

# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
<b>Industry Conferences</b>			
Feb 28, 2024	2:00 pm	<a href="#">ANA/AEF Future of Marketing Leadership Conference in partnership with NYU</a>	New York, NY
Mar 18, 2024	1:00 pm	<a href="#">2024 ANA Media Conference presented by A+E</a>	Orlando, FL
Apr 08, 2024	12:00 pm	<a href="#">2024 ANA AI for Marketers Conference presented by Resonate</a>	Hollywood, FL
Apr 15, 2024	1:00 pm	<a href="#">2024 ANA Brand Masters Conference</a>	Carlsbad, CA
May 02, 2024	2:00 pm	<a href="#">ANA/SeeHer 2-Day Gender Equality Conference</a>	New York, NY
May 05, 2024	1:00 pm	<a href="#">2024 ANA Advertising Financial Management Conference</a>	Orlando, FL
May 14, 2024	2:00 pm	<a href="#">2024 ANA In-House Agency Conference</a>	Carlsbad, CA
May 20, 2024	12:30 pm	<a href="#">2024 ANA Marketing Technology for Marketers Conference presented by Meta</a>	Orlando, FL
Jun 12, 2024	1:00 pm	<a href="#">2024 ANA Masters of B2B Marketing Conference presented by LinkedIn</a>	Naples, FL
Jul 17, 2024	1:00 pm	<a href="#">2024 ANA Digital &amp; Social Media Conference presented by TikTok</a>	Los Angeles, CA
Sep 16, 2024	12:00 pm	<a href="#">2024 ANA Measurement &amp; Analytics Conference presented by Google</a>	Chicago, IL
Oct 21, 2024	11:00 am	<a href="#">2024 ANA Masters of Marketing Conference</a>	Orlando, FL
Nov 11, 2024	8:00 am	<a href="#">2024 ANA Masters of Advertising Law Conference</a>	Scottsdale, AZ
Nov 18, 2024	1:00 pm	<a href="#">2024 ANA Multicultural Marketing &amp; Diversity Conference presented by Amazon Ads</a>	Las Vegas, NV

## Members Only One-Day Conferences

Jan 23, 2024	11:00 am	<a href="#">Marketing Operations Day</a>	Virtual Event (Eastern Time)
Jan 25, 2024	11:00 am	<a href="#">ANA and Transunion Present the 2023 Genius Awards</a>	Virtual Event (Eastern Time)
Jan 30, 2024	11:00 am	<a href="#">Top Marketing Trends to Watch in 2024</a>	Virtual Event (Eastern Time)
Feb 16, 2024	8:00 am	<a href="#">You Might be a Marketer HBCU Student Conference (In-Person Only)</a>	Raleigh, NC
Feb 22, 2024	11:00 am	<a href="#">Retail Media Networks: Making Sense of a Complex &amp; Crowded Marketplace presented by Walmart Connect</a>	Virtual Event (Eastern Time)
Feb 27, 2024	3:25 pm	<a href="#">Most Culturally Inclusive Brands of 2023 Award Ceremony (Virtual Only)</a>	Virtual Event (Eastern Time)
Feb 29, 2024	9:00 am	<a href="#">B2B Brand-to-Demand Conference (In-Person Only)</a>	New York, NY
Mar 05, 2024	9:00 am	<a href="#">ANA's 2nd Annual Atlanta Data &amp; Analytics Regional Conference (In Person Only)</a>	Atlanta, GA
Mar 06, 2024	2:00 pm	<a href="#">Marketing in the Age of AI hosted by Northeastern University</a>	Virtual Event (Eastern Time)
Mar 07, 2024	9:00 am	<a href="#">Brand Growth and Purpose Summit hosted and presented by Audacy (In-Person Only)</a>	Los Angeles, CA
Mar 07, 2024	11:00 am	<a href="#">Meet the SSPs: Virtual Supplier Showcase</a>	Virtual Event (Eastern Time)

# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 13, 2024	9:00 am	<a href="#">Marketing Procurement Day (In-Person Only)</a>	Chicago, IL
Mar 20, 2024	11:00 am	<a href="#">ANA Advertising Law 1-Day Conference. Hosted by Katten Muchin Rosenman LLP (Hybrid Event)</a>	New York, NY
Apr 18, 2024	9:00 am	<a href="#">Marketing Creativity in the Age of AI hosted by Fordham University (In-Person Only)</a>	New York, NY
Apr 19, 2024	11:00 am	<a href="#">Virtual Diversity Fair: In-Depth Chat &amp; Black-Owned Media Companies Presentations (Open to All: Including Non-Members)</a>	Virtual Event (Eastern Time)
Apr 25, 2024	9:45 am	<a href="#">Influencer Marketing: Tapping Trends &amp; Culture to Connect with Consumers (In-Person Only)</a>	Chicago, IL
Apr 30, 2024	11:00 am	<a href="#">How Purpose-Driven Marketing Drives Change</a>	Virtual Event (Eastern Time)
May 01, 2024	9:00 am	<a href="#">Measurement Day: A Day of Learning</a>	New York, NY
May 08, 2024	2:00 pm	<a href="#">ANA Business Marketing Half-Day Conference: Unleashing Business Innovation in Atlanta</a>	Atlanta, GA
May 14, 2024	9:00 am	<a href="#">ANA Nonprofit Growth Summit &amp; Hill Day</a>	Washington, DC
May 29, 2024	9:00 am	<a href="#">Getting Multicultural Marketing Right in Today's Landscape hosted by TelevisaUnivision (In-Person Only)</a>	Los Angeles, CA
May 30, 2024	9:00 am	<a href="#">Unlocking Opportunity in the Evolving Television Landscape (In-Person Only)</a>	New York, NY
Jun 04, 2024	8:15 am	<a href="#">2nd Annual Omnichannel Data and Direct Marketing Conference with National Postal Forum (In-Person)</a>	Indianapolis, IN
Jun 11, 2024	12:00 pm	<a href="#">ANA Nonprofit Growth Summit: Impact Through Data-Driven Excellence in Fundraising and Marketing</a>	New York, NY
Jun 18, 2024	11:00 am	<a href="#">Virtual Diversity Fair: Programmatic Partners Accelerating Diverse Owned Media</a>	Virtual Event (Eastern Time)
Jun 26, 2024	11:00 am	<a href="#">ANA Advertising Law 1-Day Conference. Hosted by Squire Patton Boggs (Hybrid Event)</a>	New York, NY
Jun 27, 2024	10:30 am	<a href="#">Inclusive Innovation: Strategies for Driving Brand Growth</a>	Virtual Event (Eastern Time)
Jul 11, 2024	11:00 am	<a href="#">LGBTQ+ Marketing Inclusion Day</a>	Virtual Event (Eastern Time)
Aug 14, 2024	9:00 am	<a href="#">Measure What Matters: Metrics for Marketing Success hosted by PepsiCo (In-Person Only)</a>	Plano, TX
Aug 15, 2024	11:00 am	<a href="#">Virtual Diversity Fair: Meet Hispanic Owned-Companies (Open to All: Including Non-Members)</a>	Virtual Event (Eastern Time)
Aug 20, 2024	1:00 pm	<a href="#">ANA Nonprofit Growth Summit: Innovate to Impact – Emerging Trends in Fundraising and Marketing (In-Person Only)</a>	Atlanta, GA
Aug 28, 2024	9:00 am	<a href="#">The State of the Art in Commerce Marketing hosted by AT&amp;T (In-Person Only)</a>	Dallas, TX
Sep 04, 2024	9:30 am	<a href="#">"Growth Under Pressure", a 1-Day B2B Conference hosted by Marketbridge (In-Person Only)</a>	Boston, MA
Sep 10, 2024	10:00 am	<a href="#">2024 ANA Brand Activation &amp; Creativity Conference (Virtual Only)</a>	Virtual Event (Eastern Time)
Sep 12, 2024	8:30 am	<a href="#">Social Responsibility in Marketing hosted by Georgetown University (In-Person Only)</a>	Washington, DC
Sep 24, 2024	9:00 am	<a href="#">ANA's ABM One-Day Conference: Driving Growth with Strategy, Technology, and Collaboration (In-Person Only)</a>	Chicago, IL
Sep 25, 2024	9:00 am	<a href="#">Email Evolution Conference – One Day Immersive (In-Person Only)</a>	New York, NY

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Sep 25, 2024	9:00 am	<a href="#">Marketing Technology Changemakers One-Day Conference (In-Person Only)</a>	New York, NY
Sep 26, 2024	10:00 am	<a href="#">ANA Digital and Social Members-Only Conference (In-Person Only)</a>	Chicago, IL
Oct 01, 2024	9:00 am	<a href="#">In-House Agency Day hosted by Synchrony (In-Person Only)</a>	Alpharetta, GA
Oct 07, 2024	11:00 am	<a href="#">Virtual Diversity Fair: LGBTQ+ Owned Companies (Open to All: Including Non-Members)</a>	Virtual Event (Eastern Time)
Oct 09, 2024	11:00 am	<a href="#">Retail Media Networks Fair (Virtual Only)</a>	Virtual Event (Eastern Time)
Oct 10, 2024	8:00 am	<a href="#">ANA's 6th Annual Data &amp; Direct Marketing Conference, hosted by American Express</a>	New York, NY
Oct 10, 2024	9:00 am	<a href="#">Transformative Marketing &amp; Advertising: Leading Change in the Industry, at Loyola University Chicago (In-Person Only)</a>	Chicago, IL
Oct 15, 2024	11:00 am	<a href="#">Virtual Diversity Marketing and Measurement Fair: ANA Research and Tools to Drive Inclusive Growth</a>	Virtual Event (Eastern Time)
Oct 30, 2024	9:00 am	<a href="#">The Measure of Success: Elevating Marketing through Measurement hosted by Google (In-Person Only)</a>	New York, NY
Nov 06, 2024	9:00 am	<a href="#">Nailing the Numbers: Deep Dive into Data-Driven Decisions hosted by Lowe's (In-Person Only)</a>	Mooresville, NC
Nov 07, 2024	8:00 am	<a href="#">You Might be a Marketer Conference hosted by Clark Atlanta University (In-Person Only)</a>	Atlanta, GA
Nov 07, 2024	10:00 am	<a href="#">Excellence in Data Analytics hosted by Rock &amp; Roll Hall of Fame (In-Person Only)</a>	Cleveland, OH
Nov 14, 2024	9:00 am	<a href="#">AI Marketing Reality Check One-Day Conference (In-Person Only)</a>	New York, NY
Nov 21, 2024	8:30 am	<a href="#">Inclusive Marketing in the Age of AI Hosted by LFCoB, San Francisco State University (In-Person Only)</a>	San Francisco, CA
Dec 03, 2024	11:00 am	<a href="#">Virtual Diversity Fair: Meet Women-Owned Companies (Open to All: Including Non-Members)</a>	Virtual Event (Eastern Time)

## Training

Jan 04, 2024	2:00 pm	<a href="#">Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</a>	Virtual Workshop (Eastern Time)
Jan 09, 2024	2:00 pm	<a href="#">Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery)- Virtual Training</a>	Virtual Workshop (Eastern Time)
Jan 10, 2024	2:00 pm	<a href="#">Multicultural Marketing – Making the Budget Work Effectively - Virtual</a>	Virtual Workshop (Eastern Time)
Jan 11, 2024	2:00 pm	<a href="#">Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery)- Virtual Training</a>	Virtual Workshop (Eastern Time)
Jan 17, 2024	2:00 pm	<a href="#">Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual Training</a>	Virtual Workshop (Eastern Time)
Jan 18, 2024	2:00 pm	<a href="#">Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual Training</a>	Virtual Workshop (Eastern Time)
Jan 23, 2024	2:00 pm	<a href="#">Journey-Mapping Your Customer Experience Design - Virtual</a>	Virtual Workshop (Eastern Time)
Jan 30, 2024	2:00 pm	<a href="#">The Purpose Advantage: Unlocking the Power of Purpose for Your Brand - Virtual</a>	Virtual Workshop (Eastern Time)

# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 31, 2024	2:00 pm	<a href="#">Strategic Customer-Centric Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 01, 2024	2:00 pm	<a href="#">Brand Building with Customer Insights - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 06, 2024	2:00 pm	<a href="#">Marketing to Generation Z - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 07, 2024	2:00 pm	<a href="#">Effective Agency Management - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 08, 2024	2:00 pm	<a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 13, 2024	2:00 pm	<a href="#">The Brief: Roadmap to Creative - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 22, 2024	2:00 pm	<a href="#">Creative Production: What Marketers Need to Know - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 27, 2024	2:00 pm	<a href="#">Powerful Email Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Feb 29, 2024	2:00 pm	<a href="#">End-to-End Digital Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Mar 05, 2024	2:00 pm	<a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Mar 07, 2024	2:00 pm	<a href="#">Digital Analytics Strategy for Marketers - Virtual</a>	Virtual Workshop (Eastern Time)
Mar 12, 2024	2:00 pm	<a href="#">Future-Proof Your Data Privacy Strategy - Virtual</a>	Virtual Workshop (Eastern Time)
Mar 14, 2024	2:00 pm	<a href="#">Personal Branding for Marketers - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Mar 19, 2024	2:00 pm	<a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Mar 21, 2024	2:00 pm	<a href="#">Effective Writing for Corporate Communications - Virtual</a>	Virtual Workshop (Eastern Time)
Mar 26, 2024	2:00 pm	<a href="#">The Neuroscience of Collaborative Communication - Virtual</a>	Virtual Workshop (Eastern Time)
Mar 28, 2024	2:00 pm	<a href="#">Strategies for Creative Problem Solving - Virtual</a>	Virtual Workshop (Eastern Time)
Apr 02, 2024	2:00 pm	<a href="#">Developing an Effective Multicultural Marketing Strategy - Virtual</a>	Virtual Workshop (Eastern Time)
Apr 04, 2024	2:00 pm	<a href="#">Multi-country Marketing Campaigns: From Right Approach to Right Results - Virtual</a>	Virtual Workshop (Eastern Time)
Apr 09, 2024	2:00 pm	<a href="#">Multi-country Marketing Campaigns: Right Results via Right Execution - Virtual</a>	Virtual Workshop (Eastern Time)
Apr 11, 2024	2:00 pm	<a href="#">From Insights to Great Messaging - Virtual</a>	Virtual Workshop (Eastern Time)
Apr 16, 2024	2:00 pm	<a href="#">Agile Marketing 101 (AG Mastery Program 101) - Virtual Training</a>	Virtual Workshop (Eastern Time)
Apr 18, 2024	2:00 pm	<a href="#">Sprint Planning and Project Estimating 201 (AG Mastery)- Virtual Training</a>	Virtual Workshop (Eastern Time)
Apr 23, 2024	2:00 pm	<a href="#">Executing an Agile Campaign 301 (AG Mastery)- Virtual Training</a>	Virtual Workshop (Eastern Time)

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 25, 2024	2:00 pm	<a href="#">Successful Agile Integration and Transformation Within Your Organization 401 (AG Mastery) - Virtual Training</a>	Virtual Workshop (Eastern Time)
Apr 30, 2024	2:00 pm	<a href="#">Unlock the Power of Influencer Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
May 02, 2024	2:00 pm	<a href="#">Brand Activations that Drive Results - Virtual</a>	Virtual Workshop (Eastern Time)
May 07, 2024	2:00 pm	<a href="#">SEO for Everyone - Virtual</a>	Virtual Workshop (Eastern Time)
May 09, 2024	2:00 pm	<a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>	Virtual Workshop (Eastern Time)
May 14, 2024	2:00 pm	<a href="#">How To Write An Inspired Creative Brief - Virtual</a>	Virtual Workshop (Eastern Time)
May 21, 2024	2:00 pm	<a href="#">Reaching Your Audience in a Post-Cookie World - Virtual</a>	Virtual Workshop (Eastern Time)
May 22, 2024	2:00 pm	<a href="#">Effective Agency Management - Virtual</a>	Virtual Workshop (Eastern Time)
May 23, 2024	2:00 pm	<a href="#">Crafting Your Data Story - Virtual</a>	Virtual Workshop (Eastern Time)
May 28, 2024	2:00 pm	<a href="#">Advanced Email Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
May 30, 2024	2:00 pm	<a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Jun 04, 2024	2:00 pm	<a href="#">Digital Metrics that Matter - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 06, 2024	2:00 pm	<a href="#">Empowering Marketers with Generative AI - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 11, 2024	2:00 pm	<a href="#">Critical Thinking for Marketing Success - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 12, 2024	2:00 pm	<a href="#">Leading Across the Generations (101) (LET Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 18, 2024	2:00 pm	<a href="#">Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 20, 2024	2:00 pm	<a href="#">Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 25, 2024	2:00 pm	<a href="#">Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Jun 27, 2024	2:00 pm	<a href="#">Presentation Writing to Convey, Compel, and Convince - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 02, 2024	2:00 pm	<a href="#">Agile (101) – Agile Fundamentals and Sprint Execution (Virtual BURST)</a>	Virtual Workshop (Eastern Time)
Jul 10, 2024	2:00 pm	<a href="#">Journey-Mapping Your Customer Experience Design - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 11, 2024	2:00 pm	<a href="#">ESG Communication for Marketers - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 16, 2024	2:00 pm	<a href="#">Project Management for Project Leaders - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 23, 2024	2:00 pm	<a href="#">Converting Shoppers into Buyers 101 - Virtual</a>	Virtual Workshop (Eastern Time)

# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jul 24, 2024	2:00 pm	<a href="#">Setting Objectives, Targets, and Expected Changes in Shopper Behavior 201 - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 25, 2024	2:00 pm	<a href="#">Marketing to Generation Z - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 30, 2024	2:00 pm	<a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>	Virtual Workshop (Eastern Time)
Jul 31, 2024	2:00 pm	<a href="#">Brand Building with Customer Insights - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 06, 2024	2:00 pm	<a href="#">STORYMAKING for Good 101: The Co-Creation Concept (S4G Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 08, 2024	2:00 pm	<a href="#">STORYMAKING for Good 201: The Co-Creation Phase (S4G Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 13, 2024	2:00 pm	<a href="#">STORYMAKING for Good 301: The Co-Creation Campaign &amp; Innovation Garage (S4G Mastery) - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 14, 2024	2:00 pm	<a href="#">The Brief: Roadmap to Creative - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 15, 2024	2:00 pm	<a href="#">Effective Agency Management - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 22, 2024	2:00 pm	<a href="#">Smash Your Content Silos - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 27, 2024	2:00 pm	<a href="#">End-to-End Digital Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Aug 29, 2024	2:00 pm	<a href="#">Future-Proof Your Data Privacy Strategy - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 04, 2024	2:00 pm	<a href="#">Powerful Email Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 05, 2024	2:00 pm	<a href="#">The Neuroscience of Collaborative Communication - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 10, 2024	2:00 pm	<a href="#">Effective Writing for Corporate Communications - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 12, 2024	2:00 pm	<a href="#">Personal Branding for Marketers - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Sep 17, 2024	2:00 pm	<a href="#">Strategic Business Communications for Marketers - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 18, 2024	2:00 pm	<a href="#">Digital Analytics Strategy for Marketers - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 19, 2024	2:00 pm	<a href="#">The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual</a>	Virtual Workshop (Eastern Time)
Sep 24, 2024	2:00 pm	<a href="#">Mastering Your Mission Statement - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Sep 26, 2024	2:00 pm	<a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Oct 02, 2024	2:00 pm	<a href="#">Agile (101) – Agile Fundamentals and Sprint Execution - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Oct 03, 2024	8:30 am	<a href="#">Empowerment AI: Marketing Bootcamp - Two-Day In-Person</a>	New York, NY
Oct 03, 2024	2:00 pm	<a href="#">Strategic Customer-Centric Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 08, 2024	2:00 pm	<a href="#">From Insights to Great Messaging - Virtual</a>	Virtual Workshop (Eastern Time)

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 10, 2024	2:00 pm	<a href="#">Leading Growth Through Change - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 15, 2024	2:00 pm	<a href="#">Brand Activations that Drive Results - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 17, 2024	2:00 pm	<a href="#">How To Write An Inspired Creative Brief - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 22, 2024	2:00 pm	<a href="#">Reaching Your Audience in a Post-Cookie World - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 29, 2024	2:00 pm	<a href="#">Empowering Marketers with Generative AI - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 30, 2024	2:00 pm	<a href="#">Effective Agency Management - Virtual</a>	Virtual Workshop (Eastern Time)
Oct 31, 2024	2:00 pm	<a href="#">Leveraging Social Media for Brand Building - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Nov 05, 2024	2:00 pm	<a href="#">Advanced Email Marketing - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 07, 2024	2:00 pm	<a href="#">Best Practices for Content Marketing Strategies (101) - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 11, 2024	2:00 pm	<a href="#">Best Practices to Strengthen Your Content Marketing (201) - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 18, 2024	2:00 pm	<a href="#">Strategies to Elevate Your Content Marketing Above Competitors (301) - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 19, 2024	2:00 pm	<a href="#">Strategies to Maximize Your Content Marketing to Build Loyalty (401) - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 21, 2024	2:00 pm	<a href="#">Crafting Your Data Story - Virtual</a>	Virtual Workshop (Eastern Time)
Nov 26, 2024	2:00 pm	<a href="#">Digital Metrics that Matter - Virtual</a>	Virtual Workshop (Eastern Time)
Dec 03, 2024	2:00 pm	<a href="#">Time Management + Productivity Skills for Remote Professionals - Virtual Burst</a>	Virtual Workshop (Eastern Time)
Dec 05, 2024	2:00 pm	<a href="#">Driving Inclusive Marketing Excellence - Virtual</a>	Virtual Workshop (Eastern Time)
Dec 10, 2024	2:00 pm	<a href="#">Strategies for Creative Problem Solving - Virtual</a>	Virtual Workshop (Eastern Time)
Dec 12, 2024	2:00 pm	<a href="#">Presentation Writing to Convey, Compel, and Convince - Virtual</a>	Virtual Workshop (Eastern Time)
Dec 17, 2024	2:00 pm	<a href="#">Critical Thinking for Marketing Success - Virtual</a>	Virtual Workshop (Eastern Time)
Dec 19, 2024	2:00 pm	<a href="#">Advanced AI Prompt Engineering for Marketers (201) - Virtual</a>	Virtual Workshop (Eastern Time)

## Committees

Jan 04, 2024	2:00 pm	<a href="#">Regulatory Working Group: FTC Rulemaking on Negative Options</a>	Virtual Meeting (Eastern Time)
Jan 11, 2024	11:00 am	<a href="#">Data &amp; Direct Marketing</a>	Virtual Only
Jan 17, 2024	3:00 pm	<a href="#">Email Excellence Center Committee Meeting</a>	Virtual Meeting (Eastern Time)



## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 25, 2024	11:00 am	<a href="#">Digital &amp; Social and Media</a>	Virtual Only
Jan 31, 2024	11:00 am	<a href="#">Meeting on New York Food Advertising Legislation</a>	Virtual Meeting (Eastern Time)
Jan 31, 2024	2:00 pm	<a href="#">Government Relations</a>	Washington, DC
Feb 01, 2024	10:45 am	<a href="#">Analytics &amp; Data Science</a>	Virtual
Feb 01, 2024	11:00 am	<a href="#">Agency Relations Committee Meeting</a>	Virtual Meeting (Eastern Time)
Feb 07, 2024	11:00 am	<a href="#">Meeting on New York Food Advertising Legislation</a>	Virtual Meeting (Eastern Time)
Feb 08, 2024	11:00 am	<a href="#">DE&amp;I/LGBTQ+ Forum</a>	Via Virtual (Eastern Time)
Feb 08, 2024	11:30 am	<a href="#">Influencer Marketing</a>	Chicago, IL
Feb 13, 2024	11:00 am	<a href="#">Advertising Financial Management Committee Meeting</a>	Virtual Meeting (Eastern Time)
Feb 14, 2024	11:00 am	<a href="#">AI Forum Meeting - Focusing on Provenance and Legal Challenges to Be Aware Of</a>	Virtual Meeting
Feb 14, 2024	1:00 pm	<a href="#">Health Care Data Privacy Working Group</a>	Virtual Meeting (Eastern Time)
Feb 21, 2024	1:00 pm	<a href="#">Sustainability Committee Meeting February 2024</a>	Virtual Meeting (Eastern Time)
Feb 21, 2024	2:00 pm	<a href="#">Legal Affairs</a>	Philadelphia, PA
Feb 22, 2024	11:00 am	<a href="#">Multicultural Marketing &amp; Diversity</a>	Via Virtual (Eastern Time), NY
Feb 22, 2024	4:00 pm	<a href="#">Meeting on Daniel's Law Legislation</a>	Virtual Meeting (Eastern Time)
Feb 27, 2024	9:30 am	<a href="#">Production Management Committee Meeting</a>	New York, NY
Feb 28, 2024	9:30 am	<a href="#">In-House Agency Committee Meeting. Hosted by Citi</a>	New York, NY
Feb 28, 2024	5:30 pm	<a href="#">B2B Committee Meeting: Pre-Day Reception and Dinner for ANA's B2B Members-Only Conference</a>	New York City
Feb 29, 2024	10:30 am	<a href="#">Measurement &amp; Accountability</a>	Virtual Meeting
Feb 29, 2024	2:00 pm	<a href="#">Ethics Policy</a>	Via Zoom
Mar 05, 2024	11:00 am	<a href="#">Marketing Operations and Transformation Forum</a>	Virtual Meeting (Eastern Time)
Mar 05, 2024	2:00 pm	<a href="#">Nonprofit Organizations</a>	Virtual
Mar 06, 2024	11:00 am	<a href="#">Commerce Marketing</a>	Via Virtual (Eastern Time)
Mar 08, 2024	1:30 pm	<a href="#">Meeting on Federal Ad Tax</a>	Virtual Meeting (Eastern Time)
Mar 12, 2024	11:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	Via Virtual (Eastern Time)
Mar 14, 2024	11:00 am	<a href="#">Account-Based Marketing Committee Meeting</a>	Virtual Meeting (Eastern Time)
Mar 14, 2024	11:00 am	<a href="#">DE&amp;I Forum</a>	Via Virtual (Eastern Time)
Mar 19, 2024	11:00 am	<a href="#">Content Marketing</a>	Via Virtual (Eastern Time)



# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 20, 2024	4:00 pm	<a href="#">2024 HBCU Campus Connect Meeting</a>	Via Virtual (Eastern Time)
Mar 21, 2024	11:00 am	<a href="#">Data &amp; Direct Marketing</a>	Virtual Only
Mar 26, 2024	11:00 am	<a href="#">Brand Purpose - Growth for Good</a>	Virtual Meeting
Mar 27, 2024	11:00 am	<a href="#">Influencer Marketing</a>	Virtual Meeting
Mar 28, 2024	11:00 am	<a href="#">In-House Agency Committee Meeting</a>	Virtual Meeting (Eastern Time)
Mar 28, 2024	11:00 am	<a href="#">Relationship Marketing</a>	Via Virtual (Eastern Time)
Apr 02, 2024	11:00 am	<a href="#">Digital Asset Management (DAM) – Trends, Innovations &amp; the Impact of AI</a>	Virtual Meeting
Apr 03, 2024	11:00 am	<a href="#">Digital &amp; Social</a>	Virtual Meeting
Apr 04, 2024	11:00 am	<a href="#">Brand Management</a>	Via Virtual (Eastern Time)
Apr 09, 2024	9:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	Atlanta, GA
Apr 10, 2024	2:00 pm	<a href="#">ANA Marketing Capabilities Council Round Table</a>	
Apr 11, 2024	11:00 am	<a href="#">LGBTQ+ Forum</a>	Virtual Meeting (Eastern Time)
Apr 18, 2024	10:00 am	<a href="#">Analytics &amp; Data Science</a>	Virtual
Apr 18, 2024	11:00 am	<a href="#">Customer Experience Committee Meeting: Elevating Customer Experience with AI</a>	Virtual Meeting (Eastern Time)
Apr 18, 2024	11:00 am	<a href="#">Production Management Committee Meeting</a>	Virtual Meeting (Eastern Time)
Apr 23, 2024	1:00 pm	<a href="#">Special Session: Managing Marketing &amp; Communications to Avoid ESG Backlash</a>	Virtual Meeting (Eastern Time)
Apr 25, 2024	11:00 am	<a href="#">Marketing Futures</a>	Virtual Meeting (Eastern Time)
Apr 30, 2024	9:00 am	<a href="#">Multicultural Marketing &amp; Diversity. Hosted by Campari America</a>	New York, NY
May 01, 2024	9:30 am	<a href="#">Digital &amp; Social and Media</a>	New York, NY
May 02, 2024	1:00 pm	<a href="#">Meeting on American Privacy Rights Act (ANA Bi-weekly Update Call)</a>	Virtual Meeting (Eastern Time)
May 02, 2024	2:00 pm	<a href="#">Health Care Working Group</a>	Virtual Meeting (Eastern Time)
May 07, 2024	2:00 pm	<a href="#">Legal Affairs</a>	Virtual Meeting (Eastern Time)
May 09, 2024	11:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	Via Virtual (Eastern Time)
May 09, 2024	2:00 pm	<a href="#">Ethics Policy</a>	Via Zoom
May 09, 2024	2:00 pm	<a href="#">Nonprofit Organizations</a>	Washington, DC
May 14, 2024	11:00 am	<a href="#">Content Marketing</a>	Via Virtual (Eastern Time)
May 15, 2024	8:00 am	<a href="#">ANA/4A's Capitol Hill Day</a>	Washington, DC
May 15, 2024	11:00 am	<a href="#">DE&amp;I Forum</a>	Via Virtual (Eastern Time)
May 16, 2024	11:00 am	<a href="#">Account-Based Marketing Committee Meeting: Weaving ABM into the Fabric of Business Success</a>	Virtual Meeting (Eastern Time)

# 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
May 21, 2024	11:00 am	<a href="#">Commerce Marketing</a>	Via Virtual (Eastern Time)
May 23, 2024	11:00 am	<a href="#">Brand Purpose - Growth for Good</a>	Via Virtual (Eastern Time)
May 23, 2024	11:00 am	<a href="#">Marketing Operations and Transformation Forum</a>	Virtual Meeting (Eastern Time)
May 30, 2024	1:00 pm	<a href="#">Sustainability Committee Meeting May 2024</a>	Virtual Meeting (Eastern Time)
Jun 04, 2024	11:00 am	<a href="#">MarTech Committee Meeting - To Add or Optimize...That is the Question!</a>	Virtual Meeting
Jun 05, 2024	9:30 am	<a href="#">Influencer Marketing</a>	Dallas, TX
Jun 06, 2024	11:00 am	<a href="#">Production Management Committee Meeting</a>	Virtual Meeting (Eastern Time)
Jun 11, 2024	11:00 am	<a href="#">AI Forum Meeting - Transform, Grow and Stay Competitive with AI-Powered Marketing</a>	Virtual Meeting (Eastern Time)
Jun 12, 2024	11:30 am	<a href="#">B2B Marketing Committee Lunch: A Brand vs. Performance Marketing Roundtable Discussion (In-Person Only)</a>	Naples, FL
Jun 12, 2024	4:00 pm	<a href="#">2024 HBCU Campus Connect Meeting</a>	Via Virtual (Eastern Time)
Jun 13, 2024	11:00 am	<a href="#">Brand Management</a>	Via Virtual (Eastern Time)
Jun 25, 2024	11:00 am	<a href="#">Advertising Financial Management Committee Meeting</a>	Virtual Meeting (Eastern Time)
Jun 26, 2024	9:30 am	<a href="#">Agency Relations Committee Meeting. Hosted by NBCUniversal</a>	New York, NY
Jun 26, 2024	9:30 am	<a href="#">Analytics, Data Science &amp; Measurement Committees Open House</a>	New York, NY
Jun 27, 2024	11:00 am	<a href="#">In-House Agency Committee Meeting</a>	Virtual Meeting (Eastern Time)
Jun 27, 2024	11:00 am	<a href="#">Marketing Futures</a>	Virtual Meeting (Eastern Time)
Jul 11, 2024	9:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	Chicago, IL
Jul 15, 2024	11:00 am	<a href="#">DE&amp;I Forum</a>	Via Virtual (Eastern Time)
Jul 16, 2024	11:00 am	<a href="#">Relationship Marketing</a>	Virtual Meeting (Eastern Time)
Jul 16, 2024	12:30 pm	<a href="#">Email Excellence Center Committee Meeting: AI in Email and Marketing Automation (In-Person Only)</a>	Newport Beach, CA
Jul 17, 2024	2:00 pm	<a href="#">Nonprofit Organizations</a>	Washington, DC
Jul 18, 2024	11:00 am	<a href="#">Unlocking Potential: 2024 Best Practices for Recruiting from and Marketing at HBCUs</a>	Via Virtual (Eastern Time)
Jul 18, 2024	11:00 am	<a href="#">Commerce Marketing</a>	Via Virtual (Eastern Time)
Jul 24, 2024	12:00 pm	<a href="#">ANA Marketing Capabilities Council Round Table</a>	Purchase, NY
Jul 24, 2024	2:00 pm	<a href="#">Legal Affairs</a>	New York, NY
Jul 25, 2024	11:00 am	<a href="#">Multicultural Marketing &amp; Diversity</a>	Via Virtual (Eastern Time), NY
Aug 01, 2024	11:00 am	<a href="#">Brand Purpose - Growth for Good</a>	Virtual Meeting

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Aug 07, 2024	9:30 am	<a href="#">In-House Agency Committee Meeting. Hosted by Jones Lang LaSalle (JLL)</a>	Chicago, IL
Aug 07, 2024	2:00 pm	<a href="#">Ethics Policy</a>	Via Zoom
Aug 08, 2024	11:00 am	<a href="#">Brand Management</a>	Via Virtual (Eastern Time)
Aug 13, 2024	11:00 am	<a href="#">Content Marketing</a>	Via Virtual (Eastern Time)
Aug 14, 2024	11:00 am	<a href="#">Influencer Marketing</a>	Virtual Only
Aug 15, 2024	11:00 am	<a href="#">MarTech Committee Meeting: Strategies for Google's Privacy Sandbox and Cookie Deprecation</a>	Virtual Meeting (Eastern Time)
Aug 20, 2024	11:00 am	<a href="#">Joint Advertising Financial Management/Agency Relations Committee Meeting</a>	Virtual Meeting (Eastern Time)
Aug 21, 2024	9:30 am	<a href="#">Measurement &amp; Accountability</a>	
Sep 10, 2024	9:00 am	<a href="#">Marketing Operations and Transformation Forum. Hosted by Grant Thornton</a>	Chicago, IL
Sep 12, 2024	11:00 am	<a href="#">LGBTQ+ Forum</a>	Virtual Meeting (Eastern Time)
Sep 17, 2024	11:00 am	<a href="#">Multicultural Marketing &amp; Diversity</a>	Via Virtual (Eastern Time), NY
Sep 18, 2024	11:00 am	<a href="#">AI Committee Meeting: Responsible Transparency and AI</a>	Virtual Meeting (Eastern Time)
Sep 18, 2024	11:00 am	<a href="#">Media</a>	Virtual Only
Sep 19, 2024	9:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	New York, NY
Sep 19, 2024	11:00 am	<a href="#">Commerce Marketing</a>	Via Virtual (Eastern Time)
Sep 24, 2024	11:00 am	<a href="#">DE&amp;I Forum</a>	Via Virtual (Eastern Time)
Sep 24, 2024	11:00 am	<a href="#">Marketing Futures</a>	Virtual Meeting (Eastern Time)
Sep 25, 2024	9:30 am	<a href="#">Analytics &amp; Data Science</a>	New York, NY
Sep 25, 2024	1:00 pm	<a href="#">Legal Affairs</a>	Chicago, IL
Sep 26, 2024	9:30 am	<a href="#">Joint In-House Agency/Production Management Committee Meeting. Hosted by PepsiCo</a>	New York, NY
Oct 08, 2024	11:00 am	<a href="#">Media Procurement Day - Advertising Financial Management Committee</a>	Virtual Meeting (Eastern Time)
Oct 08, 2024	11:00 am	<a href="#">Account-Based Marketing Committee Meeting: Strategies and Future Directions - Insights from the One-Day Conference</a>	Virtual Meeting (Eastern Time)
Oct 09, 2024	11:00 am	<a href="#">Agency Relations Committee Meeting</a>	Virtual Meeting (Eastern Time)
Oct 09, 2024	4:00 pm	<a href="#">2024 HBCU Campus Connect Meeting: Empowering Faculty and Staff through Strategic Initiatives</a>	Via Virtual (Eastern Time)
Oct 10, 2024	9:00 am	<a href="#">Content Marketing</a>	New York, NY
Oct 15, 2024	2:00 pm	<a href="#">Nonprofit Organizations</a>	Washington, DC
Oct 17, 2024	2:00 pm	<a href="#">Ethics Policy</a>	Via Zoom
Oct 29, 2024	8:30 am	<a href="#">Brand Management - Growing Your Brand: How to Profit from The New Longevity</a>	New York, NY

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 30, 2024	2:00 pm	<a href="#">Government Relations</a>	Washington, DC
Oct 31, 2024	11:00 am	<a href="#">Marketing Operations and Transformation Forum</a>	Virtual Meeting (Eastern Time)
Nov 06, 2024	11:00 am	<a href="#">Digital &amp; Social and Media</a>	Virtual Only
Nov 07, 2024	11:00 am	<a href="#">In-House Agency Committee Meeting</a>	Virtual Meeting (Eastern Time)
Nov 08, 2024	9:30 am	<a href="#">NIL Marketing: Who Really Wins?</a>	Atlanta, GA
Nov 13, 2024	11:00 am	<a href="#">MarTech Committee Meeting: Unlocking Marketing Potential: The Power of Customer Data Governance</a>	Virtual Meeting (Eastern Time)
Nov 14, 2024	11:00 am	<a href="#">LGBTQ+ Forum</a>	Virtual Meeting (Eastern Time)
Nov 19, 2024	9:00 am	<a href="#">Brand Purpose - Growth for Good</a>	New York, NY
Nov 20, 2024	10:00 am	<a href="#">Data &amp; Direct Marketing</a>	
Nov 20, 2024	11:00 am	<a href="#">Sponsorship &amp; Experiential Marketing</a>	Via Virtual (Eastern Time)
Nov 21, 2024	11:00 am	<a href="#">Production Management Committee Meeting</a>	Virtual Meeting (Eastern Time)
Dec 03, 2024	11:00 am	<a href="#">Marketing Futures</a>	Virtual Meeting (Eastern Time)
Dec 05, 2024	9:30 am	<a href="#">Joint AFM/Agency Relations Committee Meeting. Sponsored by Decideware</a>	New York, NY
Dec 05, 2024	12:00 pm	<a href="#">Measurement &amp; Accountability</a>	Virtual Meeting
Dec 10, 2024	11:00 am	<a href="#">Marketing Operations and Transformation Forum</a>	Virtual Meeting (Eastern Time)
Dec 11, 2024	11:00 am	<a href="#">AI Committee Meeting: AI Reflection: How Far We've Come And Where We Are Going</a>	Virtual Meeting (Eastern Time)
Dec 11, 2024	11:00 am	<a href="#">Everything You Wanted to Know About Clean Rooms But Were Too Afraid to Ask</a>	
Dec 12, 2024	9:30 am	<a href="#">In-House Agency Committee Meeting. Hosted by The Wonderful Company</a>	Los Angeles, CA
Dec 12, 2024	11:00 am	<a href="#">Email Evolution 2024 Highlights and Key Takeaways for 2025</a>	
Dec 12, 2024	1:00 pm	<a href="#">Government Relations: Election Wrapup</a>	Virtual Meeting (Eastern Time)
Dec 12, 2024	1:00 pm	<a href="#">Sustainability Committee Meeting December 2024</a>	Virtual Meeting (Eastern Time)

### Webinars (All Times Eastern)

Jan 03, 2024	3:00 pm	<a href="#">Happy New Year! 2024 B2B Digital Marketing Predictions &amp; Resolutions With Professor Lou Cohen (B2B Marketing Webinar)</a>	60 Minutes
Jan 10, 2024	3:00 pm	<a href="#">Separating Hype from Reality: The Real Data Behind Marketing &amp; GenAI</a>	60 Minutes
Jan 17, 2024	1:00 pm	<a href="#">Decoding AI in Marketing: A Practical Guide for Marketers</a>	30 minutes
Jan 18, 2024	1:00 pm	<a href="#">Seize The Moment: Unleashing America's Full Potential Through Diversity</a>	30 minutes
Jan 24, 2024	12:00 pm	<a href="#">Esports Marketing – Sorting the Opportunities from the Hype</a>	60 Minutes
Jan 24, 2024	1:00 pm	<a href="#">The Beauty Blueprint: Strategies for Success in the Competitive Beauty Industry</a>	30 minutes

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 25, 2024	1:00 pm	<a href="#">Mastering Human Storytelling for Brands with Intel</a>	30 minutes
Jan 25, 2024	3:00 pm	<a href="#">New Year...NEW Email Tips You Need to Know!</a>	60 Minutes
Jan 31, 2024	1:00 pm	<a href="#">CES 2024: Recap and Trends for Marketers</a>	30 Minutes
Jan 31, 2024	3:00 pm	<a href="#">5 Things for 2024: Elevating Nonprofit Fundraising &amp; Marketing</a>	30 Minutes
Feb 01, 2024	1:00 pm	<a href="#">CES Speed Round: What Conversations from CES 2024 Tell Us About Consumers, Trends and the Year Ahead</a>	45 minutes
Feb 07, 2024	3:00 pm	<a href="#">On the Hill and in the States: Virtual Town Hall Series</a>	30 Minutes
Feb 08, 2024	1:00 pm	<a href="#">Out with Ratios, in with Smarter Budget Decisions</a>	30 minutes
Feb 15, 2024	1:00 pm	<a href="#">Pinterest Predicts: The Next BIG Trends for 2024</a>	30 minutes
Feb 15, 2024	3:00 pm	<a href="#">The Future Is Creative: Analytical Approaches to Maximizing Creative Impact</a>	30 Minutes
Feb 21, 2024	1:00 pm	<a href="#">SeeHer's Intro to the GEM® Suite of Measurement: Optimizing The 3C's</a>	30 minutes
Feb 22, 2024	1:00 pm	<a href="#">Zero to Hero: A Data-Driven Dance Between Zero Party Data and AI</a>	30 minutes
Feb 28, 2024	3:00 pm	<a href="#">Where Should AI Reside in Your MarTech Stack?</a>	30 Minutes
Mar 06, 2024	3:00 pm	<a href="#">Starting a Movement: Tearing the Paper Ceiling (B2B Marketing Webinar Series)</a>	60 Minutes
Mar 07, 2024	1:00 pm	<a href="#">Spin First-Party Data into Advertising Gold</a>	30 minutes
Mar 13, 2024	3:00 pm	<a href="#">It's 2024 and The End of Cookies. So... What's Next</a>	30 Minutes
Mar 14, 2024	1:00 pm	<a href="#">Maximizing Return on Attention: Unveiling Consumer Attitudes and Behaviors Across Media Platforms</a>	30 minutes
Mar 14, 2024	2:00 pm	<a href="#">Greenwashing Versus Greenhushing</a>	60 Minutes
Mar 20, 2024	3:00 pm	<a href="#">Talent Strategies to Maximize Your Creative Output</a>	30 minutes
Apr 03, 2024	1:00 pm	<a href="#">Unleashing the Power of Gender Equitable Media &amp; Advertising for Global Growth</a>	30 minutes
Apr 03, 2024	3:00 pm	<a href="#">2024 Email Delivery Spotlight: The Impact &amp; Opportunity from Gmail &amp; Yahoo Changes and Other Key Updates (Email Series)</a>	60 Minutes
Apr 04, 2024	3:00 pm	<a href="#">ANA Ethics Code Virtual Town Hall: Join Us!</a>	60-Minutes
Apr 09, 2024	1:00 pm	<a href="#">Clearing the FTC Hurdles: Focusing on Dark Patterns, Junk Fees and Negative Options</a>	60 Minutes
Apr 10, 2024	3:00 pm	<a href="#">Ethical Marketing FUNdamentals: Data Privacy and Consumer Choice</a>	30 Minutes
Apr 11, 2024	1:00 pm	<a href="#">Optimizing Your Programmatic Media Investments – SAVE BIG!</a>	30 minutes
Apr 17, 2024	1:00 pm	<a href="#">The New Creative Paradigm: How AI is Transforming Video and Content Production</a>	30 Minutes
Apr 24, 2024	1:00 pm	<a href="#">An Interview With Andrew Robertson on AI and Creativity</a>	30 minutes
Apr 24, 2024	3:00 pm	<a href="#">How the OLLY Brand is Adapting With Certainty in an Uncertain World</a>	60 Minutes
Apr 25, 2024	1:00 pm	<a href="#">The Future of Marketing Effectiveness is AI-Driven</a>	30 Minutes
May 01, 2024	1:00 pm	<a href="#">Building A Better Sports Sponsorship with DoorDash and Hilton</a>	30 minutes
May 01, 2024	1:00 pm	<a href="#">Tech Transactions Download: A Guide for Advertising and Marketing Professionals</a>	60 Minutes
May 01, 2024	3:00 pm	<a href="#">How to Succeed with AI in B2B Marketing: Practical Content Planning and Production Uses (B2B Marketing Webinar Series)</a>	60 Minutes

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
May 02, 2024	3:00 pm	<a href="#">Automate Your Way to Email Mastery</a>	30 Minutes
May 09, 2024	1:00 pm	<a href="#">How McDonald's Revolutionized Asian American Marketing</a>	30 minutes
May 15, 2024	3:00 pm	<a href="#">Unraveling the Mysteries of CDPs: Data Sources, Access, and the Quest for Truth (FFC Webinar Series)</a>	60 Minutes
May 22, 2024	1:00 pm	<a href="#">Turbocharging Sales Through Gender-Equal Advertising Strategies</a>	30 minutes
May 29, 2024	1:00 pm	<a href="#">The Essential Drivers of Building Brand Love &amp; Loyalty</a>	30 minutes
Jun 05, 2024	1:00 pm	<a href="#">Unleashing the Power of "Gen Zalpha" in Marketing &amp; Innovation with Claire's</a>	30 minutes
Jun 06, 2024	1:00 pm	<a href="#">Strategic Outsourcing: The Value of Preserving Time &amp; Focus to Marketers</a>	30 minutes
Jun 06, 2024	3:00 pm	<a href="#">Retail Reinvention: Leveraging Consumer Purchase Data for Market and Media Mastery</a>	30 Minutes
Jun 11, 2024	1:00 pm	<a href="#">Building Brand Love Through Legal Action</a>	60 Minutes
Jun 13, 2024	1:00 pm	<a href="#">Driving LGBTQ+ Inclusive Marketing and Mid-Pride Check-in</a>	30 minutes
Jun 13, 2024	3:00 pm	<a href="#">The Power of Unified Data in a Chaotic Marketing World</a>	60 Minutes
Jun 20, 2024	3:00 pm	<a href="#">Building a Comprehensive Marketing Data Lake for Analytical and Executional Use Cases</a>	60 Minutes
Jun 26, 2024	1:00 pm	<a href="#">How Citibank is Improving Direct Mail Effectiveness</a>	30 minutes
Jun 27, 2024	1:00 pm	<a href="#">Beyond Upfronts: Navigating the New Landscape of TV Advertising</a>	30 minutes
Jun 27, 2024	3:00 pm	<a href="#">Top 5 Gender Equality Media Planning Principles To Maximize Advertising Impact</a>	30 minutes
Jul 09, 2024	1:00 pm	<a href="#">Cosmetics &amp; Personal Care: False Advertising Litigation Trends</a>	60 Minutes
Jul 10, 2024	1:00 pm	<a href="#">From Clicks to Conversions: Mastering the Art of Location Intelligence with Foursquare</a>	30 minutes
Jul 11, 2024	1:00 pm	<a href="#">Ace Back-to-School Shopping: LTK's Textbook for Success</a>	30 minutes
Jul 11, 2024	3:00 pm	<a href="#">FUNDamentals of Ethical Marketing: Strategies for Reaching Older Adults</a>	30 Minutes
Jul 17, 2024	1:00 pm	<a href="#">The 'Stackie Awards' - Who has the Best MarTech Stack and Why?</a>	30 Minutes
Jul 18, 2024	3:00 pm	<a href="#">Harnessing AI &amp; Machine Learning in Customer Data Platforms for Dynamic Campaign Activation</a>	30 Minutes
Jul 24, 2024	1:00 pm	<a href="#">Transforming The Digital Landscape Through Gender Inclusive Audience Intelligence</a>	30 minutes
Jul 24, 2024	3:00 pm	<a href="#">AI's Impact on Agency Management: A Roadmap for Marketing Procurement</a>	30 minutes
Jul 25, 2024	1:00 pm	<a href="#">Embracing the Cookie-less Era: Strategies, Innovations, and Action Plans</a>	30 Minutes
Jul 25, 2024	3:00 pm	<a href="#">The State of Gen Z and the Future of Advertising</a>	30 Minutes
Aug 01, 2024	3:00 pm	<a href="#">ANA's Ethics Code of Best Practices – A New Framework for Privacy, AI and More</a>	30 Minutes
Aug 13, 2024	1:00 pm	<a href="#">The Expansion of Health Data Privacy Regulation: What You Need to Know</a>	60 Minutes
Aug 21, 2024	3:00 pm	<a href="#">Digital Messaging Journeys: Primer for Success (Email Excellence Webinar Series)</a>	45 Minutes

## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Aug 28, 2024	3:00 pm	<a href="#">Nonprofit Webinar Series: Balancing HI and AI Innovation</a>	30 Minutes
Sep 04, 2024	1:00 pm	<a href="#">Mastering Gender Portrayals: The Top 10 Things Advertisers Need To Know</a>	30 minutes
Sep 05, 2024	1:00 pm	<a href="#">Cracking the Code: How Multicultural &amp; Gen Z Reshape Mainstream Marketing with Digitas and Microsoft</a>	30 minutes
Sep 10, 2024	1:00 pm	<a href="#">Navigating State Greenwashing Legislation: Compliance Strategies for Marketers</a>	60 Minutes
Sep 11, 2024	3:00 pm	<a href="#">On the Hill and in the States: Virtual Town Hall Series</a>	30 Minutes
Sep 12, 2024	1:00 pm	<a href="#">How AI will Change Audience Planning and Buying</a>	30 minutes
Sep 12, 2024	3:00 pm	<a href="#">Boost Seasonal Success With Full Funnel Marketing Strategies</a>	30 Minutes
Sep 18, 2024	1:00 pm	<a href="#">NERDS' Big Game Recipe for Super Bowl Success</a>	30 minutes
Sep 19, 2024	1:00 pm	<a href="#">Unlocking the Power of Membership: Maximizing Your ANA Benefits</a>	30 minutes
Sep 25, 2024	1:00 pm	<a href="#">Contextual Targeting, Emotion, and Beyond: Exploring Innovative Ad Strategies on CTV</a>	30 minutes
Sep 25, 2024	3:00 pm	<a href="#">The Virtuous Cycle of Customer-Centric Marketing: Fueling Today's Results and Long-Term Growth</a>	30 Minutes
Sep 26, 2024	1:00 pm	<a href="#">Improving Outcomes: How Clean Rooms are Reshaping Customer Data Control</a>	30 minutes
Sep 26, 2024	3:00 pm	<a href="#">Ethics Code FUNdamentals: Best Practices for Reaching Your Intended Audience</a>	30 Minutes
Oct 02, 2024	3:00 pm	<a href="#">Planning Your 2025 B2B Strategy: A Practical Approach to a More Creative Year (B2B Marketing Webinar Series)</a>	30 Minutes
Oct 03, 2024	3:00 pm	<a href="#">Redefining Gender Equitable Marketing For the Next Generation of Consumers – Gen Alpha</a>	30 minutes
Oct 08, 2024	1:00 pm	<a href="#">Legal Risks and Rewards of Gift Card and Loyalty Programs</a>	60 Minutes
Oct 10, 2024	1:00 pm	<a href="#">Cracking the Code on Sports Advertising: Sports Radio's Latest Advertiser Impact Study</a>	30 minutes
Oct 16, 2024	1:00 pm	<a href="#">What Gen AI Models Think Of Your Brand - And What You Need To Do About It</a>	30 Minutes
Oct 16, 2024	3:00 pm	<a href="#">Sales &amp; Marketing Integration Through Personalization and Harnessing Data</a>	30 Minutes
Oct 17, 2024	3:00 pm	<a href="#">Perspectives on a New Era of Online Privacy</a>	30 Minutes
Oct 23, 2024	1:00 pm	<a href="#">AI-Driven Marketing: Boosting ROI and Streamlining Efficiency</a>	30 minutes
Oct 23, 2024	3:00 pm	<a href="#">Ethics Code FUNdamentals: Best Practices for Respecting Consumers – DEI, Privacy and Security</a>	30 Minutes
Oct 24, 2024	1:00 pm	<a href="#">Winning with TikTok Creators: Inside the Success of the World's Top Brands. Featuring TikTok</a>	30 minutes
Oct 24, 2024	3:00 pm	<a href="#">Give Your Brand Tracking a Lift: Brand Tracking Principles and Perspectives</a>	30 Minutes
Oct 30, 2024	1:00 pm	<a href="#">Retail Media Networks: Optimism Tempered with Caution</a>	30 minutes
Oct 30, 2024	3:00 pm	<a href="#">AI-Driven Creative Effectiveness: Unlocking the Power of the Flywheel</a>	30 minutes
Oct 30, 2024	3:00 pm	<a href="#">30 Holiday Email Tips in 30 Minutes - Your Last-Minute Quick Wins for 2024 into 2025</a>	30 Minutes
Nov 06, 2024	3:00 pm	<a href="#">Considering Gen AI in Agency Partnerships, Fees &amp; Contracts: Application &amp; Best Practice</a>	30 Minutes



## 2024 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 07, 2024	1:00 pm	<a href="#">First Look: A Real-Time Post Hoc Appraisal of Brands After the Election</a>	30 minutes
Nov 07, 2024	3:00 pm	<a href="#">Progress not Perfection: Executing Creative and Marketing Campaigns</a>	30 minutes
Nov 13, 2024	1:00 pm	<a href="#">Seizing the Moment: How to Connect and Convert with Trigger-Based Campaigns</a>	30 minutes
Nov 14, 2024	1:00 pm	<a href="#">Sports Marketing Lessons from 2024 and Predictions for 2025 with Spectrum and 24 Hour Fitness</a>	30 minutes
Nov 14, 2024	3:00 pm	<a href="#">On the Hill and in the States: Virtual Town Hall Series</a>	30 Minutes
Nov 19, 2024	1:00 pm	<a href="#">California Enacts 18 New AI Laws – What Advertisers Need to Know</a>	60 Minutes
Nov 20, 2024	1:00 pm	<a href="#">Tools and Tips for Optimizing Your MarTech Strategy in the Age of AI</a>	30 Minutes
Nov 20, 2024	3:00 pm	<a href="#">Ethics Code FUNDamentals: Best Practices for Marketing Regulated Products, AI and More</a>	30 Minutes
Nov 21, 2024	3:00 pm	<a href="#">From Insights to Impact: Creating a Results-Driven Marketing Effectiveness Program in 2025</a>	30 Minutes
Dec 10, 2024	2:00 pm	<a href="#">Navigating Negative Option Compliance Under the FTC's New "Click to Cancel" Rule and CA's Amended Automatic Renewal Law</a>	60 Minutes

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## Local Events

Mar 07, 2024	5:30 pm	<a href="#">New York City Chapter's - Communicators of the Year Awards</a>	New York, NY
Jun 06, 2024	6:00 pm	<a href="#">New York City Chapter's - 2024 Global ACE Awards</a>	New York, NY
Nov 06, 2024	1:00 pm	<a href="#">New York City Chapter's - 2024 Annual Conference   B2B Day</a>	New York, NY