

## Westminster eForum Keynote Seminar: Digital marketing

Date: 14<sup>th</sup> October 2010

Venue: The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.30 **Online advertising**  
*Themes: The state of online advertising in the UK. What projections can be made for growth in online advertising? What areas of online are prime 'real estate' and which are likely to increase their value?*  
**Guy Phillipson**, Chief Executive, IAB UK
- 9.30 - 10.20 **The prospects for digital marketing - online, mobile and interactive**  
*Themes: What is the future for digital marketing, and what forms are likely to see growth? How has digital marketing been affected by the economic downturn? What share of UK digital marketing revenue is being put back into the UK economy? What are the prospects for the mobile platform? For which demographics, businesses and circumstances is mobile marketing most appropriate and effective? What factors are encouraging the mobile marketing? Who are the current and emerging players in the mobile ad market? What are the success stories of mobile marketing?*  
**Shaun Gregory**, Managing Director, Media, O2  
**Neil Morris**, Director of Innovation, Engine  
**Yvonne O'Brien**, Managing Partner, Research, Universal McCann  
**Rich Sutcliffe**, Editor, Brand Republic  
**Jon Watts**, co-founder, MTM London  
Questions and comments from the floor with **Guy Phillipson**, Chief Executive, IAB UK
- 10.20 - 10.25 **Chairman's closing remarks**  
Senior Parliamentarian
- 10.25 - 10.55 Coffee
- 10.55 - 11.00 **Chairman's opening remarks**  
**Lord Razzall**
- 11.00 - 11.15 **Marketing on websites - a new regulatory frontier**  
*Themes: ASA's experience of regulating ads in digital media. Extension of the Committee of Advertising Practice (CAP) Code to cover marketing on websites and social media. Regulatory challenges and advice for advertisers.*  
**Guy Parker**, Chief Executive, Advertising Standards Authority
- 11.15 - 12.05 **The regulation of digital marketing**  
*Themes: How successful has self regulation been, and is there room for improvement? Should the Advertising Standards Authority's role be extended further onto digital platforms? Is extending the CAP code to cover non-paid and social networking sites in the best interests of the industry? How does the cross border, international nature of the internet affect regulation? How are personal data concerns, particularly regarding behavioural targeting, to be dealt with?*  
**Emma Ascroft**, Director for Public and Social Policy, Yahoo! UK & Ireland  
**Marina Palomba**, Partner, Advertising Technology and Media, Reed Smith  
**George Pappachen**, Chief Privacy Officer, Kantar  
**Jillian Pitt**, Senior Policy Advocate, Disadvantage, Consumer Focus  
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority
- 12.05 - 12.55 **Competition in online and mobile advertising**  
*Themes: How competitive is the online and mobile advertising industry? Is Google's lead online unassailable? Who are the front runners in the mobile space? What is the effect on the industry of dominant gate keepers? What, if any, are the policy options to ensure a competitive market?*  
**Mark Artus**, Chief Executive Officer, 1HQ  
**Alfonso Marone**, Partner, Media & Entertainment, Value Partners  
**Charlie McGee**, Head of Digital, Carat Digital  
**David Wood**, Legal Counsel, ICOMP  
**Andrew Walmsley**, co-founder, i-level  
Senior representatives, online advertising platforms  
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Lord Razzall**  
**Peter van Gelder**, Director, Westminster eForum