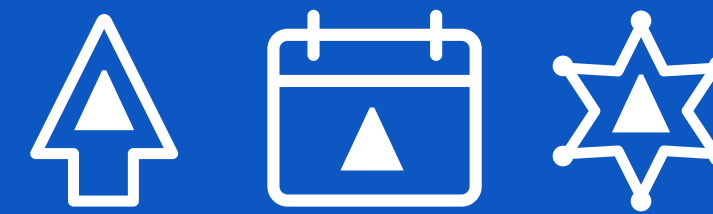


# Events Calendar

## 2021



Last updated: 10 February 2021

# AANA Overview of Events for 2021



## Content & Events

### RESET NOW PEER GROUP CIRCLE

AANA's Peer Group Program brought to you by Google offers like minded marketers the opportunity to connect virtually to discuss key themes facing the marketing community right now.

### RESET LIVE

Our premier event RESET Live is returning in its eighth year on Wednesday 10th November for what is set to be an unmissable day of insights, entertainment and connection.



AANA's A Place At The Table brought to you by Val Morgan is a series of intimate CMO dinners in Sydney and Melbourne where we connect senior leaders for exclusive peer-to-peer networking.

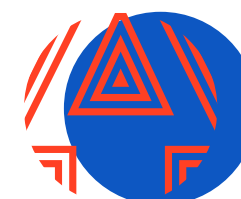
### ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP

A series of face to face and online events designed to bring the industry together for thought leadership and advocacy. More to share soon.



## Marketing Capabilities through the AANA

The AANA is uniquely positioned as the perfect marketing capabilities partner to bring objective, impartial purpose-built programs designed by marketers for marketers to drive business growth through best practice.



### Brand Masters Program

The Brand Masters Program is a purpose-built initiative designed by marketers for marketers to equip and enable marketing teams with best-practice marketing skills to help drive business growth. Five interactive capability modules sequenced and designed to complement each other and collectively deliver the foundations of outstanding marketing competency. Workshops held in Sydney Melbourne.



### Dynamic Marketing Program

The Dynamic Marketing Program is a unique, best in class 'virtual classroom' program that upskills and equips marketers with the tools, models and frameworks for immediate application. New dynamic marketing capabilities to rapidly identify opportunity in change and to be confident, positive & proactive in developing and leading alternative marketing strategies to drive business growth.



## Self Regulation

### Codes & Guidelines

The AANA established the self-regulatory system for advertising and marketing communications in 1997 with the release of the AANA Code of Ethics. Since that time, the AANA has developed and introduced new Codes and amended the existing Codes to keep pace with the rapid changes within the advertising, marketing and media industry. The Codes are platform and technology neutral and evolve and adapt to keep pace with changing consumer expectations.

### Self-Regulation Training

The AANA Codes, guidelines and principles set the foundation for ethical advertising. To align our members' marketing, legal or public & regulatory affairs teams with up-to-date marketing governance, we conduct regular training sessions which highlight the latest changes and key issues to consider when creating advertising, marketing and public relations communication.



## Content & Events



## Marketing Capabilities through the AANA



## Self Regulation

### RESET NOW PEER GROUP CIRCLE

AANA's Peer Group Program brought to you by Google offers like minded marketers the opportunity to connect virtually to discuss key themes facing the marketing community right now.

### A PLACE AT THE TABLE

AANA's A Place At The Table brought to you by Val Morgan is a series of intimate CMO dinners in Sydney and Melbourne where we connect senior leaders for exclusive peer-to-peer networking.

### ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP

A series of thought leadership and advocacy events will run throughout the year with more to be shared soon. Including our premier event RESET that will be returning on 10th November.



### Brand Masters Program

The Brand Masters Program is a purpose-built initiative designed by marketers for marketers to equip and enable marketing teams with best-practice marketing skills to help drive business growth.



### Dynamic Marketing Program

The Dynamic Marketing Program is a unique, best in class 'virtual classroom' program that upskills and equips marketers with the tools, models and frameworks for immediate application.

### SELF-REGULATION PROJECTS & TRAINING

Training sessions are available at all times and are free for AANA members. They can be tailored to focus on the key issues for your audience (such as F&B advertising or marketing to children).

FEB 2021	1st - 5th						New Code of Ethics takes effect
	8th - 12th						
MAR 2021	15th - 19th						Input to Ad Tech Inquiry recommendations
	22nd - 26th				Sydney Module 1 & 2 <b>Generating Insights &amp; Brand Positioning</b>		
	1st - 5th				Sydney Module 3 & 4 <b>Organising for Creative &amp; Media Strategy</b>		
	8th - 12th				Sydney Module 5 <b>Measuring Effectiveness &amp; Stakeholder Engagement</b>		
	15th - 19th	Peer Group Circle Week 1   Stream 1		AANA Marcomm summit	Melbourne Module 1 & 2 <b>Generating Insights &amp; Brand Positioning</b>		Input to Privacy Law review recommendations
	22nd - 26th	Peer Group Circle Week 1   Stream 2	CMO Dinner Sydney		Melbourne Module 3 & 4 <b>Organising for Creative &amp; Media Strategy</b>		
	29th - 2nd	Peer Group Circle Week 2   Stream 1			Melbourne Module 5 <b>Measuring Effectiveness &amp; Stakeholder Engagement</b>		National Obesity Strategy released
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Content & Events



Marketing Capabilities  
through the AANA



Self  
Regulation

RESET NOW  
PEER GROUP  
CIRCLE

A PLACE AT  
THE TABLE

ADVOCACY,  
INSIGHTS & THOUGHT  
LEADERSHIP



Brand Masters  
Program



Dynamic  
Marketing  
Program

SELF-REGULATION  
PROJECTS &  
TRAINING

APR 2021	5th – 9th	Peer Group B Week 2   Stream 2					
	12th – 16th	Peer Group A Week 3   Stream 1				Module 1 Resilience and Growth Mindset	New AANA Food & Beverage Advertising Code announced
	19th – 23rd	Peer Group B Week 3   Stream 2		Marketer Breakfast Melbourne		Module 2 Purposeful Curiosity	
	26th – 30th	Peer Group A Week 4   Stream 1				Module 3 Creative Problem Solving	
MAY 2021	3rd – 7th	Peer Group B Week 4   Stream 2				Module 4 Innovation	Free AANA Code training available for members
	10th – 14th	Peer Group A Week 5   Stream 1				Module 5 Strategic Storytelling	
	17th – 21st	Peer Group B Week 5   Stream 2			Sydney Module 1 & 2 Generating Insights & Brand Positioning		
	24th – 28th		CMO Dinner Melbourne		Sydney Module 3 & 4 Organising for Creative & Media Strategy		
JUN 2021	31st – 4th				Sydney Module 5 Measuring Effectiveness & Stakeholder Engagement		
	7th – 11th						
	14th – 18th						
	21st – 25th						
	28th – 2nd						
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## Content & Events



## Marketing Capabilities through the AANA



## Self Regulation

RESET NOW  
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A PLACE AT  
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ADVOCACY,  
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LEADERSHIP



Brand Masters  
Program



Dynamic  
Marketing  
Program

SELF-REGULATION  
PROJECTS &  
TRAINING

JUL 2021	5th – 9th					Module 1 Resilience and Growth Mindset	
	12th – 16th			Marketer Breakfast Sydney		Module 2 Purposeful Curiosity	New AANA Food & Beverage Advertising Code announced
	19th – 23rd					Module 3 Creative Problem Solving	
	26th – 30th		CMO Dinner Sydney			Module 4 Innovation	
AUG 2021	2nd – 6th	Peer Group Circle Week 1   Stream 1			Melbourne Module 1 & 2 <b>Generating Insights &amp; Brand Positioning</b>	Module 5 Strategic Storytelling	Free AANA Code training available for members
	9th – 13th	Peer Group Circle Week 1   Stream 2			Melbourne Module 3 & 4 <b>Organising for Creative &amp; Media Strategy</b>		
	16th – 20th	Peer Group Circle Week 2   Stream 1			Melbourne Module 5 <b>Measuring Effecti- veness &amp; Stakeholder Engagement</b>		
	23rd – 27th	Peer Group Circle Week 2   Stream 2					
SEPT 2021	30th – 3rd	Peer Group Circle Week 3   Stream 1					New Food & Bev Advertising Code takes effect
	6th – 10th	Peer Group Circle Week 3   Stream 2		Marketer Breakfast Melbourne			
	13th – 17th	Peer Group Circle Week 4   Stream 1					
	20th – 24th	Peer Group Circle Week 4   Stream 2					
	27th – 1st	Peer Group Circle Week 5   Stream 1					



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## Content & Events



## Marketing Capabilities through the AANA



## Self Regulation

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Brand Masters  
Program



Dynamic  
Marketing  
Program

SELF-REGULATION  
PROJECTS &  
TRAINING

OCT 2021	4th - 8th	Peer Group Circle Week 5   Stream 2					
	11th - 15th				Sydney Module 1 & 2 <b>Generating Insights &amp; Brand Positioning</b>		
	18th - 22nd		CMO Dinner Melbourne		Sydney Module 3 & 4 <b>Organising for Creative &amp; Media Strategy</b>		
	25th - 29th				Sydney Module 5 <b>Measuring Effecti- veness &amp; Stakeholder Engagement</b>		
NOV 2021	1st - 5th					Module 1 <b>Resilience and Growth Mindset</b>	Free AANA Code training available for members
	8th - 12th			RESET Live Sydney, November 10		Module 2 <b>Purposeful Curiosity</b>	
	15th - 19th					Module 3 <b>Creative Problem Solving</b>	
	22nd - 26th					Module 4 <b>Innovation</b>	
	29th - 3rd					Module 5 <b>Strategic Storytelling</b>	
DEC 2021	6th - 10th			Marketer Breakfast Sydney			
	13th - 17th						
	20th - 24th						
	27th - 31st						

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