

# SEEHER | 2024 MEMBER ENGAGEMENT OPPORTUNITIES

## SEEHER MEMBER MEETINGS

9/25

10/16

12/4

## 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.