

*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 get in touch at NAC@wfanet.org*

September 6 & 7, Tuesday & Wednesday

Clients and Creativity

Join **Contagious, Observatory International** and creative industry leaders from **Heineken, Bayer, RGA and Publicis**, as we explore results from WFA's global study into clients and creativity, spanning 34 markets.

Uncover the biggest barriers to progress, around the world, and opportunities to become a more creative, and effective, marketing organisation. If you are one of the 82% who think 'creativity is marketing's superpower', this is not one to miss.

Session 1 – September 6 8am London 3pm Singapore Other time zones	Session 2 – September 7 11am New York 4pm London Other time zones
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September 27, Tuesday

Go faster with less

Less budget. Less time. Less resources. These challenges can fuel a new way of approaching content operations that boosts efficiency, quality and results.

When we talk about transforming global content operations, the sheer scale of the idea may feel overwhelming. It's not an easy ask. But it can be broken down into manageable goals that focus on reducing waste, uniting teams, and increasing efficiency. Bottom line: better results can be achieved even in the face of deep pressure.

Join this 60-minute webinar with **Anthony Mayfield, CEO of Brilliant Noise**, WFA's strategic partner for content, and hear stories of pragmatic, nimble responses to marketing operations challenges at brands including adidas, BMW and American Express. You'll learn how to:

- Speed up content operations and find inefficiencies that can unlock budget and resources for innovation and working media;
- Use the power of rapid test-and-learn experiments to energise teams and understand what works fast – such as atomic content;
- Achieve savings and sustainability goals with quicker, more effective content production.

11am New York 4pm London Other timezones REGISTER HERE *open to your advertiser/client-side members

September 29, Thursday

***Rescheduled* Consumer insights through a diversity and inclusion lens**

Ensuring that a brand's marketing communications 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](#)
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October 27, Thursday

Putting attention to work

One key measurement metric which has gained a lot of traction is "Attention" and a willingness from brands to shift towards this from other metrics such as viewability as a key indicator for success. Understanding the reality of attention to advertising has significant implications for objective setting, media planning, creative development, and campaign measurement.

In this session, **Mike Follett, Co-founder and CEO of attention technology provider Lumen**, will talk through some recent insights into how attention data can reduce media costs while improving brand and performance outcomes.

11am New York | 4 PM London | [Other timezones](#)
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Missed a webinar? Recordings of recent webinars can be found [here](#).