

Events Calendar

2021



Last updated: 15 June 2021

AANA Overview of Events for 2021



Content & Events

RESET NOW PEER GROUP CIRCLE

AANA's Peer Group Program brought to you by Google offers like minded marketers the opportunity to connect virtually to discuss key themes facing the marketing community right now.



AANA's A Place At The Table brought to you by Val Morgan is a series of intimate CMO dinners in Sydney and Melbourne where we connect senior leaders for exclusive peer-to-peer networking.



Our premier event RESET Live is returning in its eighth year on Wednesday 10th November for what is set to be an unmissable day of insights, entertainment and connection.

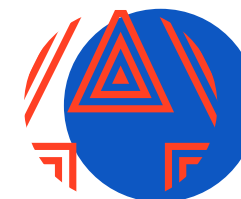
ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP

A series of face to face and online events designed to bring the industry together for thought leadership and advocacy. More to share soon.



Marketing Capabilities through the AANA

The AANA is uniquely positioned as the perfect marketing capabilities partner to bring objective, impartial purpose-built programs designed by marketers for marketers to drive business growth through best practice.



Brand Masters Program

The Brand Masters Program is a purpose-built initiative designed by marketers for marketers to equip and enable marketing teams with best-practice marketing skills to help drive business growth. Five interactive capability modules sequenced and designed to complement each other and collectively deliver the foundations of outstanding marketing competency. Workshops held in Sydney Melbourne.



Dynamic Marketing Program

The Dynamic Marketing Program is a unique, best in class 'virtual classroom' program that upskills and equips marketers with the tools, models and frameworks for immediate application. New dynamic marketing capabilities to rapidly identify opportunity in change and to be confident, positive & proactive in developing and leading alternative marketing strategies to drive business growth.



Self Regulation

Codes & Guidelines

The AANA established the self-regulatory system for advertising and marketing communications in 1997 with the release of the AANA Code of Ethics. Since that time, the AANA has developed and introduced new Codes and amended the existing Codes to keep pace with the rapid changes within the advertising, marketing and media industry. The Codes are platform and technology neutral and evolve and adapt to keep pace with changing consumer expectations.

Self-Regulation Training

The AANA Codes, guidelines and principles set the foundation for ethical advertising. To align our members' marketing, legal or public & regulatory affairs teams with up-to-date marketing governance, we conduct regular training sessions which highlight the latest changes and key issues to consider when creating advertising, marketing and public relations communication.



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Self Regulation

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THE TABLE**

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LEADERSHIP**



**Brand Masters
Program**



**Dynamic
Marketing
Program**

**SELF-REGULATION
PROJECTS &
TRAINING**

Month	Week	Peer Group Circle	A Place at the Table	Advocacy, Insights & Thought Leadership	Brand Masters Program	Dynamic Marketing Program	Self-Regulation Projects & Training
JUL 2021	5th - 9th	Peer Group B Week 4 Stream 2					
	12th - 16th	Peer Group A Week 5 Stream 1		Marketer Breakfast Sydney			
	19th - 23rd	Peer Group B Week 5 Stream 2					
	26th - 30th						
AUG 2021	2nd - 6th				Melbourne Module 1 & 2 Generating Insights & Brand Positioning		
	9th - 13th				Melbourne Module 3 & 4 Organising for Creative & Media Strategy		
	16th - 20th	Peer Group Circle Week 1 Stream 1			Melbourne Module 5 Measuring Effectiveness & Stakeholder Engagement		Free AANA Code training available for members
	23rd - 27th	Peer Group Circle Week 1 Stream 2					
SEPT 2021	30th - 3rd	Peer Group Circle Week 2 Stream 1					
	6th - 10th	Peer Group Circle Week 2 Stream 2		Marketer Breakfast Melbourne			
	13th - 17th	Peer Group Circle Week 3 Stream 1					
	20th - 24th	Peer Group Circle Week 3 Stream 2					
	27th - 1st	Peer Group Circle Week 4 Stream 1					

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**SELF-REGULATION
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Month	Week	RESET NOW PEER GROUP CIRCLE	A PLACE AT THE TABLE	ADVOCACY, INSIGHTS & THOUGHT LEADERSHIP	Brand Masters Program	Dynamic Marketing Program	SELF-REGULATION PROJECTS & TRAINING
OCT 2021	4th - 8th	Peer Group Circle Week 4 Stream 2					
	11th - 15th	Peer Group Circle Week 5 Stream 1			Sydney Module 1 & 2 Generating Insights & Brand Positioning		Free AANA Code training available for members
	18th - 22nd	Peer Group Circle Week 5 Stream 2	CMO Dinner Melbourne		Sydney Module 3 & 4 Organising for Creative & Media Strategy		
	25th - 29th				Sydney Module 5 Measuring Effectiveness & Stakeholder Engagement		
NOV 2021	1st - 5th					Module 1 Resilience and Growth Mindset	New Food & Bev Advertising Code takes effect
	8th - 12th			RESET Live Sydney, November 10		Module 2 Purposeful Curiosity	
	15th - 19th					Module 3 Creative Problem Solving	
	22nd - 26th					Module 4 Innovation	
DEC 2021	29th - 3rd					Module 5 Strategic Storytelling	Free AANA Code training available for members
	6th - 10th			Marketer Breakfast Sydney			
	13th - 17th						
	20th - 24th						
	27th - 31st						

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