

SEEHER 2025 MEMBER ENGAGEMENT OPPORTUNITIES

SEEHER MEMBER MEETINGS
<p>3/19 Hosted by Paramount 1:00 - 7:00 P.M. (Hybrid)</p>
<p>5/7 ANA's Brand Masters Conference 11:30 A.M. - 1:30 P.M. (In-Person)</p>
<p>10/15 3:00 - 6:00 P.M.</p>
<p>12/3 4:30 - 6:00 P.M. Year-End Gathering</p>

SEEHER IN SPORTS COMMITTEE MEETINGS
<p>2/25 10:30 - 11:30 A.M. (Virtual)</p>
<p>June - SeeHer in Sports at Cannes (In-person)</p>
<p>October - ANA's Masters of Marketing (In-person)</p>

JOIN SEEHER AT THE FOLLOWING INDUSTRY EVENTS
<p>CES 1/7 – 1/10</p>
<p>ANA Media 3/31 – 4/1</p>
<p>ANA AI 4/8 – 4/10</p>
<p>ANA Brand Masters 5/7 – 5/9</p>
<p>ANA Masters of B2B Marketing 6/2 – 6/4</p>
<p>ANA In-House Agency 6/11 – 6/13</p>
<p>Cannes Lions 6/16 – 6/20</p>
<p>ANA Digital & Social 7/14 – 7/16</p>
<p>ANA Data, Analytics & Measurement 9/8 – 9/10</p>
<p>ANA Multicultural Marketing 10/6 – 10/8</p>
<p>AdWeek NY 10/14 – 10/17</p>
<p>ANA Masters of Marketing 10/20 – 10/24</p>
<p>ANA Global Weeks of Learning TBD</p>

WEBINAR TRAININGS	
<p>2/26, 1 P.M. Intro to SeeHer and GEM</p>	<p>3/26, 1 P.M. GEM Predictive Category Drivers w/ Ipsos</p>
<p>4/30, 1 P.M. GEM + Generative AI – Representation and Portrayal</p>	<p>5/21, 1 P.M. Women In Front and Behind the Camera</p>
<p>6/25, 1 P.M. GEM Awards Best Practices</p>	<p>9/30, 1 P.M. GEM Best Practices – Multicultural/Inclusive Ads</p>
<p>10/29, 3 P.M. GEM Best Practices Across Women's Verticals –Sports, Health and STEM</p>	<p>11/12, 1 P.M. 2024 Recap + 2025 Market Trends</p>

*Dates and times are subject to change.