

DATE	TIME	EVENT DETAILS	LOCATION
Industry Conferences			
Jan 29, 2025	11:00 am	ANA Creator Marketing Conference	Virtual Event (Eastern Time)
Feb 12, 2025	9:00 am	2025 ANA/AEF Future of Marketing Leadership Conference in partnership with Columbia Business School	New York, NY
Feb 25, 2025	12:00 pm	2025 ANA Nonprofit Conference	Oxon Hill, MD
Mar 26, 2025	1:00 pm	2025 ANA AI and Technology for Marketers Conference	Austin, TX
Mar 31, 2025	1:00 pm	2025 ANA Media Conference	Orlando, FL
Apr 27, 2025	1:00 pm	2025 ANA Advertising Financial Management Conference	Carlsbad, CA
May 07, 2025	1:00 pm	2025 ANA Brand Masters Conference	Los Angeles, CA
Jun 02, 2025	1:00 pm	2025 ANA Masters of B2B Marketing Conference	Naples, FL
Jun 11, 2025	1:00 pm	2025 ANA In-House Agency Conference	Nashville, TN
Jul 14, 2025	1:00 pm	2025 ANA Digital & Social Media Conference	Carlsbad, CA
Sep 08, 2025	1:00 pm	2025 ANA Measurement & Analytics Conference	Chicago, IL
Oct 06, 2025	1:00 pm	2025 ANA Multicultural Marketing & Diversity Conference	Carlsbad, CA
Oct 21, 2025	1:00 pm	2025 ANA Masters of Marketing Conference	Orlando, FL
Nov 03, 2025	1:00 pm	2025 ANA Masters of Advertising Law Conference	Chicago, IL
Members Only One-Day Conferences			
Jan 16, 2025	9:00 am	Marketing Tech Momentum Members-Only Conference (In-Person Only)	Atlanta, GA
Jan 22, 2025	11:00 am	Top Consumer Trends in 2025 (Virtual Only)	Virtual Event (Eastern Time)
Jan 23, 2025	11:00 am	Unleashing Data-Driven Excellence: Highlights from the ANA Genius Awards (Virtual Only)	Virtual Event (Eastern Time)
Jan 28, 2025	11:00 am	Marketing Operations Day (Virtual Only)	Virtual Event (Eastern Time)
Feb 04, 2025	8:30 am	Retail Media Members-Only Conference (In-Person Only)	Cincinnati, OH
Feb 19, 2025	9:00 am	Big Apple AI Game Changers Members-Only Conference (In-Person Only)	New York, NY
Mar 06, 2025	9:00 am	AI Insights: Transforming Market and Customer Understanding hosted by Fordham University	New York
Mar 11, 2025	11:00 am	ANA's LoyaltyCon (Virtual Only)	Virtual Event (Eastern Time)
Mar 11, 2025	11:00 am	Supplier Inclusion: Meet Asian-Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Mar 12, 2025	11:00 am	LGBTQ+ Inclusive Marketing Day	Virtual Event (eastern time)
Mar 18, 2025	11:00 am	How AI is Redefining Creativity (Virtual Only)	Virtual Event (Eastern Time)
Mar 19, 2025	9:00 am	Driving Data for Growth: ANA's 3rd Annual Data Conference Atlanta (In-Person Only)	Atlanta, GA
Mar 26, 2025	11:00 am	ANA Advertising Law 1-Day Conference. Hosted by Katten Muchin Rosenman LLP (Hybrid Event)	Chicago, IL

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 08, 2025	9:00 am	NBCU PRESENTS: INFLUENCER MARKETING- NAVIGATING MEDIA TRENDS & CONSUMER CONNECTIONS (IN-PERSON ONLY)	New York, NY
Apr 15, 2025	8:30 am	You Might be a Marketer Conference hosted by North Carolina Central University (In-Person Only)	Durham, NC
Apr 16, 2025	2:00 pm	The Future of Marketing Technology hosted by Northeastern University (Virtual Only)	Virtual Event (Eastern Time)
Apr 17, 2025	9:00 am	The Brave New World of BDX (In-Person Only)	New York, NY
Apr 22, 2025	11:00 am	How Marketing Is Advancing The Ideals Of Earth Day (Virtual Only)	Virtual Event (Eastern Time)
Apr 29, 2025	9:00 am	3rd Annual Omnichannel Data and Direct Marketing Conference in Partnership with the National Postal Forum (In-Person)	Nashville, TN
May 01, 2025	9:00 am	Smarter Measurement, Smarter Marketing: Mastering ROI in 2025 hosted by Adobe	San Jose, CA
May 06, 2025	9:00 am	2025 Nonprofit Growth Summit and Hill Day (In-Person Only)	Washington, DC
May 20, 2025	11:00 am	Supplier Inclusion: Meet Black-Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
May 28, 2025	9:00 am	INTEGRATED MARKETING: THE BRAND x DEMAND MULTIPLIER EFFECT (In-Person Only)	New York, NY
Jul 30, 2025	11:00 am	Supplier Inclusion: Meet Hispanic-Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Sep 11, 2025	9:00 am	What's Next for Inclusive Marketing? hosted by Temple University (In-Person Only)	Philadelphia, PA
Sep 18, 2025	11:00 am	Supplier Inclusion: Meet LGBTQ+-Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
Sep 25, 2025	9:00 am	ANA Digital & Social Members-Only Conference (In-Person Only)	New York, NY
Oct 09, 2025	9:00 am	Influencer Marketing and AI, hosted by DePaul University (In-Person Only)	Chicago, IL
Oct 14, 2025	9:00 am	Marketing Procurement Day (In-Person Only)	Chicago, IL
Oct 15, 2025	9:00 am	In-House Agency Day (In-Person Only)	Chicago, IL
Dec 02, 2025	11:00 am	Supplier Inclusion: Meet Women-Owned Companies (Open to All: Including Non-Members)	Virtual Event (Eastern Time)

Training

Jan 08, 2025	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution - Virtual 90-Min Burst	Virtual Workshop (Eastern Time)
Jan 14, 2025	2:00 pm	Unlock the Power of Influencer Marketing - Virtual	Virtual Workshop (Eastern Time)
Jan 16, 2025	2:00 pm	Marketing to Generation Z - Virtual	Virtual Workshop (Eastern Time)
Jan 21, 2025	2:00 pm	B2B Marketing Begins with Buyer Insights (101) - Virtual	Virtual Workshop (Eastern Time)
Jan 23, 2025	2:00 pm	Align B2B Marketing with Business Needs (201) - Virtual	Virtual Workshop (Eastern Time)
Jan 28, 2025	2:00 pm	B2B Demand Generation, Content Marketing and Subscription Marketing (301) - Virtual	Virtual Workshop (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 30, 2025	2:00 pm	B2B Sales Enablement, Employee Ambassadors and Account-based Marketing (401) - Virtual	Virtual Workshop (Eastern Time)
Feb 04, 2025	2:00 pm	Differentiate Your B2B Brand and Deliver Consistent Customer Experiences (501) - Virtual	Virtual Workshop (Eastern Time)
Feb 05, 2025	2:00 pm	Selling Ideas to Internal Stakeholders: 3 Steps to Crafting Communications – Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Feb 06, 2025	2:00 pm	Profitable Product Creation & Optimization (101) - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Feb 11, 2025	2:00 pm	AI and the Fourth Era of Content Marketing (101) - Virtual	Virtual Workshop (Eastern Time)
Feb 12, 2025	2:00 pm	Empowering Marketers with Generative AI - Virtual	Virtual Workshop (Eastern Time)
Feb 13, 2025	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Feb 18, 2025	2:00 pm	ESG Communication for Marketers - Virtual	Virtual Workshop (Eastern Time)
Feb 19, 2025	2:00 pm	Write For Work: 3 Steps to Faster, Clearer and Better Communications - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Feb 25, 2025	2:00 pm	Navigating Transparency in Programmatic Advertising - Virtual	Virtual Workshop (Eastern Time)
Feb 26, 2025	2:00 pm	Advanced AI Prompt Engineering for Marketers (201) - Virtual	Virtual Workshop (Eastern Time)
Feb 27, 2025	2:00 pm	Driving Inclusive Marketing Excellence - Virtual	Virtual Workshop (Eastern Time)
Mar 04, 2025	2:00 pm	Digital Analytics Strategy for Marketers - Virtual	Virtual Workshop (Eastern Time)
Mar 05, 2025	2:00 pm	Creative Production: What Marketers Need to Know - Virtual	Virtual Workshop (Eastern Time)
Mar 06, 2025	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Mar 11, 2025	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)
Mar 13, 2025	2:00 pm	Personal Branding for Marketers - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Mar 18, 2025	2:00 pm	How to Lead Projects That Transform - Virtual	Virtual Workshop (Eastern Time)
Mar 19, 2025	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Mar 20, 2025	2:00 pm	Mastering Your Mission Statement - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Mar 25, 2025	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Mar 27, 2025	2:00 pm	Converting Shoppers into Buyers 101 - Virtual	Virtual Workshop (Eastern Time)
Apr 02, 2025	2:00 pm	Developing an Effective Multicultural Marketing Strategy - Virtual	Virtual Workshop (Eastern Time)
Apr 03, 2025	2:00 pm	B2B Growth Marketing - Virtual	Virtual Workshop (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Apr 08, 2025	2:00 pm	The Strategy Brief: Roadmap to Alignment & Clarity - Virtual	Virtual Workshop (Eastern Time)
Apr 10, 2025	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Apr 15, 2025	2:00 pm	Content First Omnichannel Planning - Virtual	Virtual Workshop (Eastern Time)
Apr 17, 2025	8:00 am	Empowerment AI: Marketing Bootcamp - Two-Day In-Person	New York, NY
Apr 17, 2025	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Apr 22, 2025	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Apr 24, 2025	2:00 pm	Leveraging AI to Drive Customer Loyalty Performance - Virtual	Virtual Workshop (Eastern Time)
Apr 29, 2025	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
May 01, 2025	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)
May 08, 2025	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
May 13, 2025	2:00 pm	Leveraging Social Media for Brand Building - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
May 15, 2025	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
May 20, 2025	2:00 pm	Advanced Email Marketing - Virtual	Virtual Workshop (Eastern Time)
May 22, 2025	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
May 27, 2025	2:00 pm	Reaching Your Audience in a Post-Cookie World - Virtual	Virtual Workshop (Eastern Time)
May 29, 2025	2:00 pm	Strategic Business Communications for Marketers - Virtual	Virtual Workshop (Eastern Time)
Jun 03, 2025	2:00 pm	Project Management Fundamentals - Virtual	Virtual Workshop (Eastern Time)
Jun 05, 2025	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Jun 11, 2025	2:00 pm	3 Steps to Unlocking Your Creative Potential - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Jun 17, 2025	2:00 pm	Leading Across the Generations 101 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 18, 2025	2:00 pm	Maximize Productivity through Effective Employee Engagement 201 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 24, 2025	2:00 pm	Excelling Under Pressure – Leading Effective Teams 301 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jun 25, 2025	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)
Jun 26, 2025	2:00 pm	Enhancing Wellbeing and Productivity in the Workplace 401 (LET Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jul 01, 2025	2:00 pm	Product Innovation for CPG Brand Marketers - Virtual	Virtual Workshop (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jul 08, 2025	2:00 pm	Multi-country Marketing Campaigns: From Right Approach to Right Results - Virtual	Virtual Workshop (Eastern Time)
Jul 09, 2025	2:00 pm	Agile (101) – Agile Fundamentals and Sprint Execution - Virtual 90-Min Burst	Virtual Workshop (Eastern Time)
Jul 10, 2025	2:00 pm	Marketing to Generation Z - Virtual	Virtual Workshop (Eastern Time)
Jul 15, 2025	2:00 pm	AI, XR and the Immersive Brand Experience (201) - Virtual	Virtual Workshop (Eastern Time)
Jul 17, 2025	2:00 pm	How To Write An Inspired Creative Brief - Virtual	Virtual Workshop (Eastern Time)
Jul 22, 2025	2:00 pm	Developing Actionable Customer Insights for Effective Brand Management 101 (EBM Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jul 24, 2025	2:00 pm	Building a Brand Management Framework for Effective Brand Management 201 (EBM Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jul 29, 2025	2:00 pm	Integrated Marketing Planning for Effective Brand Management 301 (EBM Mastery) - Virtual	Virtual Workshop (Eastern Time)
Jul 31, 2025	2:00 pm	Integrated Marketing Execution for Effective Brand Management 401 (EBM Mastery) - Virtual	Virtual Workshop (Eastern Time)
Aug 05, 2025	2:00 pm	Unlock the Power of Influencer Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 07, 2025	2:00 pm	Powerful Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 14, 2025	2:00 pm	SEO for Everyone - Virtual	Virtual Workshop (Eastern Time)
Aug 19, 2025	2:00 pm	Direct Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 20, 2025	2:00 pm	Advanced Email Marketing - Virtual	Virtual Workshop (Eastern Time)
Aug 26, 2025	2:00 pm	Digital Metrics that Matter - Virtual	Virtual Workshop (Eastern Time)
Aug 28, 2025	2:00 pm	Digital Analytics Strategy for Marketers - Virtual	Virtual Workshop (Eastern Time)
Sep 02, 2025	2:00 pm	Critical Thinking for Marketing Success - Virtual	Virtual Workshop (Eastern Time)
Sep 04, 2025	2:00 pm	Personal Branding for Marketers - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Sep 09, 2025	2:00 pm	Effective Writing for Corporate Communications - Virtual	Virtual Workshop (Eastern Time)
Sep 11, 2025	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)
Sep 16, 2025	2:00 pm	The DEI Advantage: Leading Diverse Teams that Drive Growth - Virtual	Virtual Workshop (Eastern Time)
Sep 23, 2025	2:00 pm	Project Management Fundamentals - Virtual	Virtual Workshop (Eastern Time)
Sep 25, 2025	2:00 pm	Strategies for Creative Problem Solving - Virtual	Virtual Workshop (Eastern Time)
Sep 30, 2025	2:00 pm	Creative Fission for Marketers - Virtual	Virtual Workshop (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 02, 2025	2:00 pm	B2B Growth Marketing - Virtual	Virtual Workshop (Eastern Time)
Oct 07, 2025	2:00 pm	Best Practices for Content Marketing Strategies (101) - Virtual	Virtual Workshop (Eastern Time)
Oct 09, 2025	2:00 pm	Content First Omnichannel Planning - Virtual	Virtual Workshop (Eastern Time)
Oct 14, 2025	2:00 pm	Brand Activations that Drive Results - Virtual	Virtual Workshop (Eastern Time)
Oct 16, 2025	2:00 pm	From Insights to Great Messaging - Virtual	Virtual Workshop (Eastern Time)
Oct 21, 2025	2:00 pm	Elevate Your Brand Storytelling Using the Co-Creation Method (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 23, 2025	2:00 pm	Empowering Community-Centric Campaigns Using the Co-Creation Brief (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 28, 2025	2:00 pm	The Co-Creation Campaign & Innovation Garage (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Nov 04, 2025	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Nov 11, 2025	2:00 pm	The Brief: Roadmap to Creative - Virtual	Virtual Workshop (Eastern Time)
Nov 12, 2025	2:00 pm	Leveraging Social Media for Brand Building - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Nov 13, 2025	2:00 pm	Empowering Marketers with Generative AI - Virtual	Virtual Workshop (Eastern Time)
Nov 18, 2025	2:00 pm	Advanced AI Prompt Engineering for Marketers (201) - Virtual	Virtual Workshop (Eastern Time)
Nov 20, 2025	2:00 pm	End-to-End Digital Marketing - Virtual	Virtual Workshop (Eastern Time)
Dec 02, 2025	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
Dec 04, 2025	2:00 pm	Reaching Your Audience in a Post-Cookie World - Virtual	Virtual Workshop (Eastern Time)
Dec 09, 2025	2:00 pm	Strategic Business Communications for Marketers - Virtual	Virtual Workshop (Eastern Time)
Dec 11, 2025	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Dec 16, 2025	2:00 pm	Time Management + Productivity Skills for Remote Professionals - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Dec 18, 2025	2:00 pm	Presentation Writing to Convey, Compel, and Convince - Virtual	Virtual Workshop (Eastern Time)

Committees

Jan 09, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jan 15, 2025	11:00 am	Digital & Social and Media Committee Meeting	Virtual Only
Jan 16, 2025	11:00 am	Making 2025 a Winner – ANA B2B Committee Virtual Meeting	Virtual Meeting (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 16, 2025	2:00 pm	Ethics Policy	Via Zoom
Jan 22, 2025	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Jan 23, 2025	11:00 am	MarTech Committee Meeting: Data Compliance Benchmark Report Results & Recommendations	Virtual Meeting (Eastern Time)
Jan 23, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Jan 23, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jan 30, 2025	11:00 am	Everything You Wanted to Know About Clean Rooms But Were Too Afraid to Ask	
Feb 04, 2025	11:00 am	Analytics & Data Science	
Feb 04, 2025	11:00 am	LGBTQ+ Forum	Virtual Meeting
Feb 05, 2025	11:00 am	2025 HBCU Campus Connect: Setting The Stage & Inspiring Momentum	Via Virtual (Eastern Time)
Feb 06, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Feb 11, 2025	2:00 pm	ANA Meeting on CFPB Comments	Virtual Meeting (Eastern Time)
Feb 12, 2025	11:00 am	Ask Us Anything: Talking 2025 Predictions and Post-Holiday Email Marketing - EEC Committee Meeting	Virtual Meeting (Eastern Time)
Feb 12, 2025	11:00 am	Sponsorship and Experiential Marketing	Virtual Only
Feb 19, 2025	2:00 pm	Legal Affairs	Chicago, IL
Feb 20, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Feb 25, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Feb 26, 2025	11:00 am	AI Committee Meeting: Your Essential Guide to Building a Trustworthy AI Setup	Virtual Meeting (Eastern Time)
Feb 26, 2025	11:00 am	Digital & Social and Commerce Marketing Committee Meeting	Virtual Only
Feb 27, 2025	10:00 am	Data & Direct Marketing	
Feb 27, 2025	11:00 am	ABM Virtual Committee Meeting and Roundtable: How to Scale Your ABM Programs	Virtual Meeting (Eastern Time)
Mar 04, 2025	11:00 am	Joint AFM & Agency Relations Committee Meeting	Virtual Meeting
Mar 06, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Mar 12, 2025	8:30 am	Relationship Marketing Committee Meeting	New York, NY
Mar 13, 2025	2:00 pm	Ethics Policy	Via Zoom
Mar 19, 2025	9:30 am	In-House Agency Committee Meeting. Hosted by Guardian Life Insurance	New York, NY
Mar 20, 2025	11:00 am	Content Marketing Committee Meeting	Virtual Only
Mar 20, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Mar 20, 2025	1:00 pm	Measurement & Accountability	Virtual Meeting
Mar 25, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Mar 25, 2025	1:00 pm	B2B Data Excellence	Virtual Meeting
Mar 26, 2025	11:00 am	Brand Purpose - Growth for Good	Via Virtual (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 27, 2025	1:00 pm	Sustainability Committee Meeting March 2025	Virtual Meeting (Eastern Time)
Apr 02, 2025	11:00 am	2025 HBCU Campus Connect: Digital Revolution HBCUs at the Forefront of MarTech Innovation	Via Virtual (Eastern Time)
Apr 03, 2025	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Apr 08, 2025	11:00 am	Brand Management Committee Meeting	Virtual Only
Apr 09, 2025	11:00 am	Analytics & Data Science	
Apr 10, 2025	11:00 am	MarTech Committee Meeting: Maximize Your Marketing With an Insourcing vs Outsourcing Battle Plan	Virtual Meeting (Eastern Time)
Apr 11, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Apr 16, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Apr 22, 2025	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Apr 23, 2025	11:00 am	Influencer Marketing Committee Meeting	Virtual Only
May 06, 2025	11:00 am	Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
May 07, 2025	8:00 am	ANA/4A's Capitol Hill Day	Washington, DC
May 14, 2025	9:30 am	Digital & Social and Media Committee Meeting	New York, NY
May 14, 2025	11:00 am	AI Committee Meeting: Lead with Success in AI through Legal and Business Roadmaps	Virtual Meeting (Eastern Time)
May 14, 2025	11:00 am	2025 HBCU Campus Connect: Marketing for the Culture: Representation & Authenticity	Via Virtual (Eastern Time)
May 14, 2025	2:00 pm	Nonprofit Organizations	Washington, DC
May 15, 2025	1:00 pm	Measurement & Accountability	Virtual Meeting
May 20, 2025	11:00 am	LGBTQ+ Forum	Virtual Meeting
May 21, 2025	9:30 am	Influencer Marketing Committee Meeting	Chicago, IL
May 21, 2025	2:00 pm	Legal Affairs	New York, NY
May 22, 2025	11:00 am	Channel Marketing Committee Meeting	Virtual Meeting (Eastern Time)
May 28, 2025	1:00 pm	Sustainability Committee Meeting May 2025	Virtual Meeting (Eastern Time)
May 29, 2025	11:00 am	Sponsorship and Experiential Marketing	Virtual Only
Jun 02, 2025	11:00 am	B2B Committee Meeting at the 2025 ANA Masters of B2B Marketing Conference	Naples, FL
Jun 04, 2025	9:30 am	Commerce Marketing Committee Meeting	New York, NY
Jun 04, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Jun 10, 2025	11:00 am	Content Marketing Committee Meeting	Virtual Only
Jun 12, 2025	2:00 pm	Ethics Policy	Via Zoom
Jun 24, 2025	9:00 am	Marketing Operations and Transformation Forum	New York, NY
Jun 25, 2025	9:00 am	Joint AFM & Agency Relations Committee Meeting	New York, NY
Jun 25, 2025	11:00 am	Brand Purpose - Growth for Good	Via Virtual (Eastern Time)
Jun 25, 2025	11:00 am	Relationship Marketing	Virtual Only

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jun 26, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Jul 09, 2025	11:00 am	Brand Management Committee Meeting	Virtual Only
Jul 17, 2025	11:00 am	Email Excellence Center Committee Meeting	In-Person Meeting (Eastern Time)
Jul 17, 2025	11:00 am	MarTech Committee Meeting: Turn Marketing Metrics into Business Growth	Virtual Meeting (Eastern Time)
Jul 23, 2025	2:00 pm	Legal Affairs	New York, NY
Jul 24, 2025	1:00 pm	Measurement & Accountability	Virtual Meeting
Jul 31, 2025	11:00 am	Relationship Marketing Committee Meeting	Virtual Only
Aug 07, 2025	2:00 pm	Nonprofit Organizations	Washington, DC
Aug 13, 2025	11:00 am	AI Committee Meeting: Leverage AI Assistants to Transform Your Modern Marketing	Virtual Meeting (Eastern Time)
Aug 13, 2025	11:00 am	Brand Purpose - Growth for Good	Via Virtual (Eastern Time)
Aug 13, 2025	11:00 am	Digital & Social and Influencer Marketing Committee Meeting	Virtual Only
Aug 14, 2025	11:00 am	Content Marketing Committee Meeting	Virtual Only
Aug 20, 2025	11:00 am	Brand Management Committee Meeting	Virtual Only
Aug 20, 2025	11:00 am	2025 HBCU Campus Connect: The Evolving Landscape of Talent Development	Via Virtual (Eastern Time)
Aug 20, 2025	11:00 am	Sponsorship and Experiential Marketing	
Sep 04, 2025	11:00 am	ABM Committee Meeting	Virtual Meeting (Eastern Time)
Sep 10, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Sep 10, 2025	11:00 am	Sponsorship and Experiential Marketing	Virtual Only
Sep 15, 2025	2:00 pm	Legal Affairs	Washington, DC
Sep 16, 2025	11:00 am	LGBTQ+ Forum	Virtual Meeting
Sep 17, 2025	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Sep 18, 2025	11:00 am	Commerce Marketing and Media Committee Meeting	Virtual Only
Sep 24, 2025	9:30 am	ANA Climate Week Forum	New York City
Sep 25, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Oct 01, 2025	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Oct 09, 2025	11:00 am	Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
Oct 15, 2025	11:00 am	2025 HBCU Campus Connect: Driving Social Impact Through Media and Marketing	Via Virtual (Eastern Time)
Oct 16, 2025	11:00 am	MarTech Committee Meeting: Find Your Perfect Partner to Enhance Your Strategies and Statistics	Virtual Meeting (Eastern Time)
Oct 21, 2025	2:00 pm	Nonprofit Organizations	Washington, DC
Oct 22, 2025	8:00 am	Digital & Social and Influencer Marketing Committee Meeting, hosted at Masters of Marketing	Orlando, FL
Oct 29, 2025	11:00 am	Relationship Marketing Committee Meeting	Virtual Only
Nov 05, 2025	9:00 am	Brand Purpose - Growth for Good	New York, NY
Nov 05, 2025	11:00 am	B2B Committee Meeting	In-Person Meeting (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Nov 05, 2025	11:00 am	Commerce Marketing and Media Committee Meeting	Virtual Only
Nov 06, 2025	11:00 am	Brand Management Committee Meeting	
Nov 06, 2025	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Nov 06, 2025	2:00 pm	Ethics Policy	Via Zoom
Nov 11, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Nov 12, 2025	11:00 am	AI Committee Meeting: Sleigh the Season with AI and Unwrap the Benefits of Digital Marketing	Virtual Meeting (Eastern Time)
Nov 13, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Nov 13, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Nov 13, 2025	1:00 pm	Measurement & Accountability	Virtual Meeting
Nov 18, 2025	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
Nov 19, 2025	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Nov 20, 2025	11:00 am	Content Marketing Committee Meeting	
Dec 02, 2025	11:00 am	Channel Marketing Committee Meeting	Virtual Meeting (Eastern Time)
Dec 03, 2025	9:30 am	Advertising Financial Management Committee Meeting	New York, NY
Dec 04, 2025	1:00 pm	Sustainability Committee Meeting December 2025	Virtual Meeting (Eastern Time)
Dec 09, 2025	9:30 am	In-House Agency Committee Meeting	
Dec 10, 2025	11:00 am	2025 HBCU Campus Connect: Visionary Leadership: Shaping the Future of HBCU-Industry Collaborations	Via Virtual (Eastern Time)
Dec 11, 2025	11:00 am	Customer Experience Committee Meeting	Virtual Meeting (Eastern Time)
Dec 11, 2025	11:00 am	LGBTQ+ Forum	Virtual Meeting

Webinars (All Times Eastern)

Jan 08, 2025	3:00 pm	Happy New Year! 2025 B2B Digital Marketing Predictions & Resolutions With Professor Lou Cohen (B2B Marketing Webinar)	45 Minutes
Jan 09, 2025	3:00 pm	What Makes a Winning B2 Award Entry? (B2B Marketing Webinar Series)	45 Minutes
Jan 14, 2025	1:00 pm	Artificial Intelligence and Algorithmic Pricing: The Rise of the Machines Raises Real Antitrust Risk	60 Minutes
Jan 15, 2025	3:00 pm	Unveiling CES 2025	30 Minutes
Jan 16, 2025	1:00 pm	Decoding AI in Marketing: A Practical Guide for Marketers (Part 2!)	30 minutes
Jan 22, 2025	1:00 pm	The Creative Consistency Revolution: Boosting Brand Impact through Compound Creativity	30 minutes
Jan 22, 2025	3:00 pm	Email Excellence Webinar Series: In-Depth Discussion About Apple iOS 18 Email Impacts	45 Minutes
Jan 23, 2025	1:00 pm	Inside Principal Media Buying - Why You Should Say No	30 minutes
Jan 23, 2025	3:00 pm	From Chaos to Clarity: \$10.8 Billion in Fraud Savings and the Road Ahead	30 Minutes
Jan 29, 2025	1:00 pm	Marketing Jobs Uncovered: Trends and Opportunities in the U.S. Job Market	30 minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jan 30, 2025	1:00 pm	Interview with ANA CEO Bob Liodice: 2025 Marketing Trends & Insights You Need to Know	30 minutes
Feb 06, 2025	1:00 pm	Headless CMS: Agile Content Strategies for Modern Marketers	30 Minutes
Feb 11, 2025	1:00 pm	2025 Enterprise SMS and Telemarketing Update: Critical New FCC Rules Take Effect as TCPA Litigation Risk Spikes	60 Minutes
Feb 19, 2025	1:00 pm	The Blueprint for AI-Powered Marketing from Google & BCG	30 minutes
Feb 25, 2025	11:00 am	Build Your Own Clean Room, and Realize Your Second Party Data Gold Mine	Virtual
Feb 26, 2025	1:00 pm	Turn Representation into Revenue: Unlock a \$31.5 Trillion Opportunity with SeeHer Membership	30 minutes
Mar 05, 2025	1:00 pm	Creator Marketing Trends: Strategies for Driving Impact in 2025	30 minutes
Mar 05, 2025	3:00 pm	AI Driven Hyper Personalization: The Future of B2B Marketing is Here (B2B Marketing Webinar Series)	45 Minutes
Mar 06, 2025	1:00 pm	How to Get Your Agency to Run Through Brick Walls – Without Paying More	30 minutes
Mar 12, 2025	1:00 pm	Step into Virtual Worlds with AI-driven brand Engagement Strategies	30 Minutes
Mar 12, 2025	3:00 pm	NEW! Email Marketing Tips Working RIGHT NOW!	Virtual
Mar 25, 2025	11:00 am	You've Got a Newly Minted Robust Data Set. Now What? How to Ensure Your Data Clean Room Succeeds	Virtual
Mar 26, 2025	1:00 pm	Winning Marketing Strategies To Capitalize on Female Fans & Women's Sports Momentum	30 minutes
Apr 03, 2025	3:00 pm	The Power of Industry Media (B2B Marketing Webinar Series)	45 Minutes
Apr 09, 2025	3:00 pm	Email Excellence Webinar Series	45 Minutes
Apr 24, 2025	1:00 pm	Drive and Scale Your Next Personalization Strategy	30 Minutes
Apr 24, 2025	3:00 pm	Hiring and Developing Top Talent in Data & Analytics	Virtual
Jun 05, 2025	3:00 pm	Ethics FUNDamentals	30 Minutes
Jun 11, 2025	3:00 pm	Upgrade Your Content Creation with the Latest AI-Driven Marketing Tools	30 Minutes
Jul 16, 2025	3:00 pm	B2B Marketing Webinar Series	45 Minutes
Jul 31, 2025	1:00 pm	Build a Modular Content Strategy for Success	30 Minutes
Aug 06, 2025	1:00 pm	Dominate the Field of Sports Marketing with AI-Assisted Plays	30 Minutes
Aug 20, 2025	3:00 pm	Email Excellence Webinar Series	45 Minutes
Sep 10, 2025	3:00 pm	B2B Marketing Webinar Series	45 Minutes
Sep 11, 2025	3:00 pm	Ethics FUNDamentals	30 Minutes
Sep 25, 2025	3:00 pm	Tech Solutions to Uncover Your Customers' Online Shopping Sprees	30 Minutes
Oct 01, 2025	3:00 pm	B2B Marketing Webinar Series	45 Minutes
Oct 15, 2025	3:00 pm	Email Excellence Webinar Series	45 Minutes
Oct 29, 2025	1:00 pm	Doing AI Right: Reshaping the Ethical Mindset in Modern Marketing	30 Minutes
Nov 12, 2025	3:00 pm	B2B Marketing Webinar Series	45 Minutes
Dec 03, 2025	1:00 pm	Find and Keep Great Talent Using AI-Powered Resources	30 Minutes
Dec 03, 2025	3:00 pm	Ethics FUNDamentals	30 Minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 04, 2025	3:00 pm	B2B Marketing Webinar Series	45 Minutes
Dec 11, 2025	1:00 pm	Get Ahead of Your New Year's Resolution by Building Your Best Data System	30 Minutes

Local Events

Jan 07, 2025	3:00 pm	ANA CES Walking Tour Option 1	Las Vegas, NV
Jan 08, 2025	10:00 am	ANA CES Walking Tour Option 2	Las Vegas, NV
Jan 08, 2025	12:00 pm	ANA CES Walking Tour Option 3	Las Vegas, NV
Jan 08, 2025	2:00 pm	ANA CES Walking Tour Option 4	Las Vegas, NV
Jan 09, 2025	1:00 pm	ANA CES Walking Tour Option 6	Las Vegas, NV

AIMM

Feb 26, 2025	9:00 am	AIMM 2025 GrowthFronts	New York, NY
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