



Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Baroness Massey of Darwen, Chair, All-Party Parliamentary Group for Children
- 9.05 - 9.30 **Growing up too quickly?**
Dr Maggie Atkinson, Children's Commissioner for England
Questions and comments from the floor
- 9.30 - 9.45 **The advertising industry - children and the commercial market**
Sue Eustace, Director of Public Affairs, Advertising Association
- 9.45 - 10.50 **Children and advertising regulation: lessons learnt and next steps post-Bailey Review**
Five years on from the ban on advertising HFSS food and drink to children, has there been a measurable impact on the health of young people? Has the ban changed the broadcast industry - e.g. the quantity and quality of children's broadcasting, day-time advertising revenue and the independent production sector? What effect has the ban had on food and drink industry? What will be the likely consequences to implementation of the Bailey Review's recommendations? What should be the ASA's immediate priorities post-Review? What will be the practical challenges of preventing inappropriate ads appearing in outdoor media close to schools? Will public transport networks, used by young people and passing close to schools, need to review their advertisers? What further steps need to be taken to empower parents and children and increase awareness of marketing and advertising techniques?
Mike Baker, Chief Executive Officer, Outdoor Media Centre
Tony Close, Director of Standards, Content, International and Regulatory Development Group, Ofcom
Lynsay Taffe, Director of Communications, Marketing and Public Affairs, Advertising Standards Authority
Anna Home, Chair, The Children's Media Foundation
Questions and comments from the floor with **Sue Eustace**, Director of Public Affairs, Advertising Association
- 10.50 - 10.55 **Chairman's closing remarks**
Baroness Massey of Darwen, Chair, All-Party Parliamentary Group for Children
- 10.55 - 11.20 Coffee
- 11.20 - 11.25 **Chairman's opening remarks**
Claire Perry MP, Member, All-Party Parliamentary Group on Child Protection
- 11.25 - 11.45 **The next steps for policy**
Reg Bailey, Chief Executive, Mothers' Union and author, *Letting Children Be Children: the Report of an Independent Review of the Commercialisation and Sexualisation of Childhood*
Questions and comments from the floor
- 11.45 - 11.55 **Reviewing the reviews - where are we now/what next?**
With this year's review of commercialisation and sexualisation of children by Reg Bailey, Chief Executive of the Mothers' Union, being the fifth report in this area commissioned by the Government since December 2008, what has the aggregated research revealed? How has the Bailey Review added to previous reviews? What areas for research remain? Are there any lessons for the way research may be conducted in future?
Dr Agnes Nairn, Professor of Marketing, EM-Lyon Business School
- 11.55 - 12.55 **Next steps for children and the media**
Stakeholder perspectives on the effectiveness and practical implications of the proposals announced by Government, for ISPs, the media, retailers and others in delivering the recommendations of the Bailey Review. What impact will implementation of the review's recommendations on the use of sexualised images in television, online, in music videos and in print have in practice? How should 'parents' expectations' of pre-watershed TV be balanced with the tastes and requirements of other viewers? How can media literacy and safety campaigns effectively target the parents most in need rather than the parents already concerned about the issue? What should be the role for ISPs in the safety of children - e.g. what are the options for preventing access to age-restricted content online and should filters be used at network level by default? How can filters at home-level applied by parents be made to succeed in the future? What lessons can be learnt from attempts by online gambling providers and others to voluntarily introduce systems to verify their users' ages? How does the increasing coverage of public WiFi impact on the options for controlling access - do operators need to implement similar content filters to mobile networks?
Katie O'Donovan, Head of Communications, Mumsnet
John Carr, Secretary, UK Children's Charities' Coalition on Internet Safety
Jane Bevis, Director of Public Affairs, British Retail Consortium
Dr Clarissa Smith, Reader in Sexual Cultures, University of Sunderland
Dido Harding, Chief Executive Officer, TalkTalk
Senior representative, broadcasting
Questions and comments from the floor with **Dr Agnes Nairn**, Professor of Marketing, EM-Lyon Business School
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Claire Perry MP, Member, All-Party Parliamentary Group on Child Protection
Thomas Raynsford, Senior Producer, Westminster Media Forum