



# AAR – Your Growth Accelerator

## 2026 Agency Subscriber Content Calendar

### January



Publication of Pulse



Core Seminar: Inclusive Leadership – Skills for leading collaboration in diverse, hybrid teams



AAR New Biz Forum: with Leo Ryan, AI Strategist

### February



Agency Advice Cohort: Live chat with AAR & changeforce consultants



Publication of Report into Agency investment in marketing and new business



Core Seminar: How to deal with the many emotions of pitching

### March



Publication of Agency hourly rate benchmark data

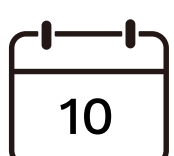


AAR New Biz Forum: Turning History into Opportunity – The HAT archive



Core Seminar: Show more empathy – Win more work

### April



Agency Breakfast: Consultant insights



Core Seminar: Developing M-shaped people



Agency Advice Cohort: Live chat with AAR & changeforce consultants



AAR Business Development Academy starts: 6 weeks

### May



Agency Leaders: Walk the Talk



Core Seminar: Reframing your agency's output through the lens of editorial thinking

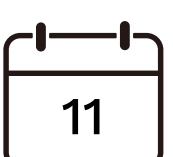


AAR New Biz Forum: Pitching through a client's lens

### June



Agency Advice Cohort: Live chat with AAR & changeforce consultants



AAR Business Development Academy concludes



Core Seminar: Pitch smarter, not harder

### July

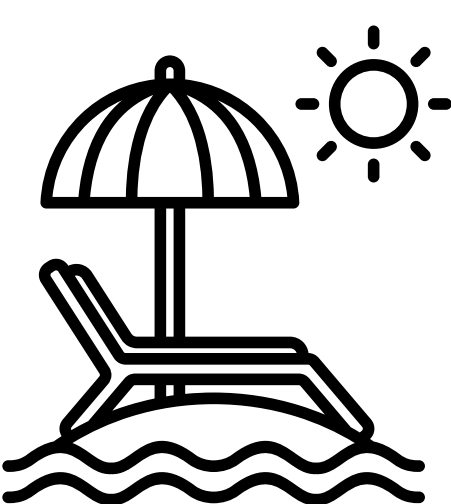


Publication of Half-Yearly Pulse



AAR New Biz Forum: Hannah Astill & Rebecca Nunneley half year observations

### August



SUMMER  
BREAK

### September



Agency Breakfast: Consultant insights



Core Seminar: Dealing with procurement



Agency Advice Cohort: Live chat with AAR & changeforce consultants

### October



AAR New Biz Forum

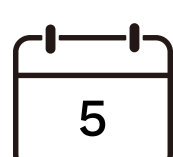


Core Seminar: How to stay ahead when everything is shifting

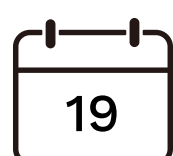


Agency Leaders: Breakfast

### November



Agency Advice Cohort: Live chat with AAR & changeforce consultants

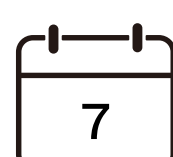


Core Seminar: Lessons in Leadership

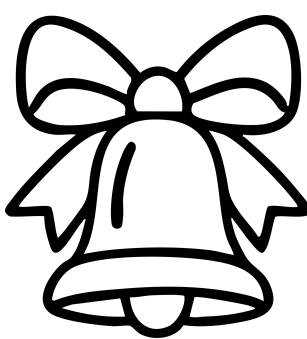


AAR New Biz Forum: Hannah Astill & Rebecca Nunneley annual round up & predictions for 2027

### December



AAR Agency Christmas Drinks



CHRISTMAS  
BREAK

### KEY



Growth training



AAR data and insight



Agency new business  
community engagement



Agency leadership  
community engagement