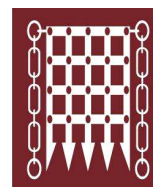


Westminster Media Forum Keynote Seminar

Transparency in the digital advertising market: measurement, accountability and trust

Timing: Morning, Tuesday, 5th June 2018

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.10 **Chair's opening remarks**
Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School
- 9.10 - 9.35 **Priorities for improving transparency and trust in the market**
Jon Mew, Chief Executive, IAB UK
Questions and comments from the floor
- 9.35 - 10.40 **Key issues for ad measurement: effectiveness, data analytics and verification**
Julia Connaughton, Head of Digital, the7stars
Kevin Sewell, Brand Strategy Director, Adyoulike
Tim Hussain, UK Head of Digital, Ebiquity
Kathy Dykeman, Director of Marketing Science Northern Europe, Facebook
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**
Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Rt Hon the Baroness Quin, Member, House of Lords Communications Committee
- 11.15 - 11.25 **Supporting best practice for online ad trading**
Richard Foan, Executive Chair, JICWEBS
- 11.25 - 12.30 **Improving integrity in the digital marketplace: ad fraud, brand safety and accountability**
Sacha Wilson, Partner, Harbottle & Lewis
Dr Daniel Knapp, Executive Director, Advertising Research & Analytics, IHS Markit
Stevan Randjelovic, Brand Safety Manager, GroupM EMEA
Daniel Spears, Programmatic Director, The Guardian
Steve Chester, Director of Media, ISBA
Questions and comments from the floor with **Richard Foan**, Executive Chair, JICWEBS
- 12.30 - 12.55 **Regulating digital advertising: priorities and next steps**
Steve Wood, Deputy Commissioner, Policy, Information Commissioner's Office
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Rt Hon the Baroness Quin, Member, House of Lords Communications Committee
Peter van Gelder, Director, Westminster Media Forum