revenue officers for in-depth learnings within the financial, marketing organization, and agency management piece of advertising.

After completing this conference, attendees will be able to deliver greater value to their organization, including tactics on cost efficiencies, cost savings, and driving ROI. The ANA Advertising Financial Management Conference provides the forum to discuss the industry's most important and pressing marketing procurement and agency finance issues to help marketers drive business growth.

Program level: Basic

Fields of Study: Business Management and Organization; Communications and Marketing

Prerequisites: None

Advance Preparation: None

Delivery method: Group Live and Group Live presented online due to COVID-19

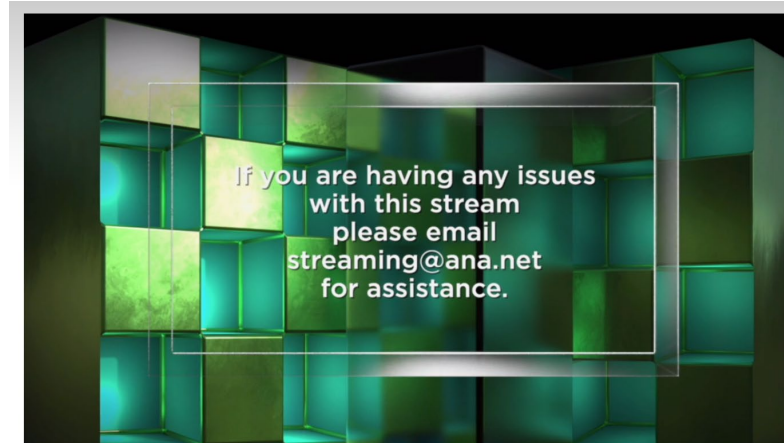
Recommended CPE (For Virtual Attendees):

15 credits (10 in Business Management and Organization; 5 in Communications and Marketing) – Group Live presented online due to COVID-19

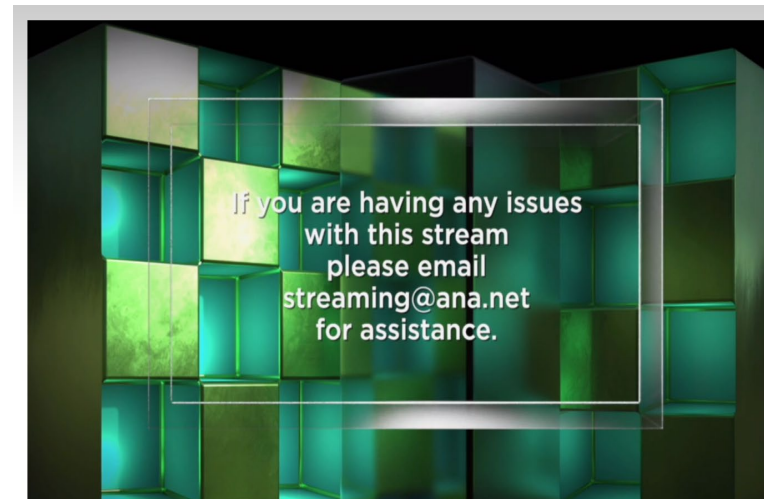
Check In to Claim CPE Credit

INSTRUCTIONS:

- Choose your session
- Provide required information
- Click **Check In Now**

A screenshot of a web page for "AGENCY MANIA SOLUTIONS". At the top, it says "Click on the current session to check in and ask questions. Click on ANA Q&A logo to return to home. Virtual attendees are required to check in & out of sessions and respond to 3 poll questions in order to earn CPE credit." Below this is the "ANA Q&A" logo. An "Announcement" section repeats the same instructions. A "Monday, June 28" header is followed by a list of sessions:

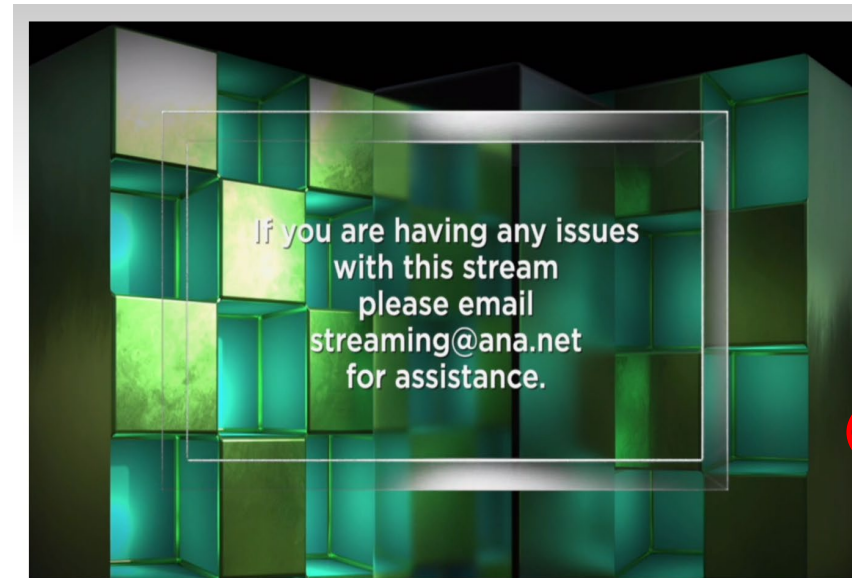
- A CFO'S STANCE ON AGENCIES (11:00am - 11:30am) by Tom Pickett (Corporate CFO)
- BUILDING AN ROI MODEL TO SECURE BOARD AND CFO APPROVAL (11:30am - 12:00pm) by Nicholas Robinson (Senior Health)
- THE NEW CREATIVE ECONOMY (12:00pm - 12:30pm) by Bill Rivers (Creative Director)
- THE GROWTH OF SUPPLIER DIVERSITY (12:30pm - 1:00pm) by Bill Rivers (Creative Director) & Steven Pickett (Sales/Marketing)

A screenshot of the same web page as above, but showing the "Check in To This Session" form. The form includes fields for "First Name", "Last Name", and "Email Address". Below these is a "How are you attending?" section with radio buttons for "In Person" and "Virtuality", where "Virtuality" is selected. There is also a "Did you earn CPE?" section with radio buttons for "Yes" and "No", where "Yes" is selected. A blue "Check In Now" button is at the bottom.

Answer 3 Polls to Claim CPE Credit

INSTRUCTIONS:


- During each eligible session, you'll be asked to respond to 3 poll questions. They will appear one at a time to the right of your video screen.
- You will need to respond Yes to all polls to be eligible to earn credit for the session.



AGENCY MANIA SOLUTIONS
Strategic Partnerships Delivered


Click on the current session to check-in and ask questions. Click on ANA Q&A logo to return to home. Virtual attendees are required to check in & out of sessions and respond to 3 poll questions in order to earn CPE credit.


ANA Q&A

Check Out  You are checked in

Polls
Respond to a Poll by clicking on it

CPE Attention Check #1

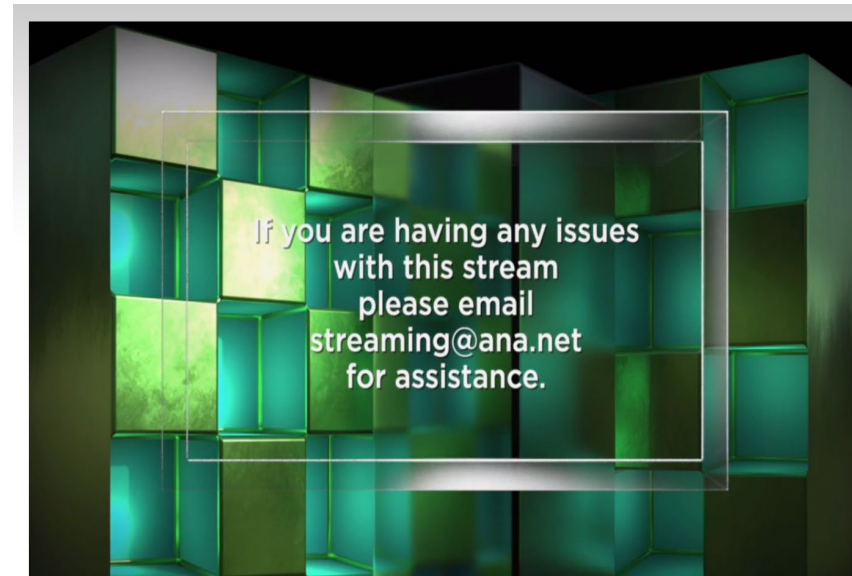
Social Q&A  Ask

 There are no questions right now. Why not ask one?

Ask Questions!

INSTRUCTIONS:

- Ask questions during the sessions to have speakers answer in real-time.

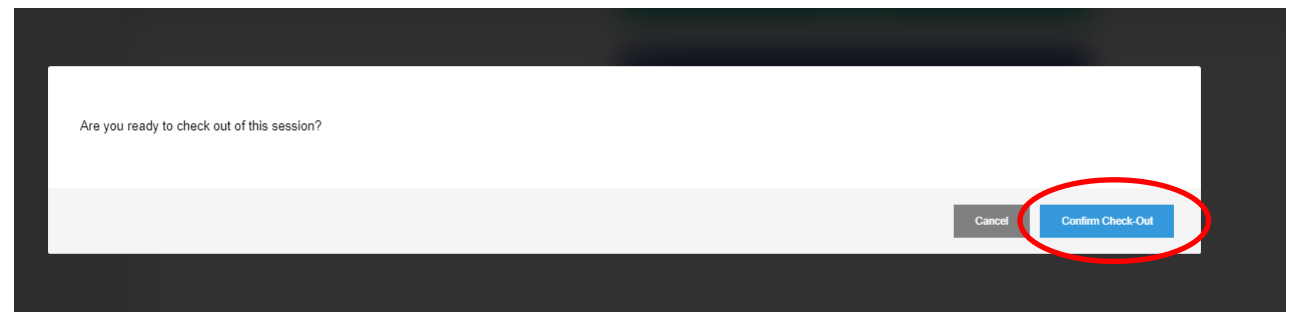
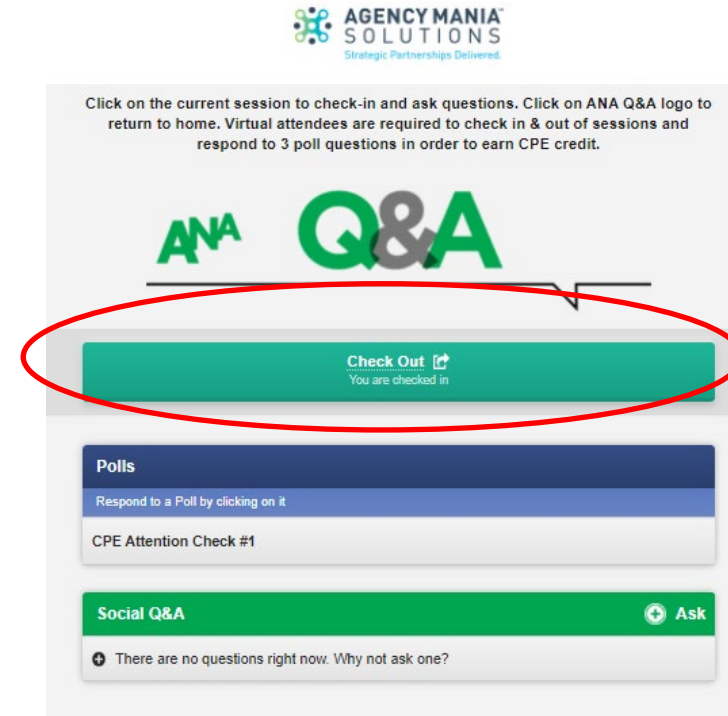


A screenshot of the Agency Mania Solutions Q&A interface. At the top, the logo for "AGENCY MANIA SOLUTIONS" is displayed with the tagline "Strategic Partnerships Delivered". Below the logo, a text box reads: "Click on the current session to check-in and ask questions. Click on ANA Q&A logo to return to home. Virtual attendees are required to check in & out of sessions and respond to 3 poll questions in order to earn CPE credit." The main content area features the "ANA Q&A" logo. Below this, there are several interactive buttons: "Check Out" (with a checkmark icon and the text "You are checked in"), "Polls" (with the text "Respond to a Poll by clicking on it"), "CPE Attention Check #1", and "Social Q&A" (with an "Ask" button). The "Social Q&A" button is circled in red. Below the "Social Q&A" button, a message reads: "There are no questions right now. Why not ask one?"

Time to Check Out of the Session!

INSTRUCTIONS:

- Click **Check Out**
- Click **Confirm Check Out**



Browser Info

**YOU MAY NEED TO ALLOW THIRD-PARTY COOKIES
ON YOUR BROWSER!**

**THE FOLLOWING PAGES ARE GUIDES
FOR DIFFERENT BROWSERS.**

**YOU MAY NEED TO REFRESH
AFTER FOLLOWING THESE STEPS.**

Browser Info - Chrome

To enable cookies in Google Chrome (PC):

1. Select the Chrome menu icon
2. Select Settings.
3. Near the bottom of the page, select Show advanced settings.
4. In the “Privacy” section, select Content settings.
5. Select Allow local data to be set (recommended).
6. Select Done.

To enable cookies in Google Chrome (Mac):

1. Open Chrome preferences click on Settings, then Show Advanced Settings.
2. Under Privacy, click on Content Settings.
3. Make sure “Block third-party cookies and site data” is not checked
4. If your browser is not listed above, please refer to your browser’s help pages.

To enable cookies in Google Chrome (Android):

1. On your Android device, open the Chrome app.
2. At the top right, tap More More and then Settings.
3. Tap Site settings and then Cookies.
4. Next to “Cookies,” switch the setting on.
5. To allow third-party cookies, check the box next to “Allow third-party cookies.”

Browser Info - Safari

To enable cookies in Safari (Mac):

1. Go to the Safari drop-down menu.
2. Select Preferences.
3. Click Privacy in the top panel.
4. Under 'Block cookies' select the option 'Never.'
5. For increased security, once you have finished using the site, please change the Privacy setting back to Always.

To enable cookies in Safari (iPhone/iPad iOS 10):

1. Open your **Settings**.
2. Scroll down and select **Safari**.
3. Under **Privacy & Security**, select “**Block Cookies**”.
4. Select “**Always Allow**” or “**Allow from Websites I Visit**”.

To enable cookies in Safari (iPhone/iPad iOS 11):

1. Open your **Settings**.
2. Scroll down and select **Safari**.
3. Under **Privacy & Security**, turn off “**Prevent Cross-Site Tracking**” and “**Block All Cookies**”.

Browser Info – Mozilla Firefox

To enable cookies in Mozilla Firefox 3.x (PC):

1. Click Tools > Options.
2. Click Privacy in the top panel.
3. Select the checkbox labeled 'Accept cookies from sites.'
4. Select the checkbox labeled 'Accept third-party cookies.'
5. Click OK.

To enable cookies in Mozilla Firefox 2.x (PC):

1. Click Tools > Options.
2. Click Privacy in the top panel.
3. Select the checkbox labeled 'Accept cookies from sites.'
4. Click OK.

To enable cookies in Mozilla Firefox 1.x (PC):

1. Click Tools > Options.
2. Click Privacy in the top panel.
3. Click the Cookies tab.
4. Select the checkbox labeled 'Allow sites to set cookies.'
5. Click OK.

To enable cookies in Mozilla Firefox (Mac):

1. Go to the Firefox drop-down menu.
2. Select Preferences.
3. Click Privacy.
4. Under Cookies, select the option 'Accept cookies from sites.'

Browser Info – Internet Explorer

To enable cookies in IE 7:

1. Click Start > Control Panel. (Note: with Windows XP Classic View, click the Windows Start button > Settings > Control Panel).
2. Double-click the Internet Options icon.
3. Click the Privacy tab.
4. Click the Advanced button.
5. Select the option 'Override automatic cookie handling' under the Cookies section in the Advanced Privacy Settings window.
6. Select the 'Accept' or 'Prompt' option under 'First-party Cookies.'
7. Select the 'Accept' or 'Prompt' option under 'Third-party Cookies.' (Note: if you select the 'Prompt' option, you'll be prompted to click OK every time a website attempts to send you a cookie.)
8. In the Internet Options window, click OK to exit.