

## JANUARY

- 2-5 **MSI** SCHOLARS PROGRAM
- 17 **L.A. MEDIA RESEARCH COUNCIL**
- 23 **INSIGHTS STUDIO**
- 24 **YOUNG PROS**

## FEBRUARY

- 6 **ANALYTICS COUNCIL**
- 13 **INSIGHTS STUDIO** JAR
- 28 **TOWN HALL**
- 15 **ARF WIDE**
- 22-23 **MSI SUMMIT**
- 27 **MSI WORKSHOP**
- 28 **YOUNG PROS**

## MARCH

- 7 **CULTURAL EFFECTIVENESS COUNCIL**
- 12 **INSIGHTS STUDIO**
- 19-20 **AUDIENCExSCIENCE 2024**
- 19 **ERWIN EPHRON DEMYSTIFICATION AWARD**
- 20 **WOMEN IN ANALYTICS**
- 21 **CIMM**

## APRIL

- 4 **CREATIVE COUNCIL**
- 11 **ARF WIDE**
- 18 **HOW TO WIN AN ARF DAVID OGILVY AWARD**
- 19 **SHOPPER 2024**

## MAY

- 8 **YOUNG PROS**
- 14 **SOCIAL MEDIA COUNCIL**
- TBD **INSIGHTS STUDIO**
- TBD **Attention 2024**

## JUNE

- 12 **YOUNG PROS**
- 18 **WOMEN IN ANALYTICS**
- 25 **INSIGHTS STUDIO**

## JULY

- 16 **X-PLATFORM MSMNT COUNCIL**
- 17 **FORECASTING 2024**

## AUGUST

- 1 **WOMEN IN ANALYTICS**
- 7 **YOUNG PROS**
- 13 **COGNITION COUNCIL**

## SEPTEMBER

- 10 **INSIGHTS STUDIO**
- 12 **ANALYTICS COUNCIL**
- 17 **INSIGHTS STUDIO** JAR
- 18 **TOWN HALL**
- 19 **ARF WIDE** ORIENTATION:

## OCTOBER

- TBD **CREATIVE EFFECTIVENESS 2024**
- TBD **DAVID OGILVY AWARDS**
- 16 **YOUNG PROS**
- TBD **OTT 2024**
- TBD **WOMEN IN ANALYTICS**
- 22 **CULTURAL EFFECTIVENESS COUNCIL**

## NOVEMBER

- 6 **ARF WIDE**
- 9 **CREATIVE COUNCIL**
- 12 **YOUNG PROS**
- 13 *Attribution & Analytics Accelerator*
- 21 **LEARNING LAB**

## DECEMBER

- 12 **X-PLATFORM MSMNT COUNCIL**