

18

SHOPPER 2024

## **EVENTS** 2024

	JANUARY		MAY			SEPTEMBER
2-5	MSI SCHOLARS	1	MSI WEBINAR		4	<u>AI WORKSHOP</u>
	PROGRAM	2	ARF WIDE		5	ARF WIDE ORIENTATION
9	MSI WEBINAR		LEARNING LAB		10	<b>INSIGHTS STUDIO</b>
17	MSI WEBINAR	7-8	MSI ANALYTICS		10 12	NYU/ARF OPEN HOUSE  MSI WEBINAR: OPPOSING
17	L.A. MEDIA RESEARCH		CONFERENCE		12	INFLUENCE OF YOUTUBE
	COUNCIL	9	YOUNG PROS		47	INFLUENCE
23	INSIGHTS STUDIO	14	Attention 2024		13 17	SOCIAL COUNCIL INSIGHTS STUDIO JAR
24	YOUNG PROS	22	MSI WEBINAR		18	TOWN HALL
24	NYU OPEN HOUSE	23	ARF WIDE		18 18	MSI IMMERSION 2024 ARF WIDE Career Lab
					24	QUARTLERY MA MEETING
					25	MSI WEBINAR
	FEBRUARY		JUNE		26	CREATIVE EFFECTIVENESS 2024
6	ANALYTICS COUNCIL	4			26	DAVID OGILVY AWARDS
13	INSIGHTS STUDIO JAR	4	MSI WEBINAR			
22	ARF WIDE Career Lab	5	AI MEMBER WORKSHOP			OCTOBER
22-23	MSI SUMMIT	6	SOCIAL MEDIA COUNCIL		8	WIDE FUNDRASING
28	TOWN HALL	11	MSI WEBINAR		8-9	DINNER CIMM SUMMIT
28	YOUNG PROS	12 18	YOUNG PROS WOMEN IN ANALYTICS		8	MSI WEBINAR:
		25	INSIGHTS STUDIO			MOTIVATION ISN'T ABOUT BEING STRONG
	MARCH	26	Marketing Analytics		9	INSIGHTS STUDIO
		20	Accelerator Webinar		15	INSIGHTS STUDIO
5	MSI WEBINAR		Accelerator Weblilar		16	MSI WEBINAR: VANESSA PATRICK
7	CULTURAL				22	YOUNG PROS
	EFFECTIVENESS		шиу		23 23	OTT 2024 WOMEN IN ANALYTICS
	COUNCIL		JULY		29	MSI WEBINAR
13	MSI WEBINAR	16	ATTRIBUTION WORKING			
19	MSI WEBINAR		GROUP			NOVEMBER
20-21	AUDIENCEXSCIENCE 2024	17	FORECASTING 2024		7	<b>CREATIVE COUNCIL</b>
20	WOMEN IN ANALYTICS	23	MSI WEBINAR		7 13	ARF WIDE Career Lab
26	MSI WEBINAR	30	INSIGHTS STUDIO		15	Marketing Analytics Accelerator
					19	Shopper Insights
	APRIL				20	AI WORKSHOP
2	MSI WEBINAR		AUGUST			DECEMBED
3	CIMM SUMMIT EAST	1	WOMEN IN ANALYTICS		10	DECEMBER
4	CREATIVE COUNCIL	6	MSI WEBINAR		10 12	MSI WEBINAR Cultural
16	HOW TO WIN AN ARF	7	YOUNG PROS			<b>EFFECTIVENESS</b>
10	DAVID OGILVY AWARD	21	INSIGHTS STUDIO		18	COUNCIL MSI WEBINAR:
17	ARF WIDE Career Lab	27	MSI WEBINAR		.0	CHRIS MOORMAN
17	MSI WEBINAR					
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VISIT <u>THEARF.ORG/EVENTS</u> FOR THE MOST UP-TO-DATE SCHEDULE AND CONTACT <u>SPONSORSHIP@THEARF.ORG</u> FOR MORE INFORMATION.