

*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](#).*

## May 4, Wednesday

### A Brand's Guide to Retail Media

Retail media advertising had an incredible year of growth in 2021 and 2022, particularly in the US which has led to it being one of the most talked about emerging areas within the global media landscape.

Amazon Advertising finally released their retail media results which showed that the Amazon digital advertising business is now just behind the likes of Google and Meta and we have also seen numerous new retail media networks announced in the US, Europe and Australia with plenty more on the way.

But where do brands fit into the picture? How should they react and what plans should they put in place to develop this new channel? In this webinar, **Colin Lewis of Retail Media Works (CMO, Marketing Week Columnist, Educator, Retail Media Expert)** will look to demonstrate how brands can create a retail media strategy by accessing first-party data, delivering measurable performance and reaching shoppers right across the online customer journey.

11am New York | 4pm London | [Other timezones](#)  
**REGISTER HERE** \*open to your advertiser/client-side members

## May 17, Tuesday

### Diversity and inclusion in market research: What best practice looks like

Ensuring that a brand's marcomms is representative and inclusive of diverse audiences is an essential prerequisite for sustainable growth. Rich, unbiased audience data and insights will allow marketing teams to identify the right brand strategies that include, rather than exclude, minority or unrepresented groups, thus expanding their audience base.

Join us for this webinar on the benefits and principles of incorporating inclusive principles into research projects, hosted in partnership with ESOMAR, the global association for the insights and analytics industry, and building on insights and best practice from leading research providers.

In this 60-minute session with **Corinne Moy, member of the ESOMAR Council and Global VP of Marketing Science at GfK**, you will learn how to:

- Work with suppliers to develop inclusive research projects
- Design inclusive surveys
- Interpret research results with inclusivity in mind
- Utilise alternative approaches to reaching niche audiences
- Consider global issues when crafting a research project

10am New York | 3pm London | [Other timezones](#)  
**REGISTER HERE** \*open to your advertiser/client-side members

## May 17, Tuesday

### Effective financial management – a focus on Influencer marketing, PR and Social

This session is designed to give you hints and tips into greater governance and compliance with agencies in the ever-evolving social ecosystem giving you more effective financial management.

Join **Tony Whittingstall (Senior Partner)** and **Jane Dormer (Client Services Director)** from **Media Marketing Compliance (MMC)** to take a closer look at trends and insights into remuneration models, commercial contracts and auditing outcomes. They will also cover engaging with third parties including talent sourcing and controls around influencers.

10am London | 5pm Singapore | [Other timezones](#)  
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**May 19, Thursday**

**Effective financial management – a focus on Marketing Activation**

This session is designed to give you hints and tips into greater governance and compliance with agencies across the multitude of activation touchpoints giving you more effective financial management.

Join **Tony Whittingstall (Senior Partner)** and **Jane Dormer (Client Services Director)** from **Media Marketing Compliance (MMC)** to take a closer look at trends and insights into sourcing and control of costs, agency 3<sup>rd</sup> party competitive bidding processes, along with geographical differences and best practise.

11am New York | 4pm London | [Other timezones](#)  
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**May 25, Wednesday**

**Tackling Responsible Media**

Clients are increasingly moving away from indiscriminate media buying decisions and ‘responsible media’ programmes are becoming more prevalent on the client-side.

Something we saw plenty of during WFA’s [Global Marketer Week 2022](#). In this webinar, Ebiqity will present its findings as a result of one year of practical responsible investment measurement and optimization with their clients. They will share findings on harmful disinformation, privacy and data protection, and made-for-advertising.

9am London | 4pm Singapore | [Other timezones](#)  
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**Missed a webinar? Recordings of recent webinars can be found [here](#).**