

*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](#).*

July 6, Wednesday

The rise of freelance talent

Freelancing has exploded in popularity in the past years, with companies struggling to source talent and fill vacancies, and alongside the emergence of platforms enabling shorter-term relationships for specialty projects.

In this session, and focusing specifically on the creative sector, our guests **Greg Paull, Principal and Co-Founder, R3** and **Jon Williams, Founder and CEO, The Liberty Guild** will provide their perspectives and advice to make the most of freelancing.

On the agenda:

- Overview of current creative resources, with a focus on the freelance landscape, trends, and maturity across the globe;
- Reasons why freelancing can be a solution to your creative challenges – and when it is not;
- Top tips to make it work; do's & don'ts when working with freelancer talent.

11am New York | 4pm London | [Other timezones](#)
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July 13, Wednesday

Think with Google: Using apps to humanize the brand experience

As a result of the proliferation of content and channels, leading brands are leaning on apps to humanize their relationship with consumers in order to meet shifting consumer expectations, separate themselves from competition, and increase their potential for long term business success.

This webinar will unpack insights from 20+ key business decision makers and industry experts from companies across APAC around why and how brands are humanizing their relationships with customers using apps.

9am London | 4pm Singapore | [Other timezones](#)
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