



EVENTS
CALENDAR

JUN / DEC
2017

JUNE '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

1

2

5

6

Media2020: Refresh Launch
15.30 -17.30
ISBA Offices, London

w

7

ISBA Insight Event w. Diageo & MOFILM
17.45-20.30
ISBA Offices, London

i

8

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

w

9

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

w

12

13

Insight & Effectiveness Group
10.00 -12.30
ISBA Offices, London

a

ProcureCon

14

ISBA Insight Event: Edinburgh
10.00-12.00,
Edinburgh

i

ProcureCon

15

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

w

ProcureCon

16

ISBA Member Meeting w. Facebook
09.00 -12.00
Facebook Offices, London

19

20

w **Agency Rosters**
09.30-13.00, ISBA, London

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

we **The importance & power of brands**
12.45-13.30

21

ISBA Legal Seminar
14.00-16.00
ISBA Offices, London

l

22

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

w

23

ISBA Senior Marketers Lunch w. Facebook feat. Sheryl Sandberg
13.00-14.30
34 Mayfair, London

in

26

27

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

w

28

29

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

a

30

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

3

4

ISBA Annual Lunch
14.00 - 17.00
ISBA Offices, London

in

5

Audio Visual Action Group
10.00 - 12.30
ISBA Offices, London

a

6

Strategic Marketing Communications
09.30 - 17.00
ISBA Offices, London

w

7

10

11

Briefing and appraising creative ideas
09.30 - 17.00 ISBA, London

w

Webinar: Using video to engage w. consumers
12.45 - 13.30

we

12

Digital Action Group
10.00 - 12.30
ISBA Offices, London

a

13

Executive Committee Meeting
10.00 - 12.30
ISBA Offices London

a

14

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

w

17

ISBA Senior Marketers Dinner: Cross Media Measurement
BT, London

in

18

19

Futures Media Group
10.00 - 12.30
ISBA Offices, London

a

20

21

24

25

Programmatic Roundtable Event w. The Exchange Lab
Details TBC

a

26

Insight & Effectiveness Group
10.00 - 12.30, ISBA, London

a

ISBA Senior Marketers Dinner w. NMA
18.30 - 21.30, Central London

in

27

Data Action Group
10.00 - 12.30
ISBA Offices, London

a

28

24

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)

AUGUST '17

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

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

4

5

Insight & Effectiveness Group
10.00 -12.30
ISBA Offices, London

a

6

Audio Visual Action Group
10.00 -12.30
ISBA Offices, London

a

in **JICWEBS**
Townhall Meeting

7

8

11

Marketing Capability Forum
11.00 -13.00
ISBA Offices, London

a

12

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

w

13

Digital Action Group
10.00 -12.30
ISBA Offices, London

a

we **Data Protection Webinar**
12.45-13.30

14

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

a

15

18

19

Briefing: delivering a great marcoms brief
09.30 -17.00, ISBA Offices

w

we **Webinar: Customer insight & the power of data** 12.45-13.30

20

Futures Media Group
10.00 -12.30
ISBA Offices, London

a

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

21

Executive Committee Meeting
10.00 -12.30
ISBA Offices London

a

22

25

26

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

w

27

ISBA Legal Seminar
14.00-16.00
ISBA Offices, London

i

i **ISBA Insight Event**
15.00-17.00
Manchester

28

Innovations for marketers
09.30 -17.00
ISBA Offices, London

w

29

Understanding agency finances
09.30 -13.00
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)

OCTOBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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

w


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

w



ISBA Council Meeting
16.00 - 18.00
ISBA Offices London

a




Understanding TV commercial production
09.30 - 17.00
ISBA Offices, London

w




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

w



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

w



Data Protection Roundtable
ISBA Offices London

a



Webinar: Entertainment marketing. Brand engagement through people's passions
12.45 - 13.30

we



Marketing communications copywriting
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)

NOVEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

6

7

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



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Digital Action Group
10.00 - 12.30
ISBA Offices, London



9

How to work with your media agency
09.30-17.00, ISBA, London
ISBA Insight Event: Edinburgh
10.00-12.00, Edinburgh



10

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



13

14

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



15

Futures Media Group
10.00 - 12.30
ISBA Offices, London



16

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



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21

Webinar: Digital Experiential Case Studies
12.45 - 13.30
Alternative Ways of Managing Marcomms
Details TBC



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ISBA Insight Event: Leeds
15.30-17.15, Leeds
Data Action Group
10.00 - 12.30
ISBA Offices, London



23

Executive Committee Meeting
10.00 - 12.30
ISBA Offices London



24

Programmatic Roundtable Event
Details TBC



27

Marketing Capability Forum
11.00 - 13.00
ISBA Offices, London



28

Strategic Marketing Communications
09.30 - 17.00
ISBA Offices, London



29

ISBA Insight Event
17.45-20.00
Central London



30

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)

DECEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

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ISBA Legal Seminar
14.00-16.00
ISBA Offices, London

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l legal seminar
member only (free)

we webinar
member only (free)