

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Industry Conferences			
Feb 28, 2024	2:00 pm	ANA/AEF Future of Marketing Leadership Conference in partnership with NYU	New York, NY
Mar 18, 2024	1:00 pm	2024 ANA Media Conference presented by A+E	Orlando, FL
Apr 08, 2024	12:00 pm	2024 ANA AI for Marketers Conference presented by Resonate	Hollywood, FL
Apr 15, 2024	1:00 pm	2024 ANA Brand Masters Conference	Carlsbad, CA
May 02, 2024	2:00 pm	ANA/SeeHer 2-Day Gender Equality Conference	New York, NY
May 05, 2024	1:00 pm	2024 ANA Advertising Financial Management Conference	Orlando, FL
May 14, 2024	2:00 pm	2024 ANA In-House Agency Conference	Carlsbad, CA
May 20, 2024	12:30 pm	2024 ANA Marketing Technology for Marketers Conference presented by Meta	Orlando, FL
Jun 12, 2024	1:00 pm	2024 ANA Masters of B2B Marketing Conference presented by LinkedIn	Naples, FL
Jul 17, 2024	1:00 pm	2024 ANA Digital & Social Media Conference presented by TikTok	Los Angeles, CA
Sep 16, 2024	1:00 pm	2024 ANA Measurement & Analytics Conference presented by Google	Chicago, IL
Oct 21, 2024	11:00 am	2024 ANA Masters of Marketing Conference	Orlando, FL
Nov 11, 2024	9:00 am	2024 ANA Masters of Advertising Law Conference	Scottsdale, AZ
Nov 18, 2024	1:00 pm	2024 ANA Multicultural Marketing & Diversity Conference presented by Amazon Ads	Las Vegas, NV
Members Only One-Day Conferences			
Jan 23, 2024	11:00 am	Marketing Operations Day	Virtual Event (Eastern Time)
Jan 25, 2024	11:00 am	ANA and Transunion Present the 2023 Genius Awards	Virtual Event (Eastern Time)
Jan 30, 2024	11:00 am	Top Marketing Trends to Watch in 2024	Virtual Event (Eastern Time)
Feb 16, 2024	8:00 am	You Might be a Marketer HBCU Student Conference (In-Person Only)	Raleigh, NC
Feb 22, 2024	11:00 am	Retail Media Networks: Making Sense of a Complex & Crowded Marketplace presented by Walmart Connect	Virtual Event (Eastern Time)
Feb 27, 2024	3:25 pm	Most Culturally Inclusive Brands of 2023 Award Ceremony (Virtual Only)	Virtual Event (Eastern Time)
Feb 29, 2024	9:00 am	B2B Brand-to-Demand Conference (In-Person Only)	New York, NY
Mar 05, 2024	9:00 am	ANA's 2nd Annual Atlanta Data & Analytics Regional Conference (In Person Only)	Atlanta, GA
Mar 06, 2024	2:00 pm	Marketing in the Age of AI hosted by Northeastern University	Virtual Event (Eastern Time)
Mar 07, 2024	9:00 am	Brand Growth and Purpose Summit hosted and presented by Audacy (In-Person Only)	Los Angeles, CA
Mar 07, 2024	11:00 am	Meet the SSPs: Virtual Supplier Showcase	Virtual Event (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Mar 13, 2024	9:00 am	Marketing Procurement Day (In-Person Only)	Chicago, IL
Mar 20, 2024	11:00 am	ANA Advertising Law 1-Day Conference. Hosted by Katten Muchin Rosenman LLP (Hybrid Event)	New York, NY
Apr 18, 2024	9:00 am	Marketing Creativity in the Age of AI hosted by Fordham University (In-Person Only)	New York, NY
Apr 19, 2024	11:00 am	Virtual Diversity Fair: In-Depth Chat & Black-Owned Media Companies Presentations (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Apr 25, 2024	9:45 am	Influencer Marketing: Tapping Trends & Culture to Connect with Consumers (In-Person Only)	Chicago, IL
Apr 30, 2024	11:00 am	How Purpose-Driven Marketing Drives Change	Virtual Event (Eastern Time)
May 01, 2024	9:00 am	Measurement Day: A Day of Learning	New York, NY
May 08, 2024	2:00 pm	ANA Business Marketing Half-Day Conference: Unleashing Business Innovation in Atlanta	Atlanta, GA
May 14, 2024	9:00 am	ANA Nonprofit Growth Summit & Hill Day	Washington, DC
May 29, 2024	9:00 am	Getting Multicultural Marketing Right in Today's Landscape hosted by TelevisaUnivision (In-Person Only)	Los Angeles, CA
May 30, 2024	9:00 am	Unlocking Opportunity in the Evolving Television Landscape (In-Person Only)	New York, NY
Jun 04, 2024	7:00 am	2nd Annual Omnichannel Data and Direct Marketing Conference with National Postal Forum (In-Person)	Indianapolis, IN
Jun 06, 2024	11:00 am	Winning with Sports Marketing. presented by Audacy (In-Person Only) at Yankee Stadium	Bronx, NY
Jun 11, 2024	12:00 pm	ANA Nonprofit Growth Summit: Impact Through Data-Driven Excellence in Fundraising and Marketing	New York, NY
Jun 18, 2024	11:00 am	Virtual Diversity Fair: Programmatic Partners Accelerating Diverse Owned Media	Virtual Event (Eastern Time)
Jun 26, 2024	11:00 am	ANA Advertising Law 1-Day Conference. Hosted by Squire Patton Boggs (Hybrid Event)	New York, NY
Jun 27, 2024	9:30 am	Inclusive Innovation: Strategies for Driving Brand Growth	Virtual Event (Eastern Time)
Jul 11, 2024	11:00 am	LGBTQ+ Marketing Inclusion Day	Virtual Event (Eastern Time)
Aug 14, 2024	9:00 am	Measure what Matters: Metrics for Marketing Success (In-Person Only)	Plano, TX
Aug 15, 2024	11:00 am	Virtual Diversity Fair (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Sep 10, 2024	10:00 am	2024 ANA Brand Activation & Creativity Conference A Virtual Experience	Virtual Event (Eastern Time)
Sep 12, 2024	9:00 am	Social Responsibility in Marketing hosted by Georgetown University (In-Person Only)	Washington, DC
Sep 25, 2024	9:00 am	Marketing Technology Changemakers One-Day Conference (In-Person)	New York, NY
Sep 26, 2024	10:00 am	ANA Digital and Social Members-Only Conference Hosted by Disney Advertising (In-Person Only)	New York, NY
Oct 07, 2024	11:00 am	Virtual Diversity Fair: LGBTQ+ Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Oct 09, 2024	11:00 am	Data & Direct Marketing 1-Day Hosted at American Express (In-Person Only)	New York, NY

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DATE	TIME	EVENT DETAILS	LOCATION
Oct 10, 2024	9:00 am	Leading Transformative Changes in Advertising & Marketing hosted by Loyola University Chicago (In-Person Only)	Chicago, IL
Oct 29, 2024	9:00 am	ANA Experiential Marketing Members-Only Conference (In-Person Only)	Merritt Island, FL
Oct 30, 2024	9:00 am	The Measure of Success: Data Driven Insights for Modern Marketing (In-Person Only)	New York, NY
Nov 01, 2024	9:00 am	Inclusive Brand Growth Hosted by Babson College on the Boston Campus (In-Person Only)	Boston, MA
Nov 06, 2024	9:00 am	Nailing the Numbers: Deep Dive into Data-Driven Decisions (In-Person Only)	Mooresville, NC
Nov 07, 2024	9:00 am	ANA's Excellence in Data Analytics Members Only Conference hosted by Rock & Roll Hall of Fame	Cleveland, OH
Dec 03, 2024	11:00 am	Virtual Diversity Fair (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Dec 04, 2024	11:00 am	Virtual Retail Media Fair	Virtual Event (Eastern Time)
Dec 05, 2024	9:00 am	Marketing Technology: A Look Back and Leap Ahead (In-Person Only)	Atlanta, GA

Training

Jan 04, 2024	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)	Virtual Workshop (Eastern Time)
Jan 09, 2024	2:00 pm	Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Jan 10, 2024	2:00 pm	Multicultural Marketing – Making the Budget Work Effectively - Virtual	Virtual Workshop (Eastern Time)
Jan 11, 2024	2:00 pm	Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Jan 17, 2024	2:00 pm	Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
Jan 18, 2024	2:00 pm	Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
Jan 23, 2024	2:00 pm	Journey-Mapping Your Customer Experience Design - Virtual	Virtual Workshop (Eastern Time)
Jan 30, 2024	2:00 pm	The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual	Virtual Workshop (Eastern Time)
Jan 31, 2024	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop (Eastern Time)
Feb 01, 2024	2:00 pm	Brand Building with Customer Insights - Virtual	Virtual Workshop (Eastern Time)
Feb 06, 2024	2:00 pm	Marketing to Generation Z - Virtual	Virtual Workshop (Eastern Time)
Feb 07, 2024	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Feb 08, 2024	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Feb 13, 2024	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
Feb 22, 2024	2:00 pm	Creative Production: What Marketers Need to Know - Virtual	Virtual Workshop (Eastern Time)
Feb 27, 2024	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Feb 29, 2024	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
Mar 05, 2024	2:00 pm	Leveraging Social Media for Brand Building - Virtual Burst	Virtual Workshop (Eastern Time)
Mar 07, 2024	2:00 pm	Digital Analytics Strategy for Marketers - Virtual	Virtual Workshop (Eastern Time)
Mar 12, 2024	2:00 pm	Future-Proof Your Data Privacy Strategy - Virtual	Virtual Workshop (Eastern Time)
Mar 14, 2024	2:00 pm	Personal Branding for Marketers - Virtual Burst	Virtual Workshop (Eastern Time)
Mar 19, 2024	2:00 pm	Time Management + Productivity Skills for Remote Professionals - Virtual Burst	Virtual Workshop (Eastern Time)
Mar 21, 2024	2:00 pm	Effective Writing for Corporate Communications - Virtual	Virtual Workshop (Eastern Time)
Mar 26, 2024	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Mar 28, 2024	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Apr 02, 2024	2:00 pm	Developing an Effective Multicultural Marketing Strategy - Virtual	Virtual Workshop (Eastern Time)
Apr 04, 2024	2:00 pm	Multi-country Marketing Campaigns: From Right Approach to Right Results - Virtual	Virtual Workshop (Eastern Time)
Apr 09, 2024	2:00 pm	Multi-country Marketing Campaigns: Right Results via Right Execution - Virtual	Virtual Workshop (Eastern Time)
Apr 11, 2024	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Apr 16, 2024	2:00 pm	Agile Marketing 101 (AG Mastery Program 101) - Virtual Training	Virtual Workshop (Eastern Time)
Apr 18, 2024	2:00 pm	Sprint Planning and Project Estimating 201 (AG Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Apr 23, 2024	2:00 pm	Executing an Agile Campaign 301 (AG Mastery)- Virtual Training	Virtual Workshop (Eastern Time)
Apr 25, 2024	2:00 pm	Successful Agile Integration and Transformation Within Your Organization 401 (AG Mastery) - Virtual Training	Virtual Workshop (Eastern Time)
Apr 30, 2024	2:00 pm	Unlock the Power of Influencer Marketing - Virtual	Virtual Workshop (Eastern Time)
May 02, 2024	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
May 07, 2024	2:00 pm	SEO for Everyone - Virtual	Virtual Workshop (Eastern Time)
May 09, 2024	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
May 14, 2024	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)

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DATE	TIME	EVENT DETAILS	LOCATION
May 21, 2024	2:00 pm	Reaching Your Audience in a Post-Cookie World - Virtual	Virtual Workshop (Eastern Time)
May 22, 2024	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
May 23, 2024	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
May 28, 2024	2:00 pm	Advanced Email Marketing - Virtual	Virtual Workshop (Eastern Time)
May 30, 2024	2:00 pm	Leveraging Social Media for Brand Building - Virtual Burst	Virtual Workshop (Eastern Time)
Jun 04, 2024	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Jun 06, 2024	2:00 pm	Empowering Marketers with Generative AI - Virtual	Virtual Workshop (Eastern Time)
Jun 11, 2024	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Jun 12, 2024	2:00 pm	Leading Across the Generations (101) (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 18, 2024	2:00 pm	Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 20, 2024	2:00 pm	Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 25, 2024	2:00 pm	Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 27, 2024	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)
Jul 02, 2024	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)	Virtual Workshop (Eastern Time)
Jul 10, 2024	2:00 pm	Journey-Mapping Your Customer Experience Design - Virtual	Virtual Workshop (Eastern Time)
Jul 11, 2024	2:00 pm	ESG Communication for Marketers - Virtual	Virtual Workshop (Eastern Time)
Jul 16, 2024	2:00 pm	Project Management for Project Leaders - Virtual	Virtual Workshop (Eastern Time)
Jul 18, 2024	2:00 pm	Converting Shoppers into Buyers 101 - Virtual	Virtual Workshop (Eastern Time)
Jul 23, 2024	2:00 pm	Setting Objectives, Targets, and Expected Changes in Shopper Behavior 201 - Virtual	Virtual Workshop (Eastern Time)
Jul 25, 2024	2:00 pm	Marketing to Generation Z - Virtual	Virtual Workshop (Eastern Time)
Jul 30, 2024	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Jul 31, 2024	2:00 pm	Brand Building with Customer Insights - Virtual	Virtual Workshop (Eastern Time)
Aug 01, 2024	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)
Aug 06, 2024	2:00 pm	STORYMAKING for Good 101: The Co-Creation Concept (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)

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Aug 08, 2024	2:00 pm	STORYMAKING for Good 201: The Co-Creation Phase (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Aug 13, 2024	2:00 pm	STORYMAKING for Good 301: The Co-Creation Campaign & Innovation Garage (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Aug 15, 2024	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Aug 20, 2024	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 22, 2024	2:00 pm	Smash Your Content Silos - Virtual	Virtual Workshop (Eastern Time)
Aug 27, 2024	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 29, 2024	2:00 pm	Future-Proof Your Data Privacy Strategy - Virtual	Virtual Workshop (Eastern Time)
Sep 03, 2024	2:00 pm	Digital Analytics Strategy for Marketers - Virtual	Virtual Workshop (Eastern Time)
Sep 05, 2024	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Sep 10, 2024	2:00 pm	Effective Writing for Corporate Communications - Virtual	Virtual Workshop (Eastern Time)
Sep 12, 2024	2:00 pm	Personal Branding for Marketers - Virtual Burst	Virtual Workshop (Eastern Time)
Sep 17, 2024	2:00 pm	Strategic Business Communications for Marketers - Virtual	Virtual Workshop (Eastern Time)
Sep 19, 2024	2:00 pm	The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual	Virtual Workshop (Eastern Time)
Sep 24, 2024	2:00 pm	Mastering Your Mission Statement - Virtual BURST	Virtual Workshop (Eastern Time)
Sep 26, 2024	2:00 pm	Time Management + Productivity Skills for Remote Professionals - Virtual Burst	Virtual Workshop (Eastern Time)
Oct 01, 2024	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)	Virtual Workshop (Eastern Time)
Oct 03, 2024	2:00 pm	Strategic Customer-Centric Marketing - Virtual	Virtual Workshop (Eastern Time)
Oct 10, 2024	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Oct 15, 2024	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Oct 17, 2024	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)
Oct 22, 2024	2:00 pm	Reaching Your Audience in a Post-Cookie World - Virtual	Virtual Workshop (Eastern Time)
Oct 29, 2024	2:00 pm	Empowering Marketers with Generative AI - Virtual	Virtual Workshop (Eastern Time)
Oct 30, 2024	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Oct 31, 2024	2:00 pm	Leveraging Social Media for Brand Building - Virtual Burst	Virtual Workshop (Eastern Time)

2024 Events



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Nov 05, 2024	2:00 pm	Advanced Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Nov 07, 2024	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Nov 11, 2024	2:00 pm	Best Practices to Strengthen Your Content Marketing (201) - Virtual	Virtual Workshop (Eastern Time)
Nov 18, 2024	2:00 pm	Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual	Virtual Workshop (Eastern Time)
Nov 19, 2024	2:00 pm	Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual	Virtual Workshop (Eastern Time)
Nov 21, 2024	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
Nov 26, 2024	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Dec 03, 2024	2:00 pm	Time Management + Productivity Skills for Remote Professionals - Virtual Burst	Virtual Workshop (Eastern Time)
Dec 05, 2024	2:00 pm	Driving Inclusive Marketing Excellence - Virtual	Virtual Workshop (Eastern Time)
Dec 10, 2024	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Dec 12, 2024	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)
Dec 17, 2024	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Dec 19, 2024	2:00 pm	Advanced AI Prompt Engineering for Marketers (201) - Virtual	Virtual Workshop (Eastern Time)

Committees

Jan 04, 2024	2:00 pm	Regulatory Working Group: FTC Rulemaking on Negative Options	Virtual Meeting (Eastern Time)
Jan 11, 2024	11:00 am	Data & Direct Marketing	Virtual Only
Jan 17, 2024	3:00 pm	Email Excellence Center Committee Meeting	Virtual Meeting (Eastern Time)
Jan 25, 2024	11:00 am	Digital & Social and Media	Virtual Only
Jan 31, 2024	11:00 am	Meeting on New York Food Advertising Legislation	Virtual Meeting (Eastern Time)
Jan 31, 2024	2:00 pm	Government Relations	Washington, DC
Feb 01, 2024	10:45 am	Analytics & Data Science	Virtual
Feb 01, 2024	11:00 am	Agency Relations Committee Meeting	Virtual Meeting (Eastern Time)
Feb 07, 2024	11:00 am	Meeting on New York Food Advertising Legislation	Virtual Meeting (Eastern Time)
Feb 08, 2024	11:00 am	DE&I/LGBTQ+ Forum	Via Virtual (Eastern Time)
Feb 08, 2024	11:30 am	Influencer Marketing	Chicago, IL
Feb 13, 2024	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting (Eastern Time)

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Feb 14, 2024	11:00 am	AI Forum Meeting - Focusing on Provenance and Legal Challenges to Be Aware Of	Virtual Meeting
Feb 14, 2024	1:00 pm	Health Care Data Privacy Working Group	Virtual Meeting (Eastern Time)
Feb 21, 2024	1:00 pm	Sustainability Committee Meeting February 2024	Virtual Meeting (Eastern Time)
Feb 21, 2024	2:00 pm	Legal Affairs	Philadelphia, PA
Feb 22, 2024	11:00 am	Multicultural Marketing & Diversity	Via Virtual (Eastern Time), NY
Feb 22, 2024	4:00 pm	Meeting on Daniel's Law Legislation	Virtual Meeting (Eastern Time)
Feb 27, 2024	9:30 am	Production Management Committee Meeting	New York, NY
Feb 28, 2024	9:30 am	In-House Agency Committee Meeting, Hosted by Citi	New York, NY
Feb 28, 2024	5:30 pm	B2B Committee Meeting: Pre-Day Reception and Dinner for ANA's B2B Members-Only Conference	New York City
Feb 29, 2024	10:30 am	Measurement & Accountability	Virtual Meeting
Feb 29, 2024	2:00 pm	Ethics Policy	Via Zoom
Mar 05, 2024	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting (Eastern Time)
Mar 05, 2024	2:00 pm	Nonprofit Organizations	Virtual
Mar 06, 2024	11:00 am	Commerce Marketing	Via Virtual (Eastern Time)
Mar 08, 2024	1:30 pm	Meeting on Federal Ad Tax	Virtual Meeting (Eastern Time)
Mar 12, 2024	11:00 am	Sponsorship & Experiential Marketing	Via Virtual (Eastern Time)
Mar 14, 2024	11:00 am	Account-Based Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Mar 14, 2024	11:00 am	DE&I Forum	Via Virtual (Eastern Time)
Mar 19, 2024	11:00 am	Content Marketing	Via Virtual (Eastern Time)
Mar 20, 2024	4:00 pm	2024 HBCU Committee Meeting	Via Virtual (Eastern Time)
Mar 21, 2024	11:00 am	Data & Direct Marketing	Virtual Only
Mar 26, 2024	11:00 am	Brand Purpose - Growth for Good	Virtual Meeting
Mar 27, 2024	11:00 am	Influencer Marketing	Virtual Meeting
Mar 28, 2024	11:00 am	In-House Agency Committee Meeting	Virtual Meeting (Eastern Time)
Mar 28, 2024	11:00 am	Relationship Marketing	Via Virtual (Eastern Time)
Apr 02, 2024	11:00 am	Digital Asset Management (DAM) – Trends, Innovations & the Impact of AI	Virtual Meeting
Apr 03, 2024	11:00 am	Digital & Social	Virtual Meeting
Apr 04, 2024	11:00 am	Brand Management	Via Virtual (Eastern Time)

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 09, 2024	9:00 am	Sponsorship & Experiential Marketing	Atlanta, GA
Apr 10, 2024	2:00 pm	ANA Marketing Capabilities Council Round Table	
Apr 11, 2024	11:00 am	LGBTQ+ Forum	Virtual Meeting (Eastern Time)
Apr 18, 2024	10:00 am	Analytics & Data Science	Virtual
Apr 18, 2024	11:00 am	Customer Experience Committee Meeting: Elevating Customer Experience with AI	Virtual Meeting (Eastern Time)
Apr 18, 2024	11:00 am	Production Management Committee Meeting	Virtual Meeting (Eastern Time)
Apr 23, 2024	1:00 pm	Special Session: Managing Marketing & Communications to Avoid ESG Backlash	Virtual Meeting (Eastern Time)
Apr 25, 2024	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Apr 30, 2024	9:00 am	Multicultural Marketing & Diversity, Hosted by Campari America	New York, NY
May 01, 2024	9:30 am	Digital & Social and Media	New York, NY
May 02, 2024	1:00 pm	Meeting on American Privacy Rights Act (ANA Bi-weekly Update Call)	Virtual Meeting (Eastern Time)
May 02, 2024	2:00 pm	Health Care Working Group	Virtual Meeting (Eastern Time)
May 07, 2024	2:00 pm	Legal Affairs	Virtual Meeting (Eastern Time)
May 09, 2024	11:00 am	Sponsorship & Experiential Marketing	Via Virtual (Eastern Time)
May 09, 2024	2:00 pm	Ethics Policy	Via Zoom
May 09, 2024	2:00 pm	Nonprofit Organizations	Washington, DC
May 14, 2024	11:00 am	Content Marketing	Via Virtual (Eastern Time)
May 15, 2024	8:00 am	ANA/4A's Capitol Hill Day	Washington, DC
May 15, 2024	11:00 am	DE&I Forum	Via Virtual (Eastern Time)
May 16, 2024	11:00 am	Account-Based Marketing Committee Meeting: Weaving ABM into the Fabric of Business Success	Virtual Meeting (Eastern Time)
May 21, 2024	11:00 am	Commerce Marketing	Via Virtual (Eastern Time)
May 23, 2024	11:00 am	Brand Purpose - Growth for Good	Via Virtual (Eastern Time)
May 23, 2024	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting (Eastern Time)
May 30, 2024	1:00 pm	Sustainability Committee Meeting May 2024	Virtual Meeting (Eastern Time)
Jun 04, 2024	11:00 am	MarTech Committee Meeting - To Add or Optimize...That is the Question!	Virtual Meeting
Jun 05, 2024	9:30 am	Influencer Marketing	Dallas, TX
Jun 06, 2024	11:00 am	Production Management Committee Meeting	Virtual Meeting (Eastern Time)
Jun 11, 2024	11:00 am	AI Forum Meeting - Transform, Grow and Stay Competitive with AI-Powered Marketing	Virtual Meeting

2024 Events



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Jun 12, 2024	4:00 pm	2024 HBCU Committee Meeting	Via Virtual (Eastern Time)
Jun 13, 2024	11:00 am	Brand Management	Via Virtual (Eastern Time)
Jun 25, 2024	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting (Eastern Time)
Jun 26, 2024	9:30 am	Agency Relations Committee Meeting. Hosted by NBCUniversal	New York, NY
Jun 26, 2024	9:30 am	Analytics, Data Science & Measurement Committees Open House	New York, NY
Jun 27, 2024	11:00 am	In-House Agency Committee Meeting	Virtual Meeting (Eastern Time)
Jun 27, 2024	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Jul 11, 2024	9:00 am	Sponsorship & Experiential Marketing	Chicago, IL
Jul 15, 2024	11:00 am	DE&I Forum	Via Virtual (Eastern Time)
Jul 16, 2024	11:00 am	Email Excellence Center Committee Meeting	Hybrid (Location TBD)
Jul 16, 2024	11:00 am	Relationship Marketing	Virtual Meeting (Eastern Time)
Jul 17, 2024	2:00 pm	Nonprofit Organizations	Washington, DC
Jul 18, 2024	11:00 am	2024 HBCU Committee Meeting	Via Virtual (Eastern Time)
Jul 18, 2024	11:00 am	Commerce Marketing	Via Virtual (Eastern Time)
Jul 24, 2024	12:30 pm	ANA Marketing Capabilities Council Round Table	Purchase, NY
Jul 24, 2024	2:00 pm	Legal Affairs	New York, NY
Jul 25, 2024	11:00 am	Multicultural Marketing & Diversity	Via Virtual (Eastern Time), NY
Aug 01, 2024	11:00 am	Brand Purpose - Growth for Good	Virtual Meeting
Aug 07, 2024	9:30 am	In-House Agency Committee Meeting. Hosted by Jones Lang LaSalle (JLL)	Chicago, IL
Aug 07, 2024	2:00 pm	Ethics Policy	Via Zoom
Aug 08, 2024	11:00 am	Brand Management	Via Virtual (Eastern Time)
Aug 13, 2024	11:00 am	Content Marketing	Via Virtual (Eastern Time)
Aug 14, 2024	11:00 am	Influencer Marketing	Virtual Only
Aug 15, 2024	11:00 am	MarTech Committee Meeting	Virtual Meeting
Aug 20, 2024	11:00 am	Joint Advertising Financial Management/Agency Relations Committee Meeting	Virtual Meeting (Eastern Time)
Sep 06, 2024	11:00 am	DE&I Forum	Via Virtual (Eastern Time)
Sep 10, 2024	9:00 am	Marketing Operations and Transformation Forum. Hosted by Grant Thornton	Chicago, IL
Sep 12, 2024	11:00 am	LGBTQ+ Forum	Virtual Meeting (Eastern Time)

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Sep 17, 2024	11:00 am	Multicultural Marketing & Diversity	Via Virtual (Eastern Time), NY
Sep 18, 2024	11:00 am	AI Forum Meeting	Virtual Meeting
Sep 18, 2024	11:00 am	Media	Virtual Only
Sep 19, 2024	9:00 am	Commerce Marketing	New York, NY
Sep 24, 2024	9:00 am	Relationship Marketing	New York, NY
Sep 24, 2024	10:00 am	In Person Sustainability Committee Meeting September 2024	New York, NY
Sep 24, 2024	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Sep 25, 2024	9:30 am	Analytics & Data Science	New York, NY
Sep 25, 2024	1:00 pm	Legal Affairs	Chicago, IL
Sep 26, 2024	9:00 am	Joint In-House Agency/Production Management Committee Meeting. Hosted by PepsiCo	New York, NY
Oct 01, 2024	9:00 am	In-House Agency Committee Meeting	TBA Atlanta
Oct 01, 2024	9:00 am	Sponsorship & Experiential Marketing	New York, NY
Oct 01, 2024	2:00 pm	Nonprofit Organizations	Washington, DC
Oct 08, 2024	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting (Eastern Time)
Oct 09, 2024	11:00 am	Agency Relations Committee Meeting	Virtual Meeting (Eastern Time)
Oct 09, 2024	4:00 pm	2024 HBCU Committee Meeting	Via Virtual (Eastern Time)
Oct 10, 2024	9:00 am	Content Marketing	New York, NY
Oct 10, 2024	11:00 am	Influencer Marketing and Digital & Social	Virtual Only
Oct 17, 2024	2:00 pm	Ethics Policy	Via Zoom
Oct 23, 2024	2:00 pm	ANA Marketing Capabilities Council Round Table	
Oct 29, 2024	9:00 am	Brand Management	New York, NY
Oct 30, 2024	11:00 am	Media	Virtual Only
Oct 30, 2024	2:00 pm	Government Relations	Washington, DC
Oct 31, 2024	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting (Eastern Time)
Nov 06, 2024	9:00 am	Data & Direct Marketing	New York, NY
Nov 07, 2024	11:00 am	In-House Agency Committee Meeting	Virtual Meeting (Eastern Time)
Nov 12, 2024	9:00 am	Commerce Marketing	Dallas, TX
Nov 13, 2024	11:00 am	MarTech Committee Meeting	Virtual Meeting
Nov 14, 2024	11:00 am	LGBTQ+ Forum	Virtual Meeting (Eastern Time)
Nov 19, 2024	9:00 am	Brand Purpose - Growth for Good	New York, NY
Nov 20, 2024	11:00 am	Sponsorship & Experiential Marketing	Via Virtual (Eastern Time)
Nov 21, 2024	11:00 am	Production Management Committee Meeting	Virtual Meeting (Eastern Time)
Dec 03, 2024	9:00 am	In-House Agency Committee Meeting	TBA California

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 03, 2024	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Dec 05, 2024	9:30 am	Joint Advertising Financial Management/Agency Relations Committee Meeting	New York, NY
Dec 05, 2024	11:00 am	Relationship Marketing	Via Virtual (Eastern Time)
Dec 10, 2024	11:00 am	Email Excellence Center Virtual Committee Meeting	
Dec 10, 2024	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting (Eastern Time)
Dec 12, 2024	1:00 pm	Sustainability Committee Meeting December 2024	Virtual Meeting (Eastern Time)

Webinars (All Times Eastern)

Jan 03, 2024	3:00 pm	Happy New Year! 2024 B2B Digital Marketing Predictions & Resolutions With Professor Lou Cohen (B2B Marketing Webinar)	60 Minutes
Jan 10, 2024	3:00 pm	Separating Hype from Reality: The Real Data Behind Marketing & GenAI	60 Minutes
Jan 17, 2024	1:00 pm	Decoding AI in Marketing: A Practical Guide for Marketers	30 minutes
Jan 18, 2024	1:00 pm	Seize The Moment: Unleashing America's Full Potential Through Diversity	30 minutes
Jan 24, 2024	12:00 pm	Esports Marketing – Sorting the Opportunities from the Hype	60 Minutes
Jan 24, 2024	1:00 pm	The Beauty Blueprint: Strategies for Success in the Competitive Beauty Industry	30 minutes
Jan 25, 2024	1:00 pm	Mastering Human Storytelling for Brands with Intel	30 minutes
Jan 25, 2024	3:00 pm	New Year...NEW Email Tips You Need to Know!	60 Minutes
Jan 31, 2024	1:00 pm	CES 2024: Recap and Trends for Marketers	30 Minutes
Jan 31, 2024	3:00 pm	5 Things for 2024: Elevating Nonprofit Fundraising & Marketing	30 Minutes
Feb 01, 2024	1:00 pm	CES Speed Round: What Conversations from CES 2024 Tell Us About Consumers, Trends and the Year Ahead	45 minutes
Feb 07, 2024	3:00 pm	On the Hill and in the States: Virtual Town Hall Series	30 Minutes
Feb 08, 2024	1:00 pm	Out with Ratios, in with Smarter Budget Decisions	30 minutes
Feb 15, 2024	1:00 pm	Pinterest Predicts: The Next BIG Trends for 2024	30 minutes
Feb 15, 2024	3:00 pm	The Future Is Creative: Analytical Approaches to Maximizing Creative Impact	30 Minutes
Feb 21, 2024	1:00 pm	SeeHer's Intro to the GEM® Suite of Measurement: Optimizing The 3C's	30 minutes
Feb 22, 2024	1:00 pm	Zero to Hero: A Data-Driven Dance Between Zero Party Data and AI	30 minutes
Feb 28, 2024	3:00 pm	Where Should AI Reside in Your MarTech Stack?	30 Minutes
Mar 06, 2024	3:00 pm	Starting a Movement: Tearing the Paper Ceiling (B2B Marketing Webinar Series)	60 Minutes
Mar 07, 2024	1:00 pm	Spin First-Party Data into Advertising Gold	30 minutes
Mar 13, 2024	3:00 pm	It's 2024 and The End of Cookies. So... What's Next	30 Minutes
Mar 14, 2024	1:00 pm	Maximizing Return on Attention: Unveiling Consumer Attitudes and Behaviors Across Media Platforms	30 minutes

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 14, 2024	2:00 pm	Greenwashing Versus Greenhushing	60 Minutes
Mar 20, 2024	3:00 pm	Talent Strategies to Maximize Your Creative Output	30 minutes
Apr 03, 2024	1:00 pm	Unleashing the Power of Gender Equitable Media & Advertising for Global Growth	30 minutes
Apr 03, 2024	3:00 pm	2024 Email Delivery Spotlight: The Impact & Opportunity from Gmail & Yahoo Changes and Other Key Updates (Email Series)	60 Minutes
Apr 04, 2024	3:00 pm	ANA Ethics Code Virtual Town Hall: Join Us!	60-Minutes
Apr 09, 2024	1:00 pm	Clearing the FTC Hurdles: Focusing on Dark Patterns, Junk Fees and Negative Options	60 Minutes
Apr 10, 2024	3:00 pm	Ethical Marketing FUNdamentals: Data Privacy and Consumer Choice	30 Minutes
Apr 11, 2024	1:00 pm	Optimizing Your Programmatic Media Investments – SAVE BIG!	30 minutes
Apr 17, 2024	1:00 pm	The New Creative Paradigm: How AI is Transforming Video and Content Production	30 Minutes
Apr 24, 2024	1:00 pm	An Interview With Andrew Robertson on AI and Creativity	30 minutes
Apr 24, 2024	3:00 pm	How the OLLY Brand is Adapting With Certainty in an Uncertain World	60 Minutes
Apr 25, 2024	1:00 pm	The Future of Marketing Effectiveness is AI-Driven	30 Minutes
May 01, 2024	1:00 pm	Building A Better Sports Sponsorship with DoorDash and Hilton	30 minutes
May 01, 2024	1:00 pm	Tech Transactions Download: A Guide for Advertising and Marketing Professionals	60 Minutes
May 01, 2024	3:00 pm	How to Succeed with AI in B2B Marketing: Practical Content Planning and Production Uses (B2B Marketing Webinar Series)	60 Minutes
May 02, 2024	3:00 pm	Automate Your Way to Email Mastery	30 Minutes
May 09, 2024	1:00 pm	How McDonald's Revolutionized Asian American Marketing	30 minutes
May 15, 2024	3:00 pm	Unraveling the Mysteries of CDPs: Data Sources, Access, and the Quest for Truth (EEC Webinar Series)	60 Minutes
May 22, 2024	1:00 pm	Turbocharging Sales Through Gender-Equal Advertising Strategies	30 minutes
May 29, 2024	1:00 pm	The Essential Drivers of Building Brand Love & Loyalty	30 minutes
Jun 05, 2024	1:00 pm	Unleashing the Power of "Gen Zalpha" in Marketing & Innovation with Claire's	30 minutes
Jun 05, 2024	3:00 pm	Nonprofit Webinar Series: Data Modeling	30 Minutes
Jun 06, 2024	1:00 pm	Strategic Outsourcing: The Value of Preserving Time & Focus to Marketers	30 minutes
Jun 06, 2024	3:00 pm	Retail Reinvention: Leveraging Consumer Purchase Data for Market and Media Mastery	30 Minutes
Jun 11, 2024	1:00 pm	Building Brand Love Through Legal Action	60 Minutes
Jun 12, 2024	1:00 pm	Top 5 Gender Equality Media Planning Principles To Maximize Advertising Impact	30 minutes
Jun 13, 2024	1:00 pm	Driving LGBTQ+ Inclusive Marketing and Mid-Pride Check-in	30 minutes
Jun 13, 2024	3:00 pm	The Power of Unified Data in a Chaotic Marketing World	60 Minutes
Jun 20, 2024	3:00 pm	Building a Comprehensive Marketing Data Lake for Analytical and Executional Use Cases	60 Minutes
Jun 26, 2024	1:00 pm	How Citibank is Using Big Data To Improve Direct Mail Effectiveness	30 minutes

2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jun 27, 2024	1:00 pm	Beyond Upfronts: Navigating the New Landscape of TV Advertising	30 minutes
Jul 10, 2024	1:00 pm	From Clicks to Conversions: Mastering the Art of Location Intelligence with Foursquare	30 minutes
Jul 11, 2024	1:00 pm	Ace Back-to-School Shopping: LTK's Textbook for Success	30 minutes
Jul 11, 2024	3:00 pm	July Ethics Code Update	30 Minutes
Jul 17, 2024	1:00 pm	The 'Stackie Awards' - Who has the Best MarTech Stack and Why?	30 Minutes
Jul 18, 2024	3:00 pm	Harnessing AI & Machine Learning in Customer Data Platforms for Dynamic Campaign Activation	30 Minutes
Jul 24, 2024	1:00 pm	Transforming The Digital Landscape Through Gender Inclusive Audience Intelligence	30 minutes
Jul 25, 2024	1:00 pm	Embracing the Cookie-less Era: Strategies, Innovations, and Action Plans	30 Minutes
Aug 07, 2024	1:00 pm	Empower Your Brand with Gender Equality Advertising. Media and Measurement Tools for Marketers	30 minutes
Aug 14, 2024	3:00 pm	On the Hill and in the States: Virtual Town Hall Series	30 Minutes
Aug 21, 2024	3:00 pm	Email Excellence Webinar Series	30 Minutes
Sep 04, 2024	1:00 pm	Mastering Gender Portrayals: The Top 10 Things Advertisers Need To Know	30 minutes
Sep 12, 2024	1:00 pm	How AI will Change Audience Planning and Buying (Without Cookies!)	30 minutes
Sep 12, 2024	3:00 pm	Secrets of Holiday Marketing Success	30 Minutes
Sep 19, 2024	1:00 pm	Unlocking the Power of Membership: Maximizing Your ANA Benefits	30 minutes
Oct 02, 2024	1:00 pm	Where Does Digital Identity Go from Here? (Addressability Webinar Series)	30 Minutes
Oct 02, 2024	3:00 pm	B2B Marketing Webinar Series	30 Minutes
Oct 16, 2024	1:00 pm	Redefining Gender Equitable Marketing For the Next Generation of Consumers – Gen Alpha	30 minutes
Oct 16, 2024	3:00 pm	On the Hill and in the States: Virtual Town Hall Series	30 Minutes
Nov 06, 2024	1:00 pm	How to Become a Category Leader Through Accurate Gender Portrayals in Advertising	30 minutes
Nov 06, 2024	3:00 pm	Shaping AI Today to Boost Tomorrow's Bottom Line (Futures Webinar Series)	30 Minutes
Nov 20, 2024	1:00 pm	Elevate the Industry with Marketing Technology Tips and Tricks (MarTech Webinar Series)	30 Minutes
Nov 20, 2024	3:00 pm	Email Excellence Webinar Series	30 Minutes
Dec 04, 2024	3:00 pm	December Ethics Code Update	30 Minutes

Local Events

Mar 07, 2024	5:30 pm	New York City Chapter's - Communicators of the Year Awards	New York, NY
Jun 06, 2024	6:00 pm	New York City Chapter's - 2024 Global ACE Awards	New York, NY