4A’s Restructures Events to Focus on ‘Tangible Actions,’ Cancels 2019 Spring Conference

The 4A’s, the organization founded in 1917 that serves more than 700 member agencies across 1,300 offices, announced today a restructuring of sorts, pivoting to events that focus on “tangible actions.” In doing so, the organization is canceling this year’s annual spring conference slated to be held in Los Angeles (which was rebranded in 2018… https://www.adweek.com/agencies/4as-restructures-events-to-focus-on-tangible-actions-cancels-2019-spring-conference/