

# SEEHER 2025 MEMBER ENGAGEMENT OPPORTUNITIES

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

SEEHER IN SPORTS COMMITTEE MEETINGS
June - SeeHer in Sports at Cannes (In-person)
10/15 Women in Sports Joint Sponsorship and Experiential Committee Meeting: Sponsored by SeeHer 11:00 A.M. - 1:00 P.M. (Virtual)
10/21 SeeHer at ANA’s Masters of Marketing (In-person)

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

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

\*Dates and times are subject to change.