

ABM's events and awards programs inspire innovation, provide education and celebrate achievement.

Marquee Conferences

ABM's Annual Conference and Executive Forum are bi-annual events bringing together C-level and next-level management staff for themed, high-level and "drill-down" content and networking opportunities. Recent themes have included: Audience Engagement, Marketing Services, Content Matters and B-to-B's Customer-Driven Future.

Education Programs

In January, ABM launched and sold out its inaugural B-to-B Advanced Leadership Program, a premium event offering advanced management training for current and future industry executives. The program, produced in conjunction with ABM's Strategic Alliance partner Northwestern University, delivered both a strategic framework and practical tools for effectively identifying and driving new revenues.

Virtual Events

ABM offers discipline-specific monthly webinars that provide training for entry- to mid-level employees on topics including editorial, sales, audience development, events and digital media.

Awards Programs

[**Jesse H. Neal National Business Journalism Awards**](#) – Now in their 58th year, the Awards recognize the best in b-to-b editorial across standalone and integrated media channels. Dubbed "the Pulitzer Prize of business media," the Neal Awards are b-to-b's most prestigious and sought-after editorial honors, and were named after ABM's first managing director, who remained active in promoting the industry throughout his life.

[**Crain Award**](#) – Annual award presented to an individual who has made outstanding contributions to the development of editorial excellence in business media

[**Timothy White Award**](#) – Annual award presented to an industry editor whose work displays courage, integrity and passion

[**McAllister Editorial Fellowship**](#) – Promotes the study of business media through tutorial visits to the Medill School of Journalism at Northwestern University