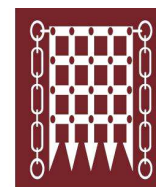


**Westminster Media Forum Keynote Seminar**  
**Transparency in the digital advertising market: measurement, accountability and trust**

Timing: Morning, Tuesday, 5<sup>th</sup> June 2018

Venue: Central London



**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  
**Dale Lovell**, Co-Founder, Adyoulike  
**Tim Hussain**, UK Head of Digital, Ebiquity  
**Kathy Dykeman**, Director, Northern Europe & Global Accounts Marketing Science, Facebook  
Senior commentator  
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**, Chairman, JICWEBS and Group Executive Director, Communication & Innovation, ABC
- 11.25 - 12.30 **Improving integrity in the digital marketplace: ad fraud, brand safety and accountability**  
**Sacha Wilson**, Senior Associate, Bristows  
**Dr Daniel Knapp**, Executive Director, Advertising Research & Analytics, IHS Markit  
**Bethan Crockett**, Senior Director, Brand Safety and Digital Risk, GroupM EMEA  
**Daniel Spears**, Programmatic Director, The Guardian  
**Steve Chester**, Director of Media, ISBA  
Questions and comments from the floor with **Richard Foan**, Chairman, JICWEBS and Group Executive Director, Communication & Innovation, ABC
- 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