



Calendar 2020



**Training
(paid)**



**Roundtables &
exclusive
forums**



Webinars



Events



**Manchester &
Leeds events**



**Scotland
events**



**ISBA Group
Meetings**

APRIL

- W** 2 How do advertisers need to respond to this unprecedented shift in people's online behaviour
- W** 8 Origin – Cross Media Measurement project
- G** 15 TV & Video Steering Group (remote)
- R** 21 Facebook Town Hall update and Q&A

APRIL

- S** 28 Scotland ISBA Media briefing: build your knowledge on the latest media issues (remote)
- G** 29 Data & Ethics Steering Group (remote)
- G** 30 Insight & Effectiveness Steering Group (remote)

MAY

- G** 12 Media Leaders Steering Group (remote)
- G** 14 Performance & Programmatic Steering Group (remote)
- W** 14 Using ISBA's new media framework
- W** 19 How to navigate the complex marketing effectiveness suite of options
- G** 21 Future operations models steering group (remote)
- G** 27 TV & Video Steering Group (remote)

Dates and topics are subject to change



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Manchester & Leeds events



Edinburgh events



ISBA Group Meetings

JUNE

- T** 9 Media Effectiveness
- R** 11 Google Town Hall update and Q&A
- W** 16 Econometrics overview and how to implement the findings
- T** 17 Virtual Media Forum
- G** 25 Insight & Effectiveness Steering Group (remote)
- G** 30 Data & Ethics Steering Group

JULY

- G** 8 TV & Video Steering Group (remote)
- W** 9 ISBA update on agency management
- G** 14 Media Leaders Steering Group (remote)

SEPTEMBER

- W** 15 ISBA briefing : update on ePrivacy and other data issues
- T** 16 Digital Marketing: from bolt on to centre of gravity
- T** 18 Agency Finances and their impact on commercial arrangements

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ISBA Group Meetings

SEPTEMBER

- T** 22 Briefing: writing and delivering a great communications brief
- T** 23 Understanding Programmatic advertising
- R** 29 Senior marketing roundtable: topic tbc
- T** 30 Delivering a great marketing plan

OCTOBER

- T** 6 Briefing & appraising creative ideas
- W** 7 Influencer Marketing – the latest developments
- S** 13 ISBA Policy Update – What brands need to know on the latest policy issues
- R** 15 Facebook Town Hall
- R** 20 Media Group roundtable: topic tbc
- T** 22 How to navigate the complex marketing effectiveness suite of options

NOVEMBER

- T** 6 Econometrics overview and how to implement the findings
- T** 10 Media Effectiveness
- L** 11 Leeds ISBA Media Update – Build your knowledge on the latest media issues
- R** 17 In housing media: latest innovation
- R** 18 Media Forum
- E** 18 Media Insight on the TV landscape
- T** 25 Econometrics overview and how to implement the findings

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Contact

Please visit our [website](#) for more information about any of the 2020 Events, or contact:

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