



EVENTS
CALENDAR

SEPT / DEC
2017

SEPTEMBER '17

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

4

5

6

7

8

Audio Visual Action Group
10.00 - 12.30
ISBA Offices, London

JICWEBS
Townhall Meeting

11

Marketing Capability Forum
11.00 - 13.00
ISBA Offices, London

12

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

13

Digital Action Group
10.00 - 12.30
ISBA Offices, London

Data Protection Webinar
12.45-13.30

14

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

15

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

18

19

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

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

20

Futures Media Group
10.00 - 12.30
ISBA Offices, London

ISBA Insight Event
17.45-20.00
Central London

21

Executive Committee Meeting
10.00 - 12.30
ISBA Offices London

22

Data Action Group
10.00 - 12.30
ISBA Offices London

25

26

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

27

ISBA Legal Seminar
14.00-16.00
ISBA Offices, London

ISBA Insight Event
15.00-17.00
Manchester

28

Innovations for marketers
09.30 - 17.00
ISBA Offices, London

29

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



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17

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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 Roundtable
09:00 - 12:00
ISBA Offices London



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24

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27

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



30

31

**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

6

7

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

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1

Audio Visual Action Group
10.00 - 12.30
ISBA Offices, London

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2

Presenting with confidence
09.30 - 17.00,
ISBA Offices, London

w

3

Insight & Effectiveness Group
10.00 - 12.30
ISBA Offices, London

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13

14

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

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Digital Action Group
10.00 - 12.30
ISBA Offices, London

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

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ISBA Insight Event: Edinburgh
10.00-12.00, Edinburgh

i

10

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

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21

Webinar: Digital Experiential Case Studies
12.45 - 13.30

we

Alternative Ways of Managing Marcomms
Details TBC

in

15

Futures Media Group
10.00 - 12.30
ISBA Offices, London

a

16

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

a

17

Agency Rosters: models and management
09.30 - 13.00, ISBA, London

w

27

Marketing Capability Forum
11.00 - 13.00
ISBA Offices, London

a

22

ISBA Insight Event: Leeds
15.30-17.15, Leeds

i

Data Action Group
10.00 - 12.30
ISBA Offices, London

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23

Executive Committee Meeting
10.00 - 12.30
ISBA Offices London

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24

Programmatic Roundtable Event
Details TBC

a

28

Strategic Marketing Communications
09.30 - 17.00
ISBA Offices, London

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29

ISBA Insight Event
17.45-20.00
Central London

i

30

Agency remuneration & payment by results
09.30 - 13.00, ISBA, London

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a action group member only (by invite)

l legal seminar member only (free)

we webinar member only (free)

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