

# 2022 Calendar

Event	Date	Type	Location
<b>2022 Webinars, Forums, &amp; Conferences</b>			
Realizing Ever Greater Business Value in 2022	January 18	Webcast	Online
ITSMA's 2022 State of the Profession Address	January 25 & 26	Webcast	Online
Style and Substance: Creative Marketing Trends 2022	February 10	Webcast	Online
Marketing Leadership Forum 2022	May 24 & 25	Forum	Napa, CA
Marketing Vision Conference 2022	October 24-26	Annual Conference	Cambridge, MA
<b>ABM Training &amp; Certification</b>			
<b>ITSMA Account-Based Marketing<sup>SM</sup> Certification &amp; Mentoring Program (Virtual)</b> The program includes a series of six online workshops (12 hrs total), 3 webinars, 2 virtual ABM clinics, and expert, on-the-job mentoring and coaching to create a robust ABM plan that's ready to go.	<ul style="list-style-type: none"> <li>• Mar 3-Apr 5</li> <li>• Apr 4-25</li> </ul>	Virtual Sessions	Online
<b>Fundamentals of ABM: An ITSMA Virtual Training Course</b> This virtual classroom offers four, two-hour sessions over two weeks.	<ul style="list-style-type: none"> <li>• Feb 15 &amp; 17, 22 &amp; 23</li> <li>• Apr 26 &amp; 28, May 3 &amp; 5</li> <li>• May 9 &amp; 11, 16 &amp; 18</li> </ul>	Virtual Sessions	Online

*Check back soon for additional events.*

*ITSMA reserves the right to make changes or substitutions to any event, especially given the current situation with COVID-19 and its impact on in-person events.*

## More information

Visit [www.itsma.com/events/](http://www.itsma.com/events/) for the latest information and to register online.