

Events Calendar

2021

Last updated: 24 March 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.



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.



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.

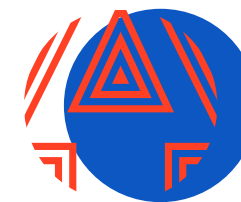
ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP

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 | | | | | | |
| | 15th – 19th | | | | | | Input to Ad Tech Inquiry recommendations |
| MAR 2021 | 22nd – 26th | | | | Sydney Module 1 & 2 Generating Insights & Brand Positioning | | |
| | 1st – 5th | | | | Sydney Module 3 & 4 Organising for Creative & Media Strategy | | |
| | 8th – 12th | | | | Sydney Module 5 Measuring Effectiveness & Stakeholder Engagement | | |
| | 15th – 19th | | | | Melbourne Module 1 & 2 Generating Insights & Brand Positioning | | Input to Privacy Law review recommendations |
| | 22nd – 26th | | | | Melbourne Module 3 & 4 Organising for Creative & Media Strategy | | |
| 29th – 2nd | | | | Successful Agency Pitching Webinar | Melbourne Module 5 Measuring Effectiveness & Stakeholder Engagement | | National Obesity Strategy released |



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



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

12th - 16th

19th - 23rd

26th - 30th

MAY
2021

3rd - 7th

10th - 14th

17th - 21st

24th - 28th

JUN
2021

31st - 4th

7th - 11th

14th - 18th

21st - 25th

28th - 2nd

Peer Group Circle
Week 1 | Stream 1

Peer Group Circle
Week 1 | Stream 2

Peer Group Circle
Week 2 | Stream 1

Peer Group B
Week 2 | Stream 2

Peer Group A
Week 3 | Stream 1

Peer Group B
Week 3 | Stream 2

Peer Group A
Week 4 | Stream 1

Peer Group B
Week 4 | Stream 2

Peer Group A
Week 5 | Stream 1

Peer Group B
Week 5 | Stream 2

CMO Dinner
Melbourne

Elevate Event
Sydney

Sydney Module 1 & 2 **Generating
Insights & Brand Positioning**

Sydney Module 3 & 4 **Organising
for Creative & Media Strategy**

Sydney Module 5 **Measuring Effecti-
veness & Stakeholder Engagement**

Module 1
Resilience and Growth Mindset

Module 2
Purposeful Curiosity

Module 3
Creative Problem Solving

Module 4
Innovation

Module 5
Strategic Storytelling

New AANA Food & Beverage
Advertising Code announced

Free AANA Code training available for members

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE



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

| | | | | | | | |
|--------------|-------------|--|----------------------|---------------------------------|--|---|--|
| 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 Generating Insights & Brand Positioning | Module 5 Strategic Storytelling | Free AANA Code training available for members |
| | 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 | | | | | |
| SEPT 2021 | 30th – 3rd | Peer Group Circle Week 3 Stream 1 | | | | | |
| | 6th – 10th | Peer Group Circle Week 3 Stream 2 | | Marketer Breakfast Melbourne | | | New Food & Bev Advertising Code takes effect |
| | 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 | | | | | |



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



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

| | | | | | | | |
|-------------|-------------|--|-------------------------|-----------------------------------|---|--|---|
| 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 Effecti- veness & Stakeholder Engagement | | |
| NOV 2021 | 1st - 5th | | | | | Module 1 Resilience and Growth Mindset | Free AANA Code training available for members |
| | 8th - 12th | | | RESET Live Sydney, November 10 | | Module 2 Purposeful Curiosity | |
| | 15th - 19th | | | | | Module 3 Creative Problem Solving | |
| | 22nd - 26th | | | | | Module 4 Innovation | |
| | 29th - 3rd | | | | | Module 5 Strategic Storytelling | |
| DEC 2021 | 6th - 10th | | | Marketer Breakfast Sydney | | | |
| | 13th - 17th | | | | | | |
| | 20th - 24th | | | | | | |
| | 27th - 31st | | | | | | |

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE

> FIND OUT MORE