

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

- CES
1/7 – 1/10
- ANA AI
3/26 – 3/28
- ANA Media
3/31 – 4/1
- ANA Brand Masters
5/7 – 5/9
- ANA Masters of B2B Marketing
6/2 – 6/4
- ANA In-House Agency
6/11 – 6/13
- Cannes Lions
6/16 – 6/20
- ANA Digital & Social
7/14 – 7/16
- ANA Data, Analytics & Measurement
9/8 – 9/10
- ANA Multicultural Marketing
10/6 – 10/8
- AdWeek NY
10/14 – 10/17
- ANA Masters of Marketing
10/20 – 10/24
- ANA Global Weeks of Learning
TBD

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.