

SPECIAL EVENTS

Experiences designed to bring together CMOs, business leaders, academics from various industries to discuss and explore the latest trends, innovations, and strategies in marketing. These events are often curated around Growth Council priorities.

<p>JAN 10</p>	<p>4p</p>	<p>Growth Council/IRG Partnership – Impact Study Launch Forum New York, NY <i>(In-Person – For You)</i></p> <p>In 2023, the Global CMO Growth Council participated in an important research initiative with the University of Oxford’s Saïd Business School and the Institute for Real Growth on the pivot from shareholder primacy to value creation for <i>all</i> stakeholders. This event will feature the full report. For an executive summary, please click here.</p>	<p>Register</p>
<p>JAN 17</p>	<p>4p (GT)</p>	<p>Growth Council/IRG Partnership – Impact Study Launch Forum Oxford University, UK <i>(In-Person – For You or Your Chief Marketing Counterpart in Europe/UK)</i></p> <p>In 2023, the Global CMO Growth Council participated in an important research initiative with the University of Oxford’s Saïd Business School and the Institute for Real Growth on the pivot from shareholder primacy to value creation for <i>all</i> stakeholders. This event will feature the full report. For an executive summary, please click here.</p>	<p>Register</p>
<p>FEB 26</p>	<p>1p</p>	<p>Digital Marketing Symposium: GenAI and Digital Marketing Questrom School of Business, Boston University, Boston, MA <i>(In-Person – For You and Your Teams)</i></p> <p>Industry and academia come together to explore the potential of Generative AI to revolutionize how businesses engage with customers and conduct marketing activities.</p>	<p>Register</p>
<p>FEB 28-29</p>	<p>2p</p>	<p>ANA/AEF Future of Marketing Leadership Conference NYU Stern School of Business, New York, NY <i>(In-Person – For Your Teams)</i></p> <p>Though collaboration and NYU Stern, this conference offers practical education, inspiration, and the opportunity to connect with the best minds in marketing and academia to help CMOs and their teams foresee the unforeseeable and constantly adapt go-to-market strategies, marketing capabilities, and talent development.</p>	<p>Register</p>
<p>SEP 26</p>	<p>8:30 a – 1:15 p (ET)</p>	<p>Global CMO Growth Council Society and Sustainability Leadership Forum for Climate Week Spotify Offices NYC <i>(In-Person – For You)</i></p> <p>Climate Week NYC offers a key moment for CMOs and business leaders to come together and address climate change.</p>	<p>Register</p>

(All times are ET, unless otherwise noted.)

For more information, contact:

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QUARTERLY UPDATES: GROWTH COUNCIL WORKING TEAMS

Quarterly forums update delegates on progress and identify next steps.

FEB 14	10a	Q1: Brand, Creativity, and Media Working Team <i>(Virtual)</i>	Register
	1p	Q1: Data, Technology, and Measurement Working Team <i>(Virtual)</i>	Register
FEB 20	10a	Q1: Talent and Marketing Organization Working Team <i>(Virtual)</i>	Register
	1p	Q1: Inclusive and Sustainable Marketing Working Team <i>(Virtual)</i>	Register
FEB 22	11a	Q1: B2B Working Team <i>(Virtual)</i>	Register
MAR 27	11a	Q1: SMC Working Team <i>(Virtual)</i>	Register
MAY 14	11a	Q2: B2B Working Team <i>(Virtual)</i>	Register
MAY 22	10a	Q2: Talent and Marketing Organization Working Team <i>(Virtual)</i>	Register
MAY 23	10a	Q2: Data Technology, and Measurement Working Team <i>(Virtual)</i>	Register
	1p	Q2: Brand, Creativity, and Media Working Team <i>(Virtual)</i>	Register
MAY 30	12:30p	Q2: Small to Mid-Sized Company Working Team <i>(Virtual)</i>	Register
JUN 6	11a	Q2: Inclusive and Sustainable Marketing Working Team <i>(Virtual)</i>	Register
JUL 17	11a	Q3: B2B Working Team <i>(Virtual)</i>	Register
JUL 18	10a	Q3: Brand, Creativity, and Media Working Team <i>(Virtual)</i>	Register
JUL 23	1p	Q3: Inclusive and Sustainable Marketing Working Team <i>(Virtual)</i>	Register
AUG 7	12p	Global CMO Growth Council: GenAI <i>(Virtual)</i>	Register
AUG 27	11a	Q3: Data, Technology, and Measurement Working Team <i>(Virtual)</i>	Register
SEP 12	10a	The Global CMO Growth Council B2B Working Team: Executive Workshop - Buyer Group Marketing <i>(Virtual)</i>	Register
SEP 13	10a	Q3: Talent and Marketing Organization Working Team <i>(Virtual)</i>	Register
SEP 18	11a	Q3: Small to Mid-Sized Company Working Team <i>(Virtual)</i>	Register
NOV 12	10a	Q4: Data, Technology, and Measurement Working Team <i>(Virtual)</i>	Register
	1p	Q4: Inclusive and Sustainable Marketing Working Team <i>(Virtual)</i>	Register
NOV 13	10a	Q4: Talent and Marketing Organization Working Team <i>(Virtual)</i>	Register
	1p	Q4: Brand, Creativity, and Media Working Team <i>(Virtual)</i>	Register
NOV 19	10a	Q4: B2B Working Team <i>(Virtual)</i>	Register
NOV 21	11a	Q4: Small to Mid-Sized Company Working Team <i>(Virtual)</i>	Register

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GLOBAL CMO GROWTH COUNCIL LEADERSHIP FORUMS AND SUMMITS

Growth Council Leadership Forums and Summits bring CMOs from around the world together to unite on the actions we need to take to drive business growth and good in the year ahead.

<p>MAR 4</p>	<p>12:30p</p>	<p>Global CMO Growth Council Forum <i>Dubai Lynx Festival Dubai in United Arab Emirates, Dubai, UAE (In-Person – For You or Your Chief marketing Counterpart in MENA Region)</i></p> <p>Growth Council delegates will continue to advance the initiatives that we have prioritized to have the most impact on the growth of our businesses and our industry – including Generative AI in the creativity process.</p> <p><i>NOTE: Access to Growth Council Activations in Dubai also requires separate registration to the LYNX Festival. Learn more about LYNX here.</i></p>	<p>Register</p>
<p>MAR 5</p>	<p>12p (GMT +8)</p>	<p>Global CMO Growth Council Leadership Assembly <i>IAA World Congress, Penang, Malaysia (In-Person – For You or Your Chief marketing Counterpart in APAC Region)</i></p> <p>For the first time, the Global CMO Growth Council will convene CMOs from around the world for a special Leadership Forum at the IAA World Congress, in Penang, Malaysia. In an executive session with the IAA Board of Directors,</p> <p><i>NOTE: Access to Growth Council activations in Penang does not include registration to IAA. To register for IAA, click here.</i></p>	<p>Register</p>
<p>MAR 13</p>	<p>12:30p – 5p (SGT)</p>	<p>Global CMO Growth Council Forum <i>SPIKES Asia, Singapore (In-Person – For You or Your Chief Marketing Counterpart in APAC Region)</i></p> <p>Growth Council delegates will continue to advance the initiatives that we have prioritized to have the most impact on the growth of our businesses and our industry – including Generative AI in the creativity process. It is important for your company’s interests to be represented, so we ask that you please forward this to your head of marketing in the MENA region, if you are not able to join us. The decisions we make in Dubai will inform the priorities of our Growth Agenda with your unique regional perspective.</p> <p><i>NOTE: Access to Growth Council activations in Singapore does not include registration to SPIKES Asia. To register for Spikes, click here.</i></p>	<p>Register</p>
<p>APR 25</p>	<p>8:00a – 2:30p (ET)</p>	<p>Global CMO Growth Council Assembly supported by PwC <i>New York, NY (In-Person)</i></p> <p>This assembly serves as a crucial checkpoint for assessing the impact of commitments made during the Assembly’s and Summits held in 2023 and 2024. Delegates will evaluate the effectiveness of growth strategies enacted since the Summit in October 2023, identify areas requiring further attention, and adjust the course as appropriate. This assembly is essential to maintaining the agility that the Growth Council needs in today’s dynamic business environment.</p>	<p>Register</p>

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<p>JUN 19</p>	<p>Global CMO Growth Council Leadership Forum at Cannes LIONS International Festival of Creativity Cannes, France – Limited to CMOs from Client-Side Marketers Only <i>(In-Person)</i></p> <p>8:30a – 12:30p (CET)</p> <p>With “accelerating growth at scale” at its core, the premier decision-making body of the marketing industry will bring together CMO delegates to review progress and set the agenda for the balance of the year.</p> <ul style="list-style-type: none"> • Diversity, Equity, Inclusion, and Belonging • Sustainability • Brand Creativity and Effectiveness • Talent • Data, Technology, and Measurement • Industry Call-to-Action <p>NOTE: Access to all Global CMO Growth Council Activations at Cannes also require separate registration to the 2023 Cannes LIONS International Festival of Creativity. Register here for the Festival.</p> <p style="text-align: right;">Register</p>
<p>OCT 21-25</p>	<p>Annual Global CMO Growth Summit at the ANA Masters of Marketing Conference Orlando, Florida – Limited to CMOs from Client-Side Marketers Only <i>(In-Person)</i></p> <p>TBD</p> <p>The seventh annual ANA Global CMO Growth Council Leadership Forum will review progress and establish benchmarks for driving industry growth.</p> <ul style="list-style-type: none"> • Brand, Creativity, and Media • Data, Technology, and Measurement • Talent and Marketing Organization • Society and Sustainability <p style="text-align: right;">Request Invitation</p>

ANA MARKETING LEADERSHIP PROGRAM WITH IRG

When you enroll in the ANA Marketing Leadership Program with IRG, you are joining an expanding community of global CMOs and growth leaders driving more humanized business and personal growth. This program reviews the WHY, WHAT, and HOW of Humanized Growth through a mix of collective Zoom sessions, individual online IRG Platform sessions, and peer-to-peer sparring, including expert contributors and best practices!

<p>MAR</p>	<p>12 Weeks Cohort 3: ANA Marketing Leadership Program with IRG (Virtual)</p> <p style="text-align: right;">Apply</p>
<p>OCT</p>	<p>12 Weeks Cohort 4: ANA Marketing Leadership Program with IRG (Virtual)</p> <p style="text-align: right;">Apply</p>

ANA IQ | GLOBAL WEEK OF LEARNING

Nearly 30,000 marketers from 95 countries have participated in ANA’s Global Day of Learning. Now, to foster an even greater level of continuous learning, knowledge sharing, and skill development, ANA is expanding the innovative event from one day – to an entire week. Five times a year. **And – it’s all still FREE.**

MAR 11-15	1 Week	ANA IQ Global Week of Learning: March Begins at 9:00 AM on Monday, March 11, 2024, and runs through Friday, March 15, 2024 - at 11:59 PM. The event is free to all marketing professionals everywhere. But, you must be registered in order to access the event. Click on the REGISTER button above to secure your spot. <i>(Virtual)</i>	Register
JUN 3-7	1 Week	ANA IQ Global Week of Learning: June Begins at 9:00 AM on Monday, June 3, 2024, and runs through Friday, June 7, 2024 - at 11:59 PM. The event is free to all marketing professionals everywhere. But, you must be registered in order to access the event. Click on the REGISTER button above to secure your spot. <i>(Virtual)</i>	Register
JUL 29 – AUG 2	1 Week	ANA IQ Global Week of Learning: July Begins at 9:00 AM on Monday, July 29, 2024, and runs through Friday, August 2, 2024 - at 11:59 PM. The event is free to all marketing professionals everywhere. But, you must be registered in order to access the event. Click on the REGISTER button above to secure your spot. <i>(Virtual)</i>	Register
SEP 23-27	1 Week	ANA IQ Global Week of Learning: September Begins at 9:00 AM on Monday, September 23, 2024, and runs through Friday, September 27, 2024 - at 11:59 PM. The event is free to all marketing professionals everywhere. But, you must be registered to access the event. Click on the REGISTER button above to secure your spot. <i>(Virtual)</i>	Register
DEC 2-6	1 Week	ANA IQ Global Week of Learning: December Begins at 9:00 AM on Monday, December 2, 2024, and runs through Friday, December 6, 2024 - at 11:59 PM. The event is free to all marketing professionals everywhere. But, you must be registered in order to access the event. Click on the REGISTER button above to secure your spot. <i>(Virtual)</i>	Register

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