

SEEHER | 2024 MEMBER ENGAGEMENT OPPORTUNITIES

Join SEEHER
at the Following
Industry Events

SEEHER MEMBER MEETINGS
9/25
10/16
11/TK

MEDIA TASK FORCE COMMITTEE MEETINGS
1/18
3/26
6/5
9/12

NEW

2-DAY GENDER EQUALITY CONFERENCE INCORPORATING THE SEEHER SHEFRONT
—
May 2 and 3
NYC

FOSTERING GENDER EQUALITY FOR THE NEXT GENERATION:
Empowering change in Marketing, Media and Entertainment for Long-Term Business Growth

SEEHER Members: \$950
Non-Members: \$1,300

- CES
1/9 - 1/12
- IAA World Congress
3/6 - 3/8
- ANA Media Conference
3/18 - 3/20
- ANA AI Conference
4/8 - 4/10
- ANA Brand Masters
4/15 - 4/17
- ANA In House
5/14 - 5/16
- ANA B2B
6/12 - 6/14
- Cannes Lions
6/17 - 6/21
- ANA Digital & Social
7/17 - 7/19
- ANA Data & Analytics
8/21 - 8/23
- NY Advertising Week
w/o 10/14
- ANA Masters
10/22 - 10/25
- ANA Global Days of Learning
TBD

WEBINAR TRAININGS (All Webinars are scheduled for 1 PM ET)

2/21 Intro To The GEM® Suite of Measurement: Optimizing The 3C's (Creative, Content and Character Portrayal)

***4/3** Global Perceptions of Progress In Gender Equality: Leading Women & The Men Who Support Them with dentsu

***4/24** GEM® Lift Study: Proving The Business Case For Gender Equality In Advertising

5/22 Intro To The GEM® Suite of Measurement: Optimizing The 3C's (Creative, Content and Character Portrayal)

6/12 GEM® Lift Study: Proving The Business Case For Gender Equality In Advertising

***6/26** The Impact of Improving Portrayals and Increasing Women's Representation Behind the Camera

7/24 Passing The Gender Equality Vibe Check with Gen Z: From Truth to Trust

8/7 SeeHer + Getty Inclusive Visual Storytelling For Women

9/4 Intro To The GEM® Suite of Measurement: Optimizing The 3C's (Creative, Content and Character Portrayals)

***9/11** GEM® + Write Her Right Creative Best Practices: The Voice of the Consumer

10/16 GEM® Creative Best Practices: Getting Accurate Portrayals Right - From Gen Alpha to Boomer Women

11/6 Intro To The GEM® Suite of Measurement - Optimizing The 3C's: Creative, Content and Character Portrayal

***11/13** GEM® Predictive Drivers 2.0: How To Become A Category Leader Through Accurate Gender Portrayals In Advertising

All dates are subject to change. 12/7/23

*SeeHer Members Only

Visit seeher.com for the most up to date calendar and for more information on Member Engagement opportunities.