

# Westminster eForum Keynote Seminar

## Digital marketing - regulation, consumer targeting and emerging technologies

Timing: Morning, Thursday, 13<sup>th</sup> October 2011

Venue: Sixty One Whitehall, London SW1A 2ET



WESTMINSTER  
eFORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**  
**Eric Joyce MP**, Vice-Chair, PICTFOR
- 9.05 - 9.20 **Challenges, opportunities and trends for online advertising**  
**Guy Phillipson**, Chief Executive Officer, IAB UK
- 9.20 - 10.10 **Charting the opportunities: technology, social media and digital marketing**  
*What are the trending technological innovations and techniques being employed by digital marketers, and what are the emerging areas for future development: connected-TV, social media, targeted use of customer data, augmented reality, localisation and NFC (Near-Field Communications)? What opportunities will these technological advances offer for advertisers and how will they be utilised in future campaigns? How will ad spend be affected by the ability to better identify and connect with demographics? How will the new technologies, e.g. QR (quick response) codes, fit in with established digital techniques such as display - as well as traditional forms of advertising?*  
**Thomas Brown**, Head of Insights, Chartered Institute of Marketing (CIM)  
**Ryan Jamboretz**, Managing Director EMEA, Videology  
**Henry Rowe**, Managing Director, FaR Partners  
**Christine Mullin**, Chief Operating Officer, Advertising & Online Division, Microsoft UK  
Questions and comments from the floor with **Guy Phillipson**, Chief Executive Officer, IAB UK
- 10.10 - 10.15 **Chairman's closing remarks**  
**Eric Joyce MP**, Vice-Chair, PICTFOR
- 10.15 - 10.45 Coffee
- 10.45 - 10.50 **Chairman's opening remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee
- 10.50 - 11.05 **Regulating online advertising**  
*The future for regulation following the extension of the Committee of Advertising Practice (CAP) code to cover marketing on websites, social media and video-on-demand services.*  
**Guy Parker**, Chief Executive, Advertising Standards Authority (ASA)
- 11.05 - 11.55 **The extended CAP Code: the first six months, and looking forward**  
*How is the ASA's expanded remit affecting the online marketing industry, and what are the options for future development? Is the expanded remit of the CAP Code effectively dealing with contentious issues such as alcohol and HSSF food products? How might the CAP Code develop in the future to deal with issues such as broadband advertising? Will the CAP Code, along with provisions of the AVMS Directive, provide adequate regulatory oversight and does it offer enough encouragement for innovation? Are UK marketers being placed at a disadvantage by the CAP Code with international rivals not being held to the same standards? Will regulation need to be updated to respond to new technologies and platforms, such as IPTV and mobile, and greater moves toward convergence? How can interactive platforms - such as social media - work with advertisers to improve trust as well as the experience and security of consumers?*  
**Marina Palomba**, General Legal Counsel, McCann Worldgroup  
**David Poley**, Chief Executive, The Portman Group  
**Luc Delany**, European Policy Manager, Facebook  
**Nick Johnson**, Partner, Osborne Clarke  
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority (ASA)
- 11.55 - 12.10 **Digital marketing and data protection**  
*How will the new Privacy and Electronic Communications Regulations - in force since 26 May 2011 - impact on the Information Commissioner's approach to scrutinising the use of personal data by digital advertisers?*  
**Christopher Graham**, UK Information Commissioner
- 12.10 - 12.55 **Cookies and data protection**  
*What impact will the European Union's Privacy and Electronic Communications Directive and its adoption by the UK have on digital marketing in the UK? What are the implications for digital advertisers of the European Commission's 'comprehensive' and harmonising approach to data protection law? How can the EU's ongoing review of data protection law make data protection fit for fast-developing technologies and globalised services that challenge existing data protection law? What is the future for deep packet inspection techniques as a marketing strategy following court cases and critical reporting? What is needed to enable digital marketing to develop responsibly, whilst ensuring consumers are protected from unauthorised use of their information? What are the challenges for 'digital literacy' in ensuring that citizens and consumers are able to better protect their own private data?*  
**Nigel Hickson**, Head of EU and International ICT Policy, Department for Culture, Media and Sport  
**Hazel Grant**, Partner, Bristows  
**William Blomefield**, Regulatory Affairs Manager, Advertising Association  
**George Pappachen**, Chief Privacy Officer, Kantar Group/WPP  
Questions and comments from the floor with **Christopher Graham**, UK Information Commissioner
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Lord Razzall**, Member, House of Lords Communications Committee  
**Thomas Raynsford**, Senior Producer, Westminster eForum