

*As 2021 comes to an end, we wanted to share with you a selection of WFA webinars from this year. Please do feel free to share the available recordings with your team and members.*

- **[Economist Impact presents The World Ahead: 2022](#)** – insight into [The World Ahead 2022](#), The Economist's forecast of events and trends that will shape the year ahead, with Tom Standage, Deputy Editor of The Economist.
- **[Planet Pledge Spotlight: COP26](#)** – [main outtakes from COP26](#), what they mean for brand owners, and what marketing leaders can do to make this truly a decisive decade of action.
- **[Marketing and Sustainability: bridging the gaps around the world](#)** – global and regional insights from the WFA [Marketing and Sustainability study](#) created in partnership with 34 national advertiser associations.
- **[Diversity and Inclusion in Marketing Trends Report](#)** – launch of the [Global DEI Census report](#) based on 10,000+ responses from 27 markets, highlighting the current state of diversity and inclusion in the marketing industry.
- **Preparing for digital media's privacy-first future** [Episode 1](#), [Episode 2](#), [Episode 3](#) – media owner lens on what a cookie-less future means to the world of advertising and the different steps advertisers can take to prepare.
- **[Paying Attention to the Long and Short](#)** – fireside chat on the state of the industry, with a general decline in advertising effectiveness and a fraught climate for measurement as the backdrop.
- **[Gaming Demystified 2021](#)** – insight into WFA [research on video gaming](#) in APAC that provides a 'how to' guide for marketers looking to invest in this space.
- **[How to win the hearts of Gen Z](#)** – guidance on how brands can become Gen Z's best friend and leverage platforms like TikTok to build longer lasting relationships.
- **[Shortcutting your marketing transformation](#)** – deep-dive on the results of the WFA [Marketing Transformation report](#) and the progress being made by companies towards delivering the future-fit marketing organisation.
- **[Build Back Better: Can marketing be a positive force for change in a post-COVID world?](#)** – panel discussion on how marketing can be a force for positive change in driving a more sustainable future.

We hope you and your members found these webinars relevant and insightful. Please let me know if you need more information or have any questions.