

AAR – Your Growth Accelerator

2026 Agency Subscriber Content Calendar



January

- W/C5** Publication of Pulse
- 21** Core Seminar: Inclusive Leadership – Skills for leading collaboration in diverse, hybrid teams
- 22** AAR New Biz Forum: with Leo Ryan, AI Strategist

February

- 12** Agency Advice Cohort: Live chat with AAR & changeforce consultants
- W/C23** Publication of Report into Agency investment in marketing and new business
- 25** Core Seminar: How to deal with the many emotions of pitching

March

- W/C9** Publication of Agency hourly rate benchmark data
- 12** AAR New Biz Forum: Turning History into Opportunity – The HAT archive
- 18** Core Seminar: Show more empathy – Win more work

April

- 10** Agency Breakfast: Consultant insights
- 15** Core Seminar: Developing M-shaped people
- 23** Agency Advice Cohort: Live chat with AAR & changeforce consultants
- 23** AAR Business Development Academy starts: 6 weeks

May

- TBC** Agency Leaders: Walk the Talk
- 20** Core Seminar: Reframing your agency's output through the lens of editorial thinking
- 21** AAR New Biz Forum: Pitching through a client's lens

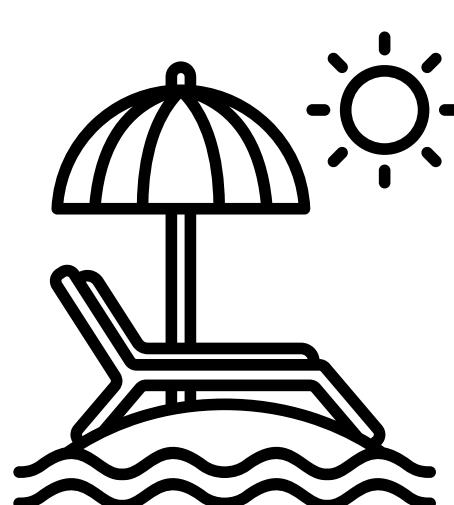
June

- 4** Agency Advice Cohort: Live chat with AAR & changeforce consultants
- 11** AAR Business Development Academy concludes
- 17** Core Seminar: Pitch smarter, not harder

July

- W/C5** Publication of Half-Yearly Pulse
- 9** AAR New Biz Forum: Hannah Astill & Rebecca Nunneley half year observations

August



SUMMER BREAK

September

- 15** Agency Breakfast: Consultant insights
- 16** Core Seminar: Dealing with procurement
- 24** Agency Advice Cohort: Live chat with AAR & changeforce consultants

October

- 8** AAR New Biz Forum
- 14** Core Seminar: How to stay ahead when everything is shifting
- 20** Agency Leaders: Breakfast

November

- 5** Agency Advice Cohort: Live chat with AAR & changeforce consultants
- 19** Core Seminar: Lessons in Leadership
- 26** AAR New Biz Forum: Hannah Astill & Rebecca Nunneley annual round up & predictions for 2027

December

- 7** AAR Agency Christmas Drinks
- CHRISTMAS BREAK** (Icon of a bell with a bow)

KEY



Growth training



AAR data and insight



Agency new business community engagement



Agency leadership community engagement