

*The events mentioned below are open to all national associations and their members.
Note: Registering for events on WFA's website will require your members to login or create an account.
For questions or more information, please contact [Laura Baeyens](#).*

January 22, Friday

- **Jan 24 | [Diversity & Representation - Ensuring media and advertising supports inclusion](#)** – discussion into how the media and advertising industry can support inclusion.
- **Jan 25 | [Reversing the decline in advertising effectiveness](#)** – Orlando Wood, System1's Chief Innovation Officer, will share insights from his latest book, *Look Out*.
- **Jan 27 | [Shift - A marketing re-think](#)** – deep dive into how marketing organisations can structure themselves to be better prepared for the future.