

SEEHER | 2024 MEMBER ENGAGEMENT OPPORTUNITIES

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

Join SEEHER at the Following Industry Events

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 Unleashing the Power of Gender Equitable Media & Advertising for Global Growth, with dentsu & SeeHer

5/22 GEM Lift: Turbocharging Sales Through Gender-Equal Advertising Strategies, with SeeHer & Circana

6/12 Top 5 Gender Equality Media Planning Principles to Maximize Advertising Impact

7/24 Transforming The Digital Landscape Through Gender Inclusive Audience Intelligence, with SeeHer and Comscore

8/7 Empower Your Brand From Creative Development To Return on Sales: Gender Equality Advertising, Media and Measurement Tools For Marketers

9/4 Mastering Gender Portrayals: The Top 10 Things Advertisers Need To Know

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

10/16 Redefining Gender Equitable Marketing For the Next Generation of Consumers – Gen Alpha

11/6 How to Become a Category Leader Through Accurate Gender Portrayals in Advertising, with SeeHer & Ipsos

All dates are subject to change. 4/2/24

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