

JANUARY

- 2-5 **MSI** SCHOLARS PROGRAM
- 14 **MSI** WEBINAR
- 15 L.A. MEDIA RESEARCH COUNCIL
- 16 AI SERIES
- 22 **MSI** INSIGHTS EXCHANGE
- 23 **ARF WIDE** Career Lab
- 29 YOUNG PROS

FEBRUARY

- 4 **MSI** WEBINAR
- TBD ARF REGIONAL
- 5 ONLINE OFFLINE METRICS WORKING GROUP
- 6 **INSIGHTS STUDIO**
- 12-13 **MSI SUMMIT**

MARCH

- 4 **MSI** WEBINAR
- 5 ANALYTICS COUNCIL
- 19 B2B FORUM
- 25-26 AUDIENCExSCIENCE
- 25 WOMEN IN ANALYTICS & YOUNG PROS

APRIL

- 2 **CIMM** EAST
- 3 **MSI** INSIGHTS EXCHANGE
- 8 **MSI** WEBINAR
- 9 **CREATIVE COUNCIL**
- 10 **INSIGHTS STUDIO**
- 23 AI SERIES

MAY

- TBD **FORECASTING /MSI** ANALYTICS CONFERENCE
- 6 **MSI** WEBINAR
- 7 **CULTURAL EFFECTIVENESS COUNCIL**
- TBD ARF REGIONAL
- 21 **SHOPPER**
- 21 **WOMEN IN ANALYTICS**
- 28 **YOUNG PROS**

JUNE

- 3 **MSI** WEBINAR
- 4 ATTRIBUTION WORKING GROUP
- 5 Attention
- 10 **INSIGHTS STUDIO**
- 17 **INSIGHTS STUDIO** JAR
- 23 B2B FORUM

JULY

- 8 **CIMM** WEST
- 9 **COGNITION COUNCIL**
- TBD ARF REGIONAL
- 10 **INSIGHTS STUDIO**
- 16 **AI SERIES**
- 17 **MSI** INSIGHTS EXCHANGE
- 29 **MSI** WEBINAR
- 30 **YOUNG PROS**

AUGUST

- 5 **MSI** WEBINAR
- 6 **ORGANIZATIONAL COUNCIL**
- 7 **WOMEN IN ANALYTICS**

SEPTEMBER

- 4 **MSI** WEBINAR
- 4 **SOCIAL COUNCIL**
- 10 B2B FORUM
- 16 **MSI** WEBINAR
- 17 **MSI** IMMERSION
- 17 **YOUNG PROS**

OCTOBER

- TBD **CIMM** SUMMIT
- TBD **CREATIVE EFFECTIVENESS**
- TBD DAVID OGILVY AWARDS
- 7 **MSI** WEBINAR
- 8 **CULTURAL EFFECTIVENESS COUNCIL**
- 15 AI SERIES
- 16 **MSI** INSIGHTS EXCHANGE
- TBD OTT
- TBD **WOMEN IN ANALYTICS**

NOVEMBER

- 5 **CREATIVE COUNCIL**
- 6 **INSIGHTS STUDIO**
- 12 Marketing Analytics Accelerator
- 18 **MSI** WEBINAR
- 19 **YOUNG PROS**
- 19 **ARF WIDE** Career Lab
- TBD ARF REGIONAL

DECEMBER

- 2 **MSI** WEBINAR
- 9 **INSIGHTS STUDIO** JAR
- 9 **CIMM** SUMMIT LONDON
- 10 B2B FORUM