

2025 Events



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 presented by Meta	Austin, TX
Mar 31, 2025	1:00 pm	2025 ANA Media Conference presented by A+E	Orlando, FL
Apr 27, 2025	1:00 pm	2025 ANA Advertising Financial Management Conference presented by Decideware	Carlsbad, CA
May 07, 2025	1:00 pm	2025 ANA Brand Masters Conference presented by Amazon Ads	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 presented by monday.com	Nashville, TN
Jul 14, 2025	1:00 pm	2025 ANA Digital & Social Media Conference presented by TikTok	Carlsbad, CA
Aug 11, 2025	1:00 pm	2025 ANA Masters of Data Conference	San Diego, CA
Sep 08, 2025	1:00 pm	2025 ANA Measurement & Analytics Conference presented by Google	Chicago, IL
Oct 06, 2025	1:00 pm	2025 ANA Multicultural and Inclusive Marketing Conference presented by AARP	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	8:30 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 (In-Person Only)	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 Only)	Virtual Event (eastern time)

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DATE	TIME	EVENT DETAILS	LOCATION
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
Apr 08, 2025	9:00 am	Influencer Marketing: Navigating the Trends (Presented by NBCU) (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 Second Annual ANA B2B Brand-to-Demand Conference (In-Person Only)	New York, NY
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 (In-Person Only)	San Jose, CA
May 06, 2025	9:00 am	2025 Nonprofit Growth Summit and Hill Day (In-Person Only)	Washington, DC
May 21, 2025	11:00 am	The Growth Edge: Identifying and Partnering with Emerging Media Entities (Open to All: Including Non-Members)	Virtual Event (Eastern Time)
May 28, 2025	9:00 am	Integrating Brand and Demand for Maximum Impact (In-Person Only)	New York, NY
Jun 24, 2025	9:00 am	MarTech Midwest Connect: One Day Members Only Conference (Hybrid)	Chicago, IL
Jun 25, 2025	10:00 am	ANA Advertising Law 1-Day Conference. Hosted by Seyfarth Shaw LLP (Hybrid Event)	Los Angeles, CA
Jun 26, 2025	9:00 am	Driving Growth Through Multicultural and Inclusive Marketing hosted by The Coca-Cola Company (In-Person Only)	Atlanta, GA
Jun 26, 2025	11:00 am	Embracing the Algorithm: AI in Programmatic Advertising (Virtual Only)	Virtual Event (Eastern Time)
Jul 17, 2025	11:00 am	Behind the Growth: Case Studies Shaping Inclusive Marketing (Virtual Only)	Virtual Event (Eastern Time)
Aug 06, 2025	9:00 am	Measurement by Design: Modeling for Growth hosted by OUTFRONT Media (In-Person Only)	New York, NY
Aug 26, 2025	9:00 am	The ROI Reckoning: Precision. Performance. Proof. Presented by Viant (In-Person Only)	Irvine, CA
Sep 11, 2025	8:30 am	Changing The Script: How AI Is Impacting LA's Top Industries (Hybrid Event)	Los Angeles, CA
Sep 11, 2025	9:00 am	What's Next for Inclusive Marketing? Hosted by Temple University (In-Person Only)	Philadelphia, PA
Sep 16, 2025	11:00 am	Unlocking Brand Growth: How Leading Marketers are Driving Impact and Measuring Value (Virtual Only)	Virtual Event (Eastern Time)
Sep 18, 2025	9:00 am	On Target: ANA's Bullseye Summit on Data Analytics Optimization (In-Person Only)	Minneapolis, MN
Sep 18, 2025	10:00 am	Stack Masters: Scaling MarTech Success hosted by NFL (Virtual Only)	
Sep 18, 2025	11:00 am	Winning Gen Z: How Cross-cultural Strategy Drives Business Growth (Virtual Only)	Virtual Event (Eastern Time)

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Sep 25, 2025	9:00 am	ANA Digital & Social Members-Only Conference (In-Person Only)	New York, NY
Sep 29, 2025	9:00 am	The New MVP: Maximizing Measurement, Value & Performance in Live Sports, presented by Viant	New York, NY
Sep 30, 2025	8:30 am	ANA Presents Hands-On Training of AI tools - On Premise Training at Google Pier 57 (In-Person Only)	New York, NY
Oct 09, 2025	8:30 am	Breaking Silos: Leaning Into Data For True Omnichannel Success Hosted by American Express	New York, NY
Oct 09, 2025	9:00 am	Digital Disruption in Marketing 2.0, hosted by DePaul University College of Communication (In-Person Only)	Chicago, IL
Oct 14, 2025	9:00 am	Marketing Procurement Day, presented by Decideware (In-Person Only)	Chicago, IL
Oct 15, 2025	9:30 am	In-House Agency Day, presented by monday.com (In-Person Only)	New York, NY
Oct 28, 2025	9:00 am	Reclaiming Quality in Go-to-Market: Imperatives for Marketing and Measurement hosted by Marketbridge (In-Person Only)	Bethesda, MD
Oct 30, 2025	8:30 am	You Might Be a Marketer Conference Hosted by Clark Atlanta University (In-Person Only)	Atlanta, GA
Nov 06, 2025	9:00 am	ABM Members Only One-Day Conference: Driving Strategy, Technology & Collaboration (In-Person Only)	Chicago, IL
Nov 07, 2025	8:30 am	Brand Growth in the SheEconomy hosted by Babson College (In-Person Only)	Wellesley, MA
Nov 12, 2025	9:00 am	Measurement Powered Growth: Turning Insights into Impact Hosted by Google (In-Person Only)	New York, NY
Nov 20, 2025	12:00 pm	Golden Gateways: Accelerating the Age of Intelligent Marketing (Virtual Only)	Virtual Event (Eastern Time)
Dec 02, 2025	10:00 am	ANA B2B Day — Brand Strategy: From Connection to Conversion (In-Person Only)	Cary, NC
Dec 02, 2025	11:00 am	Brand Power: How Cross-Cultural Insight Fuels Millennial Engagement and Business Growth (Virtual Only)	Virtual Event (Eastern Time)
Dec 03, 2025	11:00 am	B2B Influencer Marketing Strategies for Authentic Reach and Measurable Impact (Virtual Only)	Virtual Event (Eastern Time)
Dec 09, 2025	9:00 am	Measure Up Boston! (In-Person Only)	Boston, MA
Dec 09, 2025	11:00 am	From Promise to Proof: Aligning Brand and Experience for Growth (Virtual Only)	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)

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DATE	TIME	EVENT DETAILS	LOCATION
Jan 28, 2025	2:00 pm	B2B Demand Generation, Content Marketing and Subscription Marketing (301) - Virtual	Virtual Workshop (Eastern Time)
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 12, 2025	2:00 pm	3 Steps to Implementing Agile in Your Marketing Organization - Virtual 1-Hr Micro	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)

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Apr 03, 2025	2:00 pm	B2B Growth Marketing - Virtual	Virtual Workshop (Eastern Time)
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 16, 2025	2:00 pm	3 Steps to Marketing Planning Success - Virtual 1-Hr Micro	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 14, 2025	2:00 pm	3 Steps to Implementing Generative AI in Your Marketing Organization - Virtual 1-Hr Micro	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 21, 2025	2:00 pm	Leveraging Social Media for Brand Building - Virtual 2-Hr Burst	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 the Shifting Cookie World - Virtual	Virtual Workshop (Eastern Time)
May 28, 2025	2:00 pm	Developing an Effective Multicultural Marketing Strategy - 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)

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DATE	TIME	EVENT DETAILS	LOCATION
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)
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 16, 2025	2:00 pm	The 3-Step Brief Blueprint - Virtual 1-Hr Micro	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 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 21, 2025	2:00 pm	Boost Your Digital and Growth Marketing with AI - 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 Business - Virtual	Virtual Workshop (Eastern Time)
Sep 11, 2025	2:00 pm	The Neuroscience of Collaborative Communication - Virtual	Virtual Workshop (Eastern Time)

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Sep 17, 2025	2:00 pm	3 Steps to Leading Change with Purpose and Impact - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Sep 23, 2025	2:00 pm	Project Management Fundamentals - Virtual	Virtual Workshop (Eastern Time)
Sep 24, 2025	2:00 pm	SEO for Everyone - 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)
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 22, 2025	2:00 pm	3 Steps to Improving Your Customer-Focused Integrated Campaigns - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Oct 28, 2025	8:00 am	Empowerment AI: Marketing Bootcamp - Two-Day In-Person	Chicago, IL
Oct 28, 2025	2:00 pm	Empowering Community-Centric Campaigns Using the Co-Creation Brief (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 29, 2025	2:00 pm	The Co-Creation Campaign & Innovation Garage (S4G Mastery) - Virtual	Virtual Workshop (Eastern Time)
Oct 30, 2025	2:00 pm	3 Steps to Marketing Planning Success - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Nov 04, 2025	2:00 pm	Effective Agency Management - Virtual	Virtual Workshop (Eastern Time)
Nov 05, 2025	2:00 pm	The Strategy Brief: Roadmap to Alignment & Clarity - Virtual	Virtual Workshop (Eastern Time)
Nov 06, 2025	2:00 pm	Enhancing Customer Loyalty Programs with AI: An Overview - 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)
Nov 25, 2025	2:00 pm	Navigating Transparency in Programmatic Advertising - Virtual	Virtual Workshop (Eastern Time)

2025 Events



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Dec 02, 2025	2:00 pm	Crafting Your Data Story - Virtual	Virtual Workshop (Eastern Time)
Dec 03, 2025	2:00 pm	3 Steps to Lead with Confidence, Clarity, and Impact - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Dec 04, 2025	2:00 pm	Reaching Your Audience in the Shifting Cookie World - Virtual	Virtual Workshop (Eastern Time)
Dec 08, 2025	2:00 pm	3 Steps to Proving the Value and Impact of Marketing - Virtual 1-Hr Micro	Virtual Workshop (Eastern Time)
Dec 09, 2025	2:00 pm	Selling Ideas to Executives and Internal Stakeholders - Virtual 2-Hr Burst	Virtual Workshop (Eastern Time)
Dec 10, 2025	2:00 pm	Boost Your Digital and Growth Marketing with AI - Virtual	Virtual Workshop (Eastern Time)
Dec 11, 2025	2:00 pm	Leading Growth Through Change - Virtual	Virtual Workshop (Eastern Time)
Dec 15, 2025	2:00 pm	Performance Marketing Foundations (101) - 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 17, 2025	2:00 pm	Developing an Effective Inclusive Marketing Strategy - Virtual	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)
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 12, 2025	11:00 am	Sponsorship and Experiential Marketing	Virtual Only
Feb 12, 2025	11:00 am	Ask Us Anything: Talking 2025 Predictions and Post-Holiday Email Marketing - EEC Committee Meeting	Virtual Meeting (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Feb 18, 2025	2:30 pm	ANA Meeting on Pharma Advertising	Virtual Meeting (Eastern Time)
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	Digital & Social and Commerce Marketing Committee Meeting	Virtual Only
Feb 26, 2025	11:00 am	AI Committee Meeting: Your Essential Guide to Building a Trustworthy AI Setup	Virtual Meeting (Eastern Time)
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 06, 2025	2:00 pm	ANA Meeting on Pharma Advertising	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	Measurement & Accountability	Virtual Meeting
Mar 21, 2025	11:00 am	ANA Marketing Capabilities Council Roundtable	Virtual Meeting
Mar 25, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Mar 26, 2025	11:00 am	Brand Purpose	Via Virtual (Eastern Time)
Mar 27, 2025	1:00 pm	Sustainability Committee Meeting March 2025	Virtual Meeting (Eastern Time)
Apr 03, 2025	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Apr 03, 2025	1:00 pm	Government Relations	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	Virtual
Apr 11, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Apr 14, 2025	2:00 pm	Strengthening The Marketing Industry & Academic Partnerships	Durham, NC
Apr 16, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Apr 16, 2025	11:00 am	Unlocking the Economic Power of Direct Mail in the Age of New Technology	VIRTUAL
Apr 17, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
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

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DATE	TIME	EVENT DETAILS	LOCATION
Apr 24, 2025	1:00 pm	B2B Data Excellence	Virtual Meeting
Apr 28, 2025	3:00 pm	ANA Meeting on Pharma Advertising	Virtual Meeting (Eastern Time)
Apr 30, 2025	11:00 am	MarTech Mastery: Winning Strategies for Insourcing vs Outsourcing Decisions	Virtual Meeting (Eastern Time)
May 01, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
May 06, 2025	11:00 am	Customer Experience Committee Meeting: Master Your Path to CX Excellence	Virtual Meeting (Eastern Time)
May 07, 2025	8:00 am	ANA/4A's Capitol Hill Day	Washington, DC
May 14, 2025	9:00 am	Digital & Social and Media Committee Meeting	New York, NY
May 14, 2025	11:00 am	Privacy, Policy, and Planet: Understanding the latest in AI Laws and AI's impact on Sustainability	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	Government Relations	Virtual Meeting (Eastern Time)
May 15, 2025	1:00 pm	Measurement & Accountability	Virtual Meeting
May 16, 2025	9:00 am	ANA Members-Only Email Evolution Committee Meeting – One Day Immersive (In-Person Only)	Alpharetta, GA
May 20, 2025	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
May 21, 2025	10:00 am	Legal Affairs	New York, NY
May 22, 2025	12:00 pm	Meeting on NY A606 / S1228	Virtual Meeting (Eastern Time)
May 29, 2025	11:00 am	Sponsorship and Experiential Marketing	Virtual Only
May 29, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jun 04, 2025	9:00 am	Commerce Marketing Committee Meeting	New York, NY
Jun 04, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Jun 04, 2025	1:00 pm	Sustainability Committee Meeting June 2025	Virtual Meeting (Eastern Time)
Jun 10, 2025	11:00 am	Content Marketing Committee Meeting	Virtual Only
Jun 12, 2025	11:00 am	Analytics & Data Science	Virtual
Jun 12, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jun 12, 2025	2:00 pm	Ethics Policy	Via Zoom
Jun 18, 2025	10:00 am	Growth Leadership: The Power of Accurate Representation in Marketing (In-Person Only)	New York, NY
Jun 24, 2025	9:30 am	Marketing Operations and Transformation Forum: Innovation Through Operations	New York, NY
Jun 25, 2025	9:00 am	Joint AFM & Agency Relations Committee Meeting	New York, NY
Jun 25, 2025	11:00 am	The Hows & Whys Behind Direct Mail Success Stories	Virtual
Jun 25, 2025	11:00 am	Brand Purpose & Relationship Marketing	Via Virtual (Eastern Time)

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 10, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Jul 17, 2025	11:00 am	Email Excellence Center Committee Meeting: AI Empowerment in Email Marketing and Automation (In-Person Only)	Newport Beach, CA
Jul 17, 2025	11:00 am	MarTech Committee Meeting: Drive Smarter Decisions: The Art and Science of Cross-Channel Measurement	Virtual Meeting (Eastern Time)
Jul 23, 2025	11:00 am	Marketing Futures	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 24, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
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	Digital & Social and Influencer Marketing Committee Meeting	Virtual Only
Aug 13, 2025	12:00 pm	ANA Marketing Capabilities Council Summer Event	Cincinnati, OH
Aug 14, 2025	11:00 am	Content Marketing Committee Meeting	Virtual Only
Aug 20, 2025	9:00 am	Sponsorship and Experiential Marketing and Multicultural Committee Meeting	Atlanta, GA
Sep 04, 2025	11:00 am	ABM Committee Meeting: Practical Steps Without the Price Tag (Virtual Meeting)	Virtual Meeting (Eastern Time)
Sep 04, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Sep 09, 2025	11:00 am	Media Committee Meeting	Virtual Only
Sep 10, 2025	11:00 am	Multicultural & Inclusive Marketing	Via Virtual (Eastern Time)
Sep 10, 2025	11:00 am	Brand Management Committee Meeting	Virtual Only
Sep 11, 2025	1:00 pm	ANA Marketing Capabilities Council Roundtable	Virtual Meeting
Sep 15, 2025	2:00 pm	Legal Affairs	Washington, DC
Sep 16, 2025	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Sep 18, 2025	9:30 am	In-House Agency Committee Meeting. Hosted by Kraft Heinz	Chicago, IL
Sep 18, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)
Sep 25, 2025	11:00 am	Brand Purpose Committee Meeting	Virtual (Eastern Time)
Sep 25, 2025	11:00 am	Marketing Operations and Transformation Forum	Virtual Meeting
Sep 30, 2025	11:00 am	Commerce Marketing	Virtual
Sep 30, 2025	11:00 am	Channel Marketing Committee Meeting: Navigating and Optimizing the Channel Marketing Ecosystem	Virtual Meeting (Eastern Time)
Oct 01, 2025	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Oct 02, 2025	1:00 pm	Government Relations	Virtual Meeting (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 09, 2025	11:00 am	Influencer Marketing Committee Meeting	Virtual Only
Oct 09, 2025	11:00 am	Customer Experience Committee Meeting: How to Measure B2B CX – and Prove Its Impact	Virtual Meeting (Eastern Time)
Oct 15, 2025	11:00 am	Sponsorship and Experiential Marketing with SeeHer	Virtual Only
Oct 16, 2025	11:00 am	MarTech Committee Meeting: Find Your Perfect Partner - Advanced Sourcing Strategies for MarTech	Virtual Meeting (Eastern Time)
Oct 21, 2025	2:00 pm	Nonprofit Organizations	Washington, DC
Oct 23, 2025	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Nov 04, 2025	11:00 am	Data Enablement Lab: Data and Tech that's Powering the AI / LLM Search and Targeting Revolution	Virtual
Nov 05, 2025	9:00 am	Brand Purpose Committee Meeting	New York, NY
Nov 05, 2025	11:00 am	Commerce Marketing and Media Committee Meeting	Virtual Only
Nov 05, 2025	11:00 am	Ask Us Anything - Talking 2026 Predictions and Holiday Email Marketing - EEC Committee Meeting	Virtual Meeting (Eastern Time)
Nov 06, 2025	11:00 am	In-House Agency Committee Meeting	Virtual Meeting
Nov 11, 2025	11:00 am	Production Management Committee Meeting	Virtual Meeting
Nov 11, 2025	11:00 am	Influencer Marketing Committee Meeting	Virtual Only
Nov 12, 2025	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
Nov 12, 2025	11:00 am	AI Committee Meeting: Sleigh the Season with AI	Virtual Meeting (Eastern Time)
Nov 13, 2025	9:30 am	ANA B2B Committee: Turning 2025 Momentum into 2026 Success (In-Person Only)	New York, NY
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 13, 2025	2:00 pm	Ethics Policy	Via Zoom
Nov 18, 2025	11:00 am	Data & Direct Marketing	Virtual
Nov 19, 2025	11:00 am	Agency Relations Committee Meeting	Virtual Meeting
Nov 19, 2025	1:00 pm	B2B Data Excellence	Virtual Meeting
Dec 03, 2025	11:00 am	Marketing Futures	Virtual Meeting (Eastern Time)
Dec 03, 2025	11:00 am	Advertising Financial Management Committee Meeting	Virtual Meeting
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, hosted by Walmart Creative Studio	Los Angeles, CA
Dec 09, 2025	11:00 am	Data Enablement Lab: What You Need to Know about AI Personas and Digital Twins in Market Research	Virtual
Dec 09, 2025	11:00 am	B2B Channel Marketing Committee: Aligning Your Direct & Channel GTM Engines: Identifying Your Ideal Partner Profile	Virtual Meeting (Eastern Time)
Dec 09, 2025	11:00 am	ANA Marketing Capabilities Council Roundtable	Virtual Meeting
Dec 10, 2025	11:00 am	Account-Based Marketing Committee Meeting: Strategies and Future Directions - Insights from the One-Day Conference	Virtual Meeting (Eastern Time)

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 11, 2025	11:00 am	LGBTQ+ Inclusive Marketing Committee	Virtual Meeting
Dec 11, 2025	11:00 am	ANA B2B Committee Virtual Meeting: B2B 2026 and Beyond – Turning Insights into Growth Strategies	Virtual Meeting (Eastern Time)
Dec 16, 2025	11:00 am	Data Enablement Lab: Hiring and Developing Top Talent in Data & Analytics	Virtual

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
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 11, 2025	1:00 pm	Who Made That Decision? Automated Decision-making Technology at the Intersection of U.S. State Privacy and AI Laws	60 Minutes
Mar 12, 2025	1:00 pm	The Metaverse and AI: Building for Human Connections	30 Minutes
Mar 12, 2025	3:00 pm	NEW! Email Marketing Tips Working RIGHT NOW!	30 Minutes
Mar 26, 2025	1:00 pm	Winning Marketing Strategies To Capitalize on Female Fans & Women's Sports Momentum	30 minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Mar 27, 2025	1:00 pm	From Insight to Action: Transformative Approaches to Marketing Effectiveness	30 Minutes
Apr 08, 2025	1:00 pm	Sign-up Savvy: The Latest on Autorenewal and Subscription Law Developments	60 Minutes
Apr 09, 2025	3:00 pm	Maximizing Efficiencies in Email Marketing – Tools, Tips, Tactics & Measuring What Matters (EEC Webinar Series)	45 Minutes
Apr 16, 2025	1:00 pm	How Trust Helps Brands Navigate Uncertainty and Drive Growth with Mastercard	30 minutes
Apr 17, 2025	1:00 pm	How Brands Can Stay Ahead of an Evolving Streaming Landscape – A Harris Poll & Tubi Study	30 minutes
Apr 23, 2025	3:00 pm	Breaking Barriers: The Power of Inclusive Storytelling in Brand Marketing with Subaru	30 minutes
Apr 24, 2025	1:00 pm	Digital Experience Breakthroughs from Adobe Summit 2025	30 Minutes
Apr 30, 2025	3:00 pm	How Blue Cross Blue Shield Fosters Health Inclusion Through the Power of Targeted Marketing	30 minutes
May 01, 2025	1:00 pm	Unlocking the Power of Membership: Maximizing Your ANA Benefits	30 minutes
May 08, 2025	1:00 pm	Programmatic Transparency in 2025: Actionable Insights from the New Q1 ANA Benchmark Report	30 minutes
May 13, 2025	1:00 pm	ESG: Where Does it Stand and Where is it Going?	60 Minutes
May 15, 2025	3:00 pm	American Heart Association: How Inclusive Storytelling Saves Lives in the AAPI Community	30 minutes
Jun 04, 2025	3:00 pm	Optimizing Omnichannel: Improving Results through Measurement	30 Minutes
Jun 05, 2025	1:00 pm	Brewing Buzz: How International Delight Used Influencers to Launch Cold Foam in a Crowded Market	30 minutes
Jun 11, 2025	3:00 pm	Why Influencer Marketing is No Longer a Measurement Blind Spot	30 Minutes
Jun 12, 2025	1:00 pm	How Top Marketing Teams Evaluate Creative Ideas for Maximum Impact	30 minutes
Jun 12, 2025	3:00 pm	How CARE Leverages Social Media and Strategic Marketing to Advance Global Public Health Outcomes	30 minutes
Jun 17, 2025	3:00 pm	Real Talk with the Regulators (Self and State): Key Issues, Compliance and Risks for Advertisers	60 Minutes
Jun 26, 2025	3:00 pm	How AI Agents Will Change Your Marketing Efforts	30 Minutes
Jul 09, 2025	1:00 pm	Maximizing the Value of Your Data with AI Agents	30 Minutes
Jul 09, 2025	3:00 pm	Ethical Marketing FUNdamentals: Turning Marketing Blunders into Brilliance with the ANA Ethics Code	30 Minutes
Jul 10, 2025	1:00 pm	Missing the Modern Male In Ads? Unlock New Insights to Transform Your Brand's Messaging	30 minutes
Jul 15, 2025	1:00 pm	Update on State and Federal Junk Fee Laws	60 Minutes
Jul 16, 2025	1:00 pm	Leveraging Cultural Insights for Advertising: Metrolinx's Campaign to Reach Canada's Newcomers	30 minutes
Jul 17, 2025	1:00 pm	From Data to Dollars: How Gen Leveled Up Their TV Ad Strategy	30 Minutes
Jul 23, 2025	1:00 pm	The 2025 Impact Pulse: Smarter Media Insights for Today's Marketer	30 Minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Jul 23, 2025	3:00 pm	Best Practices for the Dominant Sales Driver: Creative!	30 Minutes
Jul 24, 2025	1:00 pm	Creating a Culture of Continual Adaptation: Keeping up with AI Evolution	30 Minutes
Jul 30, 2025	1:00 pm	At Anthropologie, It's About the Journey Not Destination	30 Minutes
Jul 31, 2025	1:00 pm	Beyond the Channel: Building Content for Scale, Speed, and Smarter Marketing	30 Minutes
Aug 06, 2025	1:00 pm	Dominate the Field of Sports Marketing with AI-Assisted Plays	30 Minutes
Aug 07, 2025	1:00 pm	Unlock the Next Chapter in Programmatic Transparency	30 minutes
Aug 12, 2025	1:00 pm	The New SAG-AFTRA Commercials Contract	60 Minutes
Aug 13, 2025	1:00 pm	AI-Powered Search: New Frontiers in Marketing with Google	30 minutes
Aug 13, 2025	3:00 pm	How Sonos Uses AI to Transform Email Creative, Speed Production, and Cut Costs (Email Excellence Webinar Series)	45 Minutes
Aug 14, 2025	3:00 pm	Is that Check Still in the Mail? A New Postmaster General and USPS Changes	30 Minutes
Aug 19, 2025	1:00 pm	Protecting Measurement Quality in a Post-AI World: MRC	45 minutes
Sep 04, 2025	2:00 pm	ANA Call on Washington State Ad Tax	60 Minutes
Sep 04, 2025	3:00 pm	High Stakes, High Impact: LinkedIn's Bold Leap Toward Full Funnel Growth with Commercial Analytics	30 Minutes
Sep 09, 2025	1:00 pm	Keeping Up With Made in the USA	60 Minutes
Sep 10, 2025	1:00 pm	What Makes A GEM Award Winning Campaign?: Arc Worldwide and Unilever's Keys to Success	30 minutes
Sep 10, 2025	3:00 pm	Powering the Future of Women's Sports Marketing: Webinar Series	60 minutes
Sep 11, 2025	1:00 pm	Improving Marketing Ops at Scale with athenahealth + monday.com	30 minutes
Sep 11, 2025	3:00 pm	Ethics by Design: Building Trust into AI-Driven Marketing	30 Minutes
Sep 18, 2025	1:00 pm	The Road to Marketing Mix Modeling (MMM): Building a Measurement-Ready Data Foundation	30 minutes
Sep 18, 2025	3:00 pm	Stop Guessing, Start Converting: How Trigger Marketing Drives Smarter B2B Growth (B2B Marketing Webinar Series)	45 Minutes
Sep 24, 2025	1:00 pm	AI, Retail Media & the New CPG Growth Playbook: How Marketers Win in 2026	30 minutes
Sep 24, 2025	3:00 pm	Marketing Touchdown: How the NFL Grew Latino Fandom Through Inclusive Storytelling	30 minutes
Sep 25, 2025	1:00 pm	Storytelling at Scale: How to Deliver Emotion, Engagement and Measurable Brand Impact with USPS	30 minutes
Sep 25, 2025	3:00 pm	From Data to Decision: Winning Holiday Retail Media Strategies	30 Minutes
Oct 01, 2025	1:00 pm	Interview with Lush: Accelerating Business Growth Through Inclusive Marketing and Strategic Insights	30 minutes
Oct 02, 2025	1:00 pm	Skittles Pop'd: The Sweet Spot Between Viral Culture and Brand Consistency	30 minutes
Oct 02, 2025	3:00 pm	Breaking Silos, Boosting ROI: Adobe and EY's Playbook for Unified Marketing Measurement	30 Minutes
Oct 08, 2025	1:00 pm	How to Leverage Creative Science to Drive Brand Performance with Uber	30 minutes
Oct 08, 2025	3:00 pm	What Makes A GEM Award-Winning Campaign?: CARE's Keys to Success	30 minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Oct 09, 2025	1:00 pm	TV Measurement Hits Prime Time: Smarter Data, Bigger Impact	30 minutes
Oct 09, 2025	3:00 pm	Why Brand Strategy is the Key to Customer Experience in the Age of AI	30 minutes
Oct 14, 2025	1:00 pm	You Won't Beleaf It! Legal Risks With Environmental Claims in a Global Context	60 Minutes
Oct 15, 2025	1:00 pm	AI, Social & Mobile: Powering Mom's Path to Purchase	30 minutes
Oct 15, 2025	3:00 pm	Fall Cleanup - Get Your Automated Emails Ready (Email Excellence Webinar Series)	30 Minutes
Oct 16, 2025	1:00 pm	How Agencies Can Bring Accountability to Your Campaign Spend with Mastercard	30 minutes
Oct 16, 2025	3:00 pm	Curating the Narrative How Hispanic Viewers Are Taking Control of Their Media Experience	30 Minutes
Oct 22, 2025	1:00 pm	Using AI to Scale Personalization with a Human-Centric Approach	30 minutes
Oct 22, 2025	3:00 pm	Measuring Causal Impact in Retail Media Today with Instacart and Pepsico	30 minutes
Oct 23, 2025	1:00 pm	Heart, Humor & Hype: How Panda Express Turned Storytelling into a 360° Brand Experience	30 minutes
Oct 23, 2025	3:00 pm	Insights from Covered California's CMO: An Empathy-First Approach to Healthcare Marketing	30 minutes
Oct 29, 2025	1:00 pm	Strive for More 2.0: Portrayal Tips and Creative Techniques To Increase Media Value and Sales	30 minutes
Oct 29, 2025	1:00 pm	Doing AI Right: Reshaping the Ethical Mindset in Modern Marketing	30 Minutes
Oct 30, 2025	1:00 pm	Unlock More Value: A Sneak Peek at 2026 Membership Benefits	30 minutes
Oct 30, 2025	3:00 pm	Marketing with Integrity, Part 1: Ethical Offers, Audiences & Inclusion	30 Minutes
Nov 05, 2025	1:00 pm	Programmatic Insights to Finish 2025 Strong and Power 2026 Strategy	30 minutes
Nov 05, 2025	3:00 pm	B2B in the Blended Feed: Reaching Buyers Where They Are (B2B Marketing Webinar Series)	30 Minutes
Nov 06, 2025	1:00 pm	Achieving the Holy Grail of Marketing Utilizing AI and Beyond	30 minutes
Nov 06, 2025	3:00 pm	Beyond the Funnel: Turning Handoffs Into Brand-Building Moments (B2B Marketing Webinar Series)	30 Minutes
Nov 12, 2025	1:00 pm	What Makes A GEM Award Winning Campaign?: Intuit's Keys to Success	30 minutes
Nov 12, 2025	3:00 pm	Is Brand Love a Thing in B2B? Just Ask Mack (Trucks) B2B Marketing Webinar Series	30 Minutes
Nov 13, 2025	3:00 pm	On the Hill and in the States: 2025 Nonprofit Policy Wins, Losses and What's Next	30 Minutes
Nov 18, 2025	1:00 pm	Children Online: The New Rules of the Road	60 Minutes
Dec 03, 2025	1:00 pm	Find and Keep Great Marketing Talent Using AI-Powered Resources	30 Minutes
Dec 03, 2025	3:00 pm	Marketing with Integrity, Part 2: Data, Regulated Products, AI & Emerging Ethical Frontiers	30 Minutes
Dec 03, 2025	3:00 pm	Duplicative, Distribution Taxed or Incremental? Avoiding the Cobra Effect in Down-Funnel Channels	30 Minutes

2025 Events



DATE	TIME	EVENT DETAILS	LOCATION
Dec 04, 2025	1:00 pm	Building Customer-360 Views Through Progressive Profiling	30 Minutes
Dec 04, 2025	3:00 pm	Your Media Is Optimized. Your Tech Stack Is Solid. Your Work Is ... Forgettable. (B2B Marketing Webinar Series)	30 Minutes
Dec 09, 2025	1:00 pm	FTC Year in Review	60 Minutes
Dec 10, 2025	1:00 pm	Six Surprising, Brain Science-Backed Tactics for Unbeatable Email	30 Minutes
Dec 10, 2025	3:00 pm	2026 Email Marketing: Key Trends & Strategies You Can't Ignore (Email Excellence Webinar Series)	30 Minutes
Dec 11, 2025	1:00 pm	New Year, New Data Playbook: Aligning Marketing and IT for 2026	30 Minutes
Dec 11, 2025	3:00 pm	Measuring What Matters: How Social Fits into an Omnichannel Strategy Built for Uncertainty	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
Mar 06, 2025	5:30 pm	New York City Chapter's - Marketer of the Year Awards	New York, NY
May 14, 2025	6:00 pm	Social Mixer: ANA Business Marketing Northern California	Mountain View, CA
Nov 06, 2025	1:00 pm	New York City Chapter's - ANA NYC Annual Conference B2B Day	New York, NY
Dec 16, 2025	6:00 pm	Holiday Social Mixer: ANA Business Marketing Northern California	Mountain View, CA

AIMM

Feb 26, 2025	9:00 am	AIMM 2025 GrowthFronts	New York, NY
Jun 16, 2025	5:00 pm	2025 AIMM Belonging Lounge @ CANNES	Cannes, France

SEEHER

Mar 19, 2025	1:00 pm	Accurate Representation 3.0: The Pathway to Growth	New York, NY
Jun 16, 2025	3:00 pm	SeeHer in Sports: Unlocking Brand Growth @ CANNES	Cannes, France
Oct 09, 2025	8:00 am	Mastering Portrayal & Performance: Frameworks for Accelerating Growth	New York, NY
Dec 03, 2025	4:30 pm	SeeHer Year-End Meeting (In-Person Only)	New York, NY