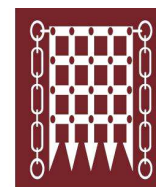


Westminster Media Forum Keynote Seminar
Transparency in the digital advertising market: measurement, accountability and trust

Timing: Morning, Tuesday, 5th June 2018

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



**WESTMINSTER
MEDIA FORUM**

Draft 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, Northern Europe & Global Accounts Marketing Science, 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