



# 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

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31

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

**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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**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



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**Understanding agency finances & their impact**  
09.30 - 13.00  
ISBA Offices, London



workshop member only



industry events open to non-members



insight event member only (free)



action group member only (by invite)

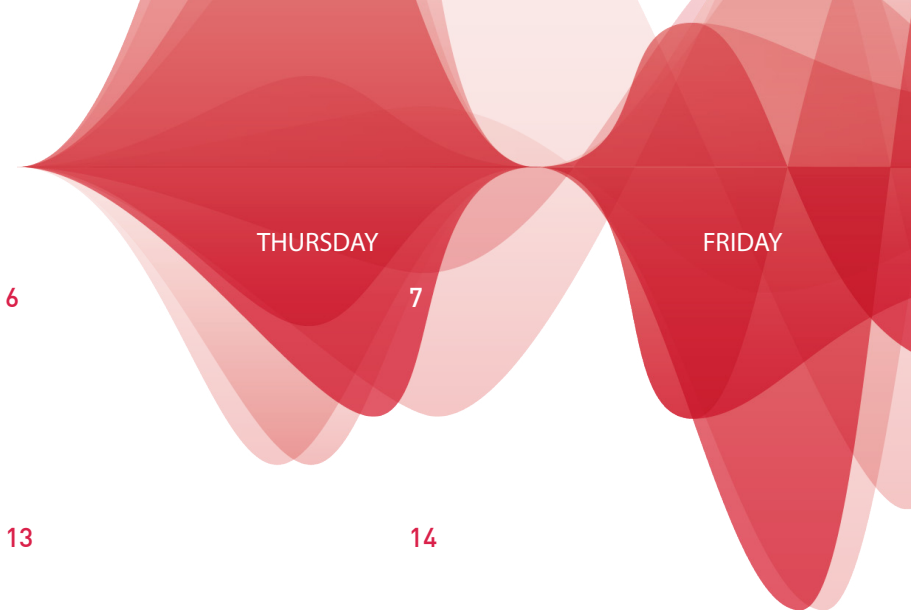


legal seminar member only (free)



webinar member only (free)

# APRIL '17



MONDAY

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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

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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

**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

**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

**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

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# JUNE '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

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

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

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

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

**ProcureCon EUROPE**

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

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

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

**Advertising in Reality**  
Details TBC

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

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

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

**Virtual Reality Summer Social** 18.00-20.00  
ISBA Offices, London

**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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**ISBA Annual Lunch**  
14.00 - 17.00  
ISBA Offices, London

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

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**Strategic Marketing Communications**  
09.30 - 17.00  
ISBA Offices, London

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**Briefing and appraising creative ideas**  
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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**Executive Committee Meeting**  
10.00 - 12.30  
ISBA Offices London

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

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**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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**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



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



**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



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



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



**Data Protection Update**  
Details TBC



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**Marketing communications copywriting**  
09.30 - 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)

# 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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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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Strategic Marketing Communications  
09.30 - 17.00  
ISBA Offices, London

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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

FRIDAY

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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)