ANA Masters Aims to Stop Looking Back



The Association of National Advertisers' Masters of Marketing conference, taking place in Orlando, Fla. next week, is determined to reshape its agenda to be a forward-looking working summit, with fewer victory laps about what's worked and more strategic thinking about what's next.

"In the past, it's been rear-view mirror—here's what we did and what worked," Nick Primola, executive director of the ANA's Global CMO Growth Council, told ADWEEK. "We've moved it very intentionally to what's around the corner: what do you see as your next stage of growth, and what actions are you taking to ready your company to take full advantage of that?"

While the agenda still features a full slate of main-stage CMO keynotes from brands like P&G, the NFL, LVMH, Kraft Heinz, and more, organizers are adding more peer-to-peer interaction and structured working time alongside talks.

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