

*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](#).*

### March 9, Wednesday

#### Preparing for digital media's privacy-first future (Episode 4A, APAC-focused)

This is a continuation of the March 2 webinar but with an APAC focus. We will look to introduce Chrome's lens on what a cookieless future means to the world of advertising and the different steps advertisers can take to prepare.

8am London | 4pm Singapore | [Other timezones](#)  
**REGISTER HERE** \*open to your advertiser/client-side members

### March 15, Tuesday

#### Media Contract Guidance Webinar – Global Best Practice

'Transparency' is a constantly evolving topic in media and advertisers need transparency to ensure that they receive fair value for money. While a contract between a client and its agency partners can't fix all of the issues, it's a critical and foundational document that can be used to promote transparency and value.

In this session, [FirmDecisions](#) will look to bring to life the WFA & FirmDecision's [Media Contract Best Practice Guide](#) in order to help advertisers understand the basis behind the recommended inclusions for a model contract and, importantly, how those measures can help ensure transparency.

9am London | 5pm Singapore | [Other timezones](#)  
**REGISTER HERE** \*open to your advertiser/client-side members

March 29, Tuesday

## Designing the right production model for your organisation

The greatest trend of the last 5-10 years has been advertisers taking back control of their assets through centralised production strategies. The need to produce quality content, at speed, during Covid, further highlighted the need for more agile, streamlined processes. Advertisers are continuing to examine their operating models and design the right ecosystem of external partners and in-house resources, with the right mix of skillsets, to meet their business goals.

As this ecosystem becomes more fragmented, the biggest challenge facing advertisers is a lack of coordination between all partners in the process and a lack of strategic vision within their own organisations, as confirmed by the latest [WFA Global Content Production report](#). This fragmentation further increases duplication and risk of rights violations.

Budgets are only going to get tighter in 2022. Factors like inflation and ever-growing lists of deliverables, will put huge pressure on production. There is an even greater need to come up with innovative solutions to deliver quality content at scale.

In this session, **Claire Randall of Claire Randall Consulting** will review some of the pros and cons of the many content production models that exist in the industry today, and provide food for thought on how to design the right production model for your organisation, and how to measure success.

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

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