



All recorded webinars mentioned below are accessible to all national associations and their advertiser/brand owner members. For questions or more information, please contact Laura (l.baeyens@wfanet.org).

WFA webinars in 2021

- **Diversity & Inclusion in the Production Landscape** ([Description](#) | [Link to recording](#))
with Camelia Cristache, Senior Communications Manager and Diversity & Inclusion Lead, WFA; Sue De Lopez, Chief Growth Officer, Advertising Production Resources (APR); Traci Dunne, Strategic Consultant, APR; and Cath Cimei, Chief Opportunities Officer, MurphyCobb & Associates
- **Global Marketer Week 2021 recorded sessions** ([Conference agenda](#) | [Link to playlist](#))
For this year's WFA Global Marketer Week which took place remotely on April 20-22, the top names in the marketing industry took on some of the toughest challenges marketing has ever had to face, including online hate, diversity & inclusion and the climate emergency – while of course driving marketing effectiveness.
- **WFA virtual event with the Marketoologist** ([Link to recording](#))
with Tom Fishburne, Founder & CEO of Marketoologist, in the build-up to Global Marketer Week 2021
- **#BuildBackBetter: Can marketing be a positive force for change in a post-COVID world?**
([Description](#) | [Link to recording](#))
with Patricia Corsi, Global Chief Marketing & Digital Officer, Bayer; Rupen Desai, Global CMO, Dole; Paul Kemp-Robertson, Co-founder, Contagious; Stephen Kehoe, President and CEO, Asia-Pacific, Edelman; Arba Kokalari, Member of the European Parliament; and Helena Leurent, Director General, Consumers International
- **Sustainability around the world** ([Description](#) | [Link to recording](#))
with Christoph Dölitzsch, Sustainability Project Lead at Latana
- **Digital media and the demise of identity** ([Description](#) | [Link to recording](#))
with Ari Paparo, CEO of Beeswax and Gerry D'Angelo, VP Global Media at Procter & Gamble
- **Shortcutting your marketing transformation** ([Description](#) | [Link to recording](#))
with Nick Broomfield, Executive Director & Global Client Lead at Dentsu SCHEMA
- **How to win the hearts of Gen Z in 2021** ([Description](#) | [Link to recording](#))
with Timothy Armoo, CEO of Fanbytes, and Jan Nixon, Senior Marketing Manager-Youth at Public Health England (PHE)
- **Brand building in uncertain times** ([Description](#) | [Link to recording](#))
with Pablo Gomez, Chief Digital Officer and Media Lead – Insights Division at Kantar NASEAP, and Irene Joshy, Regional Creative Head at Kantar Insights APAC
- **Building your brand in an eCommerce environment** ([Description](#) | [Link to recording](#))
with Pablo Gomez, Chief Digital Officer and Media Lead – Insights Division at Kantar NASEAP
- **Growth Metrics – shift from a savings outlook to a value creation approach**
([Description](#) | [Link to recording](#))
with Simon Francis, CEO of Flock Associates; Mike Campbell, Head of International Effectiveness at Ebiquity; Simon Tilden, Senior Consultant at Alchemists; and Vlad Komanicky, Founding Partner at Alchemists
- **Managing your sponsorship initiatives post-pandemic** ([Description](#) | [Link to recording](#))
with Ian Malcolm, President & CEO of Lumency