



EVENTS  
CALENDAR

JAN / DEC  
2017

# JANUARY '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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**i**  
ISBA/CAP Teach-in  
Session: HFSS Advertising  
to Children  
14.30 - 16.30  
ISBA Offices, London

**a**  
Audio Visual Action Group  
10.00 - 12.30  
ISBA Offices, London

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**a**  
Digital, Data & Direct  
Action Group  
10.00 - 12.30  
ISBA Offices, London

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**a**  
Futures Media Action  
Group 10.00 - 12.30  
ISBA Offices, London  
**a**  
Executive Committee  
Meeting  
15.30 - 17.15 ISBA, London

**w**  
Briefing & Appraising  
Creative Ideas  
09.30 - 17.00  
ISBA Offices, London

30

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**a**  
Marketing Capability  
Forum  
11.00 - 13.00  
ISBA Offices, London

**we**  
Social Media Webinar  
12.45 - 13.30  
ISBA Offices, London

**w** workshop  
member only

**in** industry events  
open to non-members

**i** insight event  
member only (free)

**a** action group  
member only (by invite)

**l** legal seminar  
member only (free)

**we** webinar  
member only (free)

# FEBRUARY '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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**a** ISBA Council Meeting  
09.30 -12.30  
ISBA Offices, London

**i** Insight Event: Leeds  
15.30 -17.15  
Leeds

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**i** ISBA Insight Event  
17.45-20.00  
Central London

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**w** Writing & delivering a great marcoms brief  
09.30 -17.00, ISBA, London

**i** ISBA Insight Event  
17:45 -20:30 ISBA, London

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**we** Webinar: The Role of a Media Agency Planner  
12.45 -13.30  
ISBA Offices, London

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**a** COMPAG (Communications Procurement)  
10.00 -16.00  
ISBA Offices, London

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**i** How Google is tackling Ad Fraud w. Andres Ferrate  
10.00-11.00  
ISBA Offices, London

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**w** Brand Story: discovering how to emotionally connect with your customers  
09.30 -17.00  
ISBA Offices, London

**w** workshop member only

**in** industry events open to non-members

**i** insight event member only (free)

**a** action group member only (by invite)

**l** legal seminar member only (free)

**we** webinar member only (free)

# MARCH '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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Marketing communications copywriting  
09.30 - 17.00  
ISBA Offices, London



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ISBA Annual Conference  
09.30 - 17.00  
Hilton Metropole Hotel,  
London W2 1JU



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ISBA Insight Event:  
Edinburgh  
10.00 - 12.00  
Edinburgh



22

Digital, Data & Direct Action Group  
10.00 - 12.30  
ISBA Offices, London



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Futures Media Group  
10.00 - 12.30 ISBA, London

ISBA Legal Seminar  
14.00 - 16.00  
ISBA Offices, London



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Audio Visual Action Group  
10.00 - 12.30  
ISBA Offices, London



Guardian Changing Media Summit



Executive Committee Meeting  
10.00 - 12.30 ISBA, London

Brand building in the digital age  
13.00 - 17.00  
ISBA Offices, London



workshop member only

industry events open to non-members

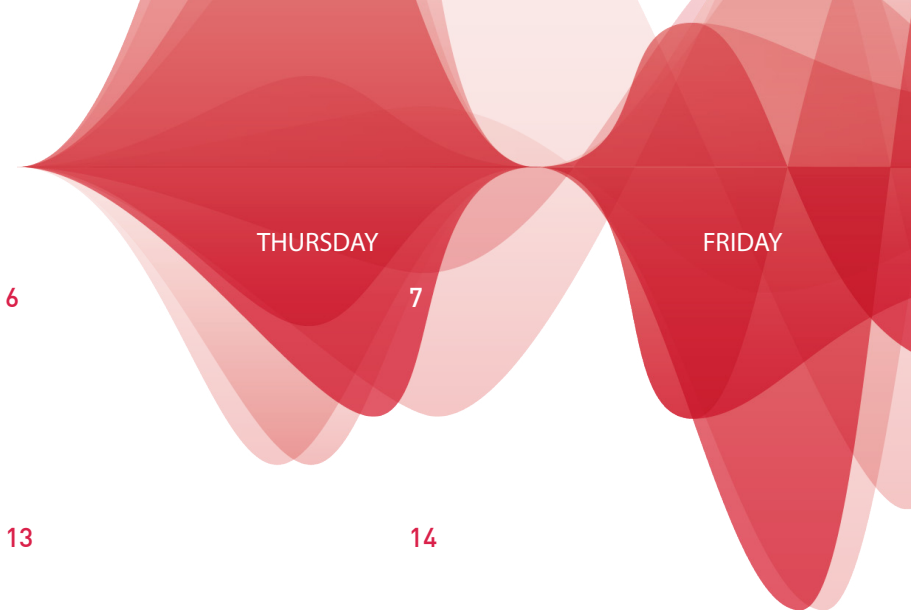
insight event member only (free)

action group member only (by invite)

legal seminar member only (free)

webinar member only (free)

# APRIL '17



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

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**Strategy into action: programmatic roundtables**  
08.30 - 12.30  
RSA House, London

**a**

**ISBA Insight Event: Manchester**  
15.30-17.15  
Manchester

**i**

**COMPAG (Communications Procurement)**  
10.00 - 16.00  
ISBA Offices, London

**a**

**Marketing Capability Forum**  
11.00 - 13.00  
ISBA Offices, London

**a**

**Understanding TV Commercial Production**  
09.30 - 17.00  
ISBA Offices, London

**w**

**ISBA Insight Event**  
17.45-20.00  
Central London

**i**

**Digital marketing: from bolt on to centre of gravity**  
09.30 - 17.00  
ISBA Offices, London

**w**

**w** workshop member only

**in** industry events open to non-members

**i** insight event member only (free)

**a** action group member only (by invite)

**l** legal seminar member only (free)

**we** webinar member only (free)

# MAY '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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**Creative thinking for business: understanding the creative process**  
09.30 - 17.00  
ISBA Offices, London

**w**

**Audio Visual Action Group** 10.00 - 12.30  
ISBA Offices, London

**a**

**ISBA Council Meeting**  
16.00 - 18.00 ISBA, London

**a**

**Beyond like: advanced social media for brands**  
09.30 - 17.00  
ISBA Offices, London

**w**

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**How to work with your media agency & ensure the best ROI from your budget**  
09.30 - 17.00, ISBA, London

**w**

**Digital, Data & Direct Action Group**  
10.00 - 12.30  
ISBA Offices, London

**a**

**ISBA Council Meeting**  
10.00 - 12.30  
ISBA Offices, London

**a**

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**Agency remuneration and payment by results**  
09.30 - 13.00  
ISBA Offices, London

**w**

**Futures Media Group**  
10.00 - 12.30  
ISBA Offices, London

**a**

**Leveraging insights to deliver great marketing**  
09.30 - 13.00  
ISBA Offices, London

**w**

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**w** workshop  
member only

**in** industry events  
open to non-members

**i** insight event  
member only (free)

**a** action group  
member only (by invite)

**l** legal seminar  
member only (free)

**we** webinar  
member only (free)

# JUNE '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

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**w** Presenting with confidence  
09.30-17.00, ISBA, London

**i** ISBA Insight Event  
17.45-20.30  
Central London

**w** Making sense of social media  
09.30 -17.00  
ISBA Offices, London

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**w** Behavioural Economics can change life  
09.30 -13.00  
ISBA Offices, London

**ProcureCon EUROPE**

**i** ISBA Insight Event: Edinburgh  
10.00-12.00,  
Edinburgh

**ProcureCon EUROPE**

**w** Managing the media communications process  
09.30 -17.00  
ISBA Offices, London

**ProcureCon EUROPE**

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**w** Agency Rosters: models & management  
09.30-13.00, ISBA, London

**i** ISBA Insight Event: Leeds  
15.30-17.15, Leeds

**l** ISBA Legal Seminar  
14.00-16.00  
ISBA Offices, London

**a** Advertising in Reality  
18.00-20.00  
ISBA Offices, London

**w** Brand Story: how to connect with your customers  
09.30-17.00  
ISBA, London

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**a** COMPAG (Communications Procurement)  
10.00 -16.00  
ISBA Offices, London

**w** workshop member only

**in** industry events open to non-members

**i** insight event member only (free)

**a** action group member only (by invite)

**l** legal seminar member only (free)

**we** webinar member only (free)

# JULY '17

MONDAY

TUESDAY


WEDNESDAY

THURSDAY

FRIDAY

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4  ISBA Annual Lunch  
14.00 - 17.00  
ISBA Offices, London

5  Audio Visual Action Group  
10.00 - 12.30  
ISBA Offices, London

6  Strategic Marketing Communications  
09.30 - 17.00  
ISBA Offices, London

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11  Briefing and appraising creative ideas  
09.30 - 17.00  
ISBA Offices, London


12  Digital, Data & Direct Action Group  
10.00 - 12.30  
ISBA Offices, London

13  Executive Committee Meeting  
10.00 - 12.30  
ISBA Offices London

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19  Futures Media Group  
10.00 - 12.30  
ISBA Offices, London

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25  Programmatic Roundtable Event  
Details TBC

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workshop  
member only



industry events  
open to non-members



insight event  
member only (free)



action group  
member only (by invite)



legal seminar  
member only (free)



webinar  
member only (free)



# AUGUST '17

MONDAY

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WEDNESDAY

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**w** workshop  
member only

**in** industry events  
open to non-members

**i** insight event  
member only (free)

**a** action group  
member only (by invite)

**l** legal seminar  
member only (free)

**we** webinar  
member only (free)

# SEPTEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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**Audio Visual Action Group**  
10.00 -12.30  
ISBA Offices, London

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**Delivering a great marketing plan**  
09.30 -13.00  
ISBA Offices, London

**Digital, Data & Direct Action Group**  
10.00 -12.30  
ISBA Offices, London

**COMPAG (Communications Procurement)**  
10.00 -16.00  
ISBA Offices, London

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**Briefing: writing and delivering a great communications brief**  
09.30 -17.00  
ISBA Offices, London

**Futures Media Group**  
10.00 -12.30  
ISBA Offices, London

**ISBA Insight Event**  
17.45-20.00  
Central London

**Executive Committee Meeting**  
10.00 -12.30  
ISBA Offices London

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**Marketing Capability Forum**  
11.00 -13.00  
ISBA Offices, London

**Guide to advertising and marketing communications**  
09.30 -17.00  
ISBA Offices, London

**ISBA Legal Seminar**  
14.00-16.00  
ISBA Offices, London

**Innovations for marketers**  
09.30 -17.00  
ISBA Offices, London

**Understanding agency finances**  
09.30 -13.00  
ISBA Offices, London

**w** workshop  
member only

**in** industry events  
open to non-members

**i** insight event  
member only (free)

**a** action group  
member only (by invite)

**l** legal seminar  
member only (free)

**we** webinar  
member only (free)

# OCTOBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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**Behavioural Economics can change life**  
09.30 - 13.00  
ISBA Offices, London

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**Best practice agency pitches, appointment and alignment**  
09.30 - 17.00  
ISBA Offices, London

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**ISBA Council Meeting**  
16.00 - 18.00  
ISBA Offices London

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**Data Protection Seminar**  
09.30 - 13.00  
ISBA Offices London

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**Understanding TV commercial production**  
09.30 - 17.00  
ISBA Offices, London

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**Creative thinking for business: understanding the creative process**  
09.30 - 17.00  
ISBA Offices, London

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**Digital marketing: from bolt on to centre of gravity**  
09.30 - 17.00  
ISBA Offices, London

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**Data Protection Update**  
Details TBC

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**Marketing communications copywriting**  
09.30 - 17.00  
ISBA Offices, London

w

ProcureCon  
EUROPE

w workshop member only

in industry events open to non-members

i insight event member only (free)

a action group member only (by invite)

l legal seminar member only (free)

we webinar member only (free)

# NOVEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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Driving the best work & greater value from your creative agencies  
09.30 - 13.00  
ISBA Offices, London

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Audio Visual Action Group  
10.00 - 12.30  
ISBA Offices, London

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Beyond like: advanced social media for brands  
09.30 - 17.00  
ISBA Offices, London

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Digital, Data & Direct Action Group  
10.00 - 12.30  
ISBA Offices, London

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How to work with your medi agency  
09.30-17.00, ISBA, London

ISBA Insight Event: Edinburgh  
10.00-12.00, Edinburgh

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Brand building in the digital age  
09.30 - 13.00,  
ISBA Offices, London

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Futures Media Group  
10.00 - 12.30  
ISBA Offices, London

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COMPAG (Communications Procurement)  
10.00 - 16.00  
ISBA Offices, London

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Marketing Capability Forum  
11.00 - 13.00  
ISBA Offices, London

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Strategic Marketing Communications  
09.30 - 17.00  
ISBA Offices, London

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ISBA Insight Event: Leeds  
15.30-17.15  
Leeds

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Executive Committee Meeting  
10.00 - 12.30  
ISBA Offices London

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Programmatic Roundtable Event  
Details TBC

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ISBA Insight Event  
17.45-20.00  
Central London

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w workshop member only

in industry events open to non-members

i insight event member only (free)

a action group member only (by invite)

l legal seminar member only (free)

we webinar member only (free)

# DECEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

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ISBA Legal Seminar  
14.00-16.00  
ISBA Offices, London

**w** workshop  
member only

**in** industry events  
open to non-members

**i** insight event  
member only (free)

**a** action group  
member only (by invite)

**l** legal seminar  
member only (free)

**we** webinar  
member only (free)