

# SEEHER 2025 MEMBER ENGAGEMENT OPPORTUNITIES

| SEEHER MEMBER MEETINGS                                                                                            |
|-------------------------------------------------------------------------------------------------------------------|
| 3/19<br>1:00 - 7:00 P.M.<br>New York, NY<br>Hosted by Paramount<br>(Hybrid)                                       |
| 5/7<br>SeeHer Meeting Hosted Prior to ANA’s Brand Masters Conference<br>11:00 A.M. - 1:00 P.M.<br>Los Angeles, CA |
| 10/9<br>During Advertising Week<br>3:00 - 6:00 P.M.<br>New York, NY                                               |
| 12/2<br>4:30 - 6:00 P.M.<br>Year-End Gathering                                                                    |

| SEEHER IN SPORTS COMMITTEE MEETINGS                           |
|---------------------------------------------------------------|
| June - SeeHer in Sports at Cannes<br>(In-person)              |
| October - SeeHer at ANA’s Masters of Marketing<br>(In-person) |

| JOIN SEEHER AT THE FOLLOWING INDUSTRY EVENTS    |
|-------------------------------------------------|
| CES<br>1/7 – 1/10                               |
| ANA AI<br>3/26 – 3/28                           |
| ANA Media<br>3/31 – 4/1                         |
| ANA Brand Masters<br>5/7 – 5/9                  |
| ANA Masters of B2B Marketing<br>6/2 – 6/4       |
| ANA In-House Agency<br>6/11 – 6/13              |
| Cannes Lions<br>6/16 – 6/20                     |
| ANA Digital & Social<br>7/14 – 7/16             |
| ANA Data, Analytics & Measurement<br>9/8 – 9/10 |
| ANA Multicultural Marketing<br>10/6 – 10/8      |
| AdWeek NY<br>10/14 – 10/17                      |
| ANA Masters of Marketing<br>10/21 – 10/24       |
| ANA Global Weeks of Learning<br>TBD             |

| WEBINAR TRAININGS                                                                                                                  |                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 2/26, 1 P.M.<br>Turn Representation Into Revenue: How To Unlock an Incremental \$28 Trillion Opportunity through SeeHer Membership | 3/26, 1 P.M.<br>Winning Marketing Strategies To Capitalize on Female Fans & Women’s Sports Momentum   |
| 7/10, 1 P.M.<br>Missing the Modern Male In Ads?                                                                                    | 9/10, 1 P.M.<br>What Makes A GEM Award Winning Campaign?: GEM Awards Best Practices & Keys to Success |
| 10/29, 3 P.M.<br>Strive for More 2.0: Portrayal Tips and Creative Techniques To Increase Media Value and Sales                     | 11/12, 1 P.M.<br>TBD                                                                                  |

\*Dates and times are subject to change.