## 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
- **18** Councils: Advertising Creative  
  NYC
- **18** Women in Analytics  
  LOS ANGELES
  POSTPONED (NEW DATE TBD)
- **18** Leveraging Human Psychology  
  AUSTIN
  STAY TUNED
- **18** Salon Series: Influencer Marketing  
  NYC
  POSTPONED (NEW DATE TBD)

### APRIL
- **2** Young Pros  
  SAN FRANCISCO

### MAY
- **5** Women in Analytics  
  CHICAGO
- **7** Salon Series: Consumer Attitudes & Behavior  
  NYC  
  Young Pros  
  CHICAGO

### JUNE
- **11** Leadership Lab: Purpose Campaign Do's/Don'ts  
  NYC

### JUNE (CONT.)
- **16** Salon Series: Marketing 50+  
  NYC
- **17** Young Pros  
  NYC

### JULY
- **28** CPG & Retail Landscape  
  CHICAGO
  Young Pros: Networking Workshop  
  NYC

### AUGUST
- **4** Salon Series / Young Pros  
  NYC
- **12** Mentoring Loft  
  CHICAGO
- **16** Salon Series / Young Pros  
  NYC
  Social Council Workshop  
  Young Pros  
  CHICAGO
  Great Mind Awards  
  Councils: Cognition  
  NYC  
  Young Pros  
  SAN FRANCISCO

### SEPTEMBER
- **15** Leadership Lab: Cross-Platform Standards  
  NYC
- **20** Social Council Workshop  
  Women in Analytics / Young Pros  
  GREAT MIND AWARDS  
  Councils: Cognition  
  NYC  
  Young Pros  
  SAN FRANCISCO

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

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

### DECEMBER
- **8** Young Pros  
  NYC  
  Women in Analytics  
  NYC

Visit theARF.org for more info on upcoming events & webcasts.
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)