

# SEEHER | 2024 MEMBER ENGAGEMENT OPPORTUNITIES

## SEEHER MEMBER MEETINGS

9/25

10/8

12/4

## MEDIA TASK FORCE COMMITTEE MEETINGS

1/18

3/26

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

## 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

**6/27** 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

**8/14\*** 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

**10/3\*** 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

**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 Measurement & Analytics**  
9/16 – 9/18

**NY Advertising Week**  
10/7 – 10/10

**ANA Masters**  
10/22 – 10/25

**ANA Global Days of Learning**  
TBD

All dates are subject to change. 7/12/24

\*Webinar will take place at 3PM EST

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