

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](#).

November 10, Wednesday

Gaming Demystified 2.0

Video gaming has risen to become bigger than other forms of entertainment. Its growth has been further super-charged by COVID-19, during which many people turned to gaming while stuck at home.

With this growth, more marketers are looking to gaming to promote their brands. To facilitate this, global research agency 2CV, partnering with the WFA and Branded Ltd, have again produced '**Gaming Demystified**', a report that provides a 'how to' guide for marketers looking to invest in video gaming.

Join **James Redden, Managing Director Asia Pacific at 2CV**, as he uncovers this report with extensive details on how brands can get involved in gaming. It also provides a snapshot of how Asia-based senior marketers view gaming as a marketing channel; this is based on a survey of over 100 non-endemic marketers, which we executed first in 2019 and again in 2021. The result is a report made for marketers, providing crucial information and recommendations on how to create value in this growing space.

9am London | 5pm Singapore | [Other time zones](#)
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November 10, Wednesday

IFBA's Enhanced Responsible Marketing Policy

In August 2021, eleven of the largest global food and drinks brands (members of [IFBA](#) – the International Food & Beverage Alliance) have [agreed](#) to further restrict advertising to children of products high in fat, sugar and salt.

Under this new global policy, chocolates, candies/confectionery, potato crisps, soft drinks and ice creams will no longer be advertised to children under the age of 13. The new agreement is supported by The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, Mondelēz International, Nestlé, PepsiCo and Unilever.

Join this webinar to understand the background to this voluntary global initiative and find out what compliance means in practice.

Session 1	Session 2
10am Brussels 5pm Singapore Other time zones	10am New York 4pm Brussels Other time zones
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November 17, Wednesday

Preparing for digital media's privacy-first future | Episode 3

The changing nature of data privacy is fundamentally redefining the way in which online audiences are measured and targeted by advertisers.

This is the third in a series of webinars from thought-leaders from all sides of the industry, on the changes that are coming and the preparation that advertisers need to be doing now and in the near future ([Episode 1](#) and [Episode 2](#)).

In this webinar, **Uli Hegge, Head of Privacy at InfoSum**, will look to introduce the media owner lens on what a cookie-less future means to the world of advertising and the different steps advertisers can take to prepare.

Session 1	Session 2
10am London 6pm Singapore Other time zones	11am New York 4pm London Othertimezones
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November 18, Thursday

Implementing effective supplier diversity programs

The matter of supplier diversity and diverse representation is becoming an important focus for marketing and marketing procurement teams. Whilst some leading brands in the US have implemented programs, this movement is slowly reaching Europe and Asia, but many marketing organizations do not know how to implement effective programs.

In this webinar, our guest speakers from **Verizon** and **Flock Associates** will provide practical guidance and a free toolkit to help brands improve supplier diversity and representation.

9am New York | 2pm London | [Other time zones](#)
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November 30, Tuesday

Planet Pledge Spotlight: COP26

In November 2021, world and business leaders alike gathered in Glasgow for COP26. The most important climate summit since 2015, when the world met in Paris to chart a new, more ambitious course to prevent catastrophic climate change.

Join **WFA CEO Stephan Loerke** and **Project 17's Gail Gallie** in this 45-minute webinar with Q&A to hear about the main outtakes from COP26, what they mean for brand owners, and what you can do as a marketing leader, to make this truly a decisive decade of action.

8:30am New York | 1:30pm London | [Other time zones](#)
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December 1, Wednesday

Fireside chat: Paying attention to the Long and Short

Industry luminary **Peter Field (Peter Field Consulting)** is well-known for drawing attention to the fact that digital has prompted a rise in short-term ad campaign planning. He will be joined by renowned academic, **Karen Nelson-Field (CEO of Amplified Intelligence and former Senior Researcher, Ehrenberg Bass Institute)**. Her recent work on attention is revolutionising the way we value digital impressions and judge effectiveness.

In this fireside chat moderated by **Gerry D'Angelo (VP Global Media, P&G)**, we will discuss the state of our industry, with a general decline in ad effectiveness and a fraught climate for measurement as the backdrop.

9am London | 5pm Singapore | [Other time zones](#)
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December 7, Tuesday

Global Production - 2021 and beyond

Join WFA and **Anil Noorani, Managing Partner of TKM Consultants**, as we share and discuss findings from our recent joint study on Global Production, specifically deep diving into the models that clients are considering or have actively deployed to effectively manage their content production investments.

Find answers to the most burning questions in relation to global production covering some of the most talked about topics in the industry today, from evolving agency models and the in-house/offshore dynamic to the most common DE&I initiatives and eco-friendly practices.

9am New York | 2pm London | [Other time zones](#)
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December 9, Thursday

Launch event: Diversity and Inclusion in Marketing Trends Report

Join us for the launch session of the [WFA trends report](#) highlighting the current state of diversity and inclusion in the marketing industry.

Building on insights from 10,000 in-depth interviews with advertising and marketing professionals in 27 markets, the new report reveals the scale of the diversity challenge facing the profession.

In this session in partnership with agency associations, **VoxComm** and **EACA**:

- Find out more about this industry-first global survey on the state of DEI in the industry;
- Hear what different people's perception of diversity and inclusion in the workplace is;
- Learn about the most commonly reported forms of discrimination across the industry; and
- Get actionable insights on how organisations can become more diverse and inclusive.

WFA and research partner Kantar will present the results, while our panel will discuss what actions the industry needs to take now. Confirmed speakers include:

- **Belinda Smith**, WFA Global Diversity Ambassador and CEO m/SIX Americas;
- **Putri Realita**, Head of Inclusion and Diversity, Danone;
- **Emily Graham**, Chief Equity and Impact Officer, Omnicom;
- **Faye Raincock**, Global Head of PR & Communications, Havas, and spokesperson of EACA's DEI Task Force;
- **Sharon Lloyd Barnes**, Commercial Director, Advertising Association and initiative lead, UK *All In Census*;
- **Gareth Rees**, Head of CX Partnership Services, Insights Division, Kantar.

11am New York | 4pm London | [Other time zones](#)

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Missed a webinar? Recordings of previous webinars in 2021 can be found [here](#).