

## 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

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee
- 9.05 - 9.30 **Online advertising**  
*The state of online advertising in the UK. What projections can be made for growth in online advertising? What online areas are prime 'real estate' and which are likely to increase their value?*  
**Guy Phillipson**, Chief Executive Officer, IAB UK
- 9.30 - 10.20 **The prospects for digital marketing - online, mobile and interactive**  
*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 mobile marketing? Who are the current and emerging players in the mobile ad market? What are the success stories of mobile marketing?*  
**Rich Sutcliffe**, Editor, Brand Republic  
**Neil Morris**, Director of Innovation, Engine  
**Shaun Gregory**, Managing Director, O2 Media  
**Jon Watts**, Co-founder, MTM London  
Questions and comments from the floor with **Guy Phillipson**, Chief Executive Officer, IAB UK
- 10.20 - 10.25 **Chairman's closing remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee
- 10.25 - 10.55 Coffee
- 10.55 - 11.00 **Chairman's opening remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee
- 11.00 - 11.15 **Marketing on websites - a new regulatory frontier**  
*The 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**  
*In light of the recent announcement of the ASA's extended remit into the digital arena, is extending the remit and CAP code to cover non-paid-for space on the internet, including social networking sites, in the best interests of the industry? Is there sufficient funding for the regulation? How will the fast-moving nature of this media and the cross-border, international nature of the internet affect enforcement of regulation?*  
**Marina Palomba**, Partner, Advertising Technology and Media Department, Reed Smith  
**George Pappachen**, Chief Privacy Officer, Kantar/WPP  
**Rae Burdon**, Consultant and former Chief Operating Officer, Advertising Association  
**Jillian Pitt**, Senior Policy Advocate, Consumer Focus  
**Nick Stringer**, Director of Regulatory Affairs, IAB UK  
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority
- 12.05 - 12.55 **Competition in online and mobile advertising**  
*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 gatekeepers? What, if any, are the policy options to ensure a competitive market?*  
**Rachel Healy**, Senior Engagement Manager, Value Partners Group  
**Stephen Kinsella**, Partner, Sidley Austin  
**Esther Miller-Comrie**, Head of iCommerce, 1HQ  
**Charlie McGee**, Head of Digital, Carat  
**Alasdair Cross**, Commercial Director and co-founder, Adprecision  
**Andrew Walmsley**, Digital Pluralist  
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee  
**Peter van Gelder**, Director, Westminster eForum