## ARF Events 2020

### January
- 22: Young Pros: Bootcamp  
  **NYC**

### February
- 13: Salon Series: Super Bowl Ad Scores  
  **NYC**
- 25: Leadership Lab: New Media Landscape  
  **NYC**

### March
- 17: Virtual Town Hall  
  **Coronavirus**  
  **ONLINE**
- 17: Councils: Advertising Creative  
  **POSTPONED (NEW DATE TBD)**  
  **NYC**
- 17: Women in Analytics  
  **POSTPONED (NEW DATE TBD)**  
  **LOS ANGELES**
- 17: ARF+SW  
  **Leveraging Human Psychology**  
  **AUSTIN**  
  **STAY TUNED**

### April
- 7: Women in Analytics  
  **CHICAGO**
- 7: Salon Series: Consumer Attitudes & Behavior  
  **POSTPONED (NEW DATE TBD)**  
  **NYC**
- 7: Young Pros  
  **POSTPONED (NEW DATE TBD)**  
  **CHICAGO**

### May
- 5: Women in Analytics  
  **CHICAGO**
- 5: Salon Series: Consumer Attitudes & Behavior  
  **POSTPONED (NEW DATE TBD)**  
  **NYC**
- 5: Young Pros  
  **POSTPONED (NEW DATE TBD)**  
  **CHICAGO**

### June
- 11: Leadership Lab: Purpose Campaign Do's/Don'ts  
  **ONLINE**
- 16: Salon Series: Shifting Perception of Aging Today  
  **ONLINE**
- 17: Young Pros  
  **NYC**

### July
- 28: Shopper & Science  
  **CPG & Retail Landscape**  
  **CHICAGO**
- 29: Women in Analytics  
  **CINCINNATI**
  - Young Pros: Networking Workshop  
  **NYC**

### August
- 4: Salon Series / Young Pros  
  **NYC**
- 12: Young Pros  
  **SAN FRANCISCO**
- 29: Women in Analytics  
  **CINCINNATI**
  - Social Council Workshop  
  **JERSEY CITY**
  - Social Council Workshop  
  **POSTPONED (NEW DATE TBD)**  
  **NYC**

### September
- 15: Leadership Lab: Cross-Platform Standards  
  **NYC**
- 20: Audience  
  **Trends & Winning Strategies**  
  **JERSEY CITY**
- 22: Social Council Workshop  
  **Women in Analytics / Young Pros**  
  **CHICAGO**
- 22: Great Mind Awards  
  **COUNCILS: Cognition**  
  **NYC**
- 22: Great Mind Awards  
  **POSTPONED (NEW DATE TBD)**  
  **CHICAGO**

### October
- 8: ARF David Ogilvy Awards Gala  
  **NYC**
- 27: The Changing Media Landscape  
  **LOS ANGELES**
- 29: Attribution & Analytics Accelerator 2020  
  **NYC**

### November
- 12: Salon Series: Influencer Marketing  
  **NYC**
- 17: Measuring Marketing Effectiveness  
  **CALIFORNIA**
- 19: Mentoring Loft  
  **NYC**
  - Councils: Analytics  
  **NYC**
  - Salon Series: Stimulating Creativity  
  **NYC**
  - Young Pros  
  **CHICAGO**

### December
- 8: Young Pros  
  **NYC**
- 28: Women in Analytics  
  **NYC**
Don’t Miss Out: Opportunities to Engage, Advance, and Network

Make the most of your ARF membership with these and other ARF offerings

**COUNCILS**
Help shape the future of the industry in groups that tackle key initiatives, giving you the opportunity to engage in, get new information on, and discuss critical topics.
[thearf.org/communities/councils](thearf.org/communities/councils)

**WOMEN IN Analytics**
Advance gender equality through skill-building events, celebrating female leadership, and creating a co-mentoring environment that inspires and motivates women.
[thearf.org/communities/women-in-analytics](thearf.org/communities/women-in-analytics)

**Young PROS**
Are you a working professional under 30? Young Pros connects rising stars with seasoned industry veterans for networking, learning, and leadership development.
[thearf.org/communities/young-pros](thearf.org/communities/young-pros)

**Wednesday WEBCASTS**
Learn from your desk, as advertising and marketing thinkers share innovations, tools, insights, findings, and case studies.
[thearf.org/arf-webcasts](thearf.org/arf-webcasts)

**SALON Series**
Participate in a new opportunity to meet and discuss important subjects in evening events that combine substance and sociability.
[thearf.org/arf-events/salon-series](thearf.org/arf-events/salon-series)

**LEADERSHIP Lab**
Acquire new information and skills at deep dives that educate on industry best practices and new developments.
[thearf.org/arf-events/leadership-lab](thearf.org/arf-events/leadership-lab)