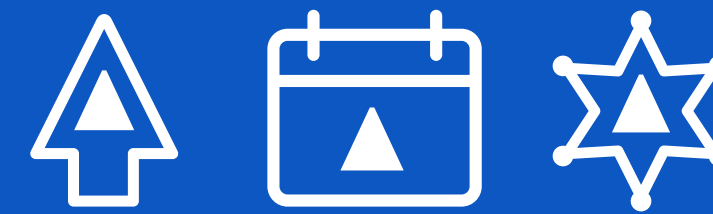


Events Calendar

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.



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.

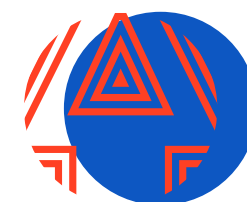
ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP

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

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

19th - 23rd

Peer Group B
Week 3 | Stream 2

Marketer Breakfast
Melbourne

26th - 30th

Peer Group A
Week 4 | Stream 1

MAY
2021

3rd - 7th

Peer Group B
Week 4 | Stream 2

10th - 14th

Peer Group A
Week 5 | Stream 1

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 Effecti-
veness & Stakeholder Engagement**

7th - 11th

14th - 18th

21st - 25th

28th - 2nd

Module 1
Resilience and Growth Mindset

Module 2
Purposeful Curiosity

Module 3
Creative Problem Solving

Module 4
Innovation

Module 5
Strategic Storytelling

Module 1
Resilience and Growth Mindset

Module 2
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Module 3
Creative Problem Solving

Module 4
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Module 5
Strategic Storytelling

New AANA Food & Beverage
Advertising Code announced

Free AANA Code training available for members

> FIND OUT MORE

> FIND OUT MORE

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Content & Events



Marketing Capabilities
through the AANA

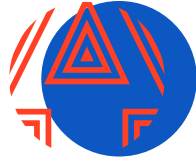


Self
Regulation

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LEADERSHIP



Brand Masters
Program



Dynamic
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SELF-REGULATION
PROJECTS &
TRAINING

JUL 2021	5th - 9th						
	12th - 16th			Marketer Breakfast Sydney			New AANA Food & Beverage Advertising Code announced
	19th - 23rd						
	26th - 30th		CMO Dinner Sydney				
AUG 2021	2nd - 6th	Peer Group Circle Week 1 Stream 1			Melbourne Module 1 & 2 Generating Insights & Brand Positioning		
	9th - 13th	Peer Group Circle Week 1 Stream 2			Melbourne Module 3 & 4 Organising for Creative & Media Strategy		
	16th - 20th	Peer Group Circle Week 2 Stream 1			Melbourne Module 5 Measuring Effecti- veness & Stakeholder Engagement		
	23rd - 27th	Peer Group Circle Week 2 Stream 2					Free AANA Code training available for members
SEPT 2021	30th - 3rd	Peer Group Circle Week 3 Stream 1					
	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					New Food & Bev Advertising Code takes effect

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Content & Events



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TRAINING

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

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