

Westminster eForum Keynote Seminar

Digital marketing: innovation, convergence and regulation

Timing: Morning, Thursday, 31st October 2013

Venue: Banqueting Hall, Glaziers Hall, 9 Montague Close, London SE1 9DD

Agenda subject to change



- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 9.05 - 9.20 **Growth in digital advertising**
With advertising spend in the UK reaching at £17bn its highest rate since 2007, driven by digital and mobile advertising, can the sector maintain its impressive rates of growth? What impact will challenges including the economic climate, consumer privacy concerns and regulation have on the industry?
Nick Stringer, Director of Regulatory Affairs, IAB UK
- 9.20 - 9.35 **Engaging the mobile consumer**
How can the connectivity, interactivity and new uses of mobile devices help provide brands with the data and insight to engage consumers?
David Sear, Chief Executive Officer, Weve
- 9.35 - 10.20 **Connectivity and social networking for digital marketing**
How will increased connectivity through 4G, NFC and the 'internet of things' change the way the public perceives marketing and the ways consumers engage with commerce? With social media encouraging consumers to share, compare, and rate experiences, how can marketing strategies benefit from increasingly ubiquitous access to social profiles and services? How can social media monitoring and engagement with consumers help shape a brand? How can marketing companies effectively capitalise on responsive campaigns, such as the rapid response marketing during the Super Bowl blackout?
Andy Hart, Vice President, Advertising and Online Europe, Microsoft
Mike Baker, Chief Executive Officer, Outdoor Media Centre
Tom Jefferies, Senior Manager, Deloitte
Questions and comments from the floor with **Nick Stringer**, Director of Regulatory Affairs, IAB UK and
David Sear, Chief Executive Officer, Weve
- 10.20 - 10.25 **Chairman's closing remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 10.25 - 10.50 Coffee
- 10.50 - 10.55 **Chairman's opening remarks**
John Hemming MP, Chair, All-Party Parliamentary Group on New Media
- 10.55 - 11.05 **Brand safety and consumer engagement challenges**
A perspective on the challenge for digital marketing campaigns of ensuring the appropriate location of adverts and protecting consumer privacy.
David Ellison, Senior Marketing Manager, ISBA
- 11.05 - 11.20 **Online advertising - the emerging regulatory priorities**
What are the priorities, and who needs to do what, in ensuring that consumers in the UK are better protected against misleading advertising issues highlighted recently by the ASA, including free trials, pricing, daily deals, testimonials and health?
Daniel Bugler, Associate, Lewis Silkin
- 11.20 - 12.10 **Trust and accountability challenges across platforms**
What impact do the separate regulatory codes for online and broadcasting have on the market, and what does it mean for the public? Are social and search advertising platforms doing enough to make it easy for consumers to decipher advertising in search results or social content? Following the EU ePrivacy Directive, how are online tracking technologies such as cookies and their consumer controls evolving? Will the ISBA/IPA online brand safety scheme and good practice in ad-trading markets ensure that there is appropriate advertisement positioning on online platforms? What are the implications for Internet Advertising Sales Houses and the functioning of current ad market protections? How is the monitoring of sensitive areas of advertising such as HSSF food and drink, alcohol and adverts aimed at children being developed online? What role should legislation have in ensuring public policy is consistent on these issues across communication platforms?
Professor Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School and Chairman, Which?
George Pappachen, Chief Privacy Officer, Kantar and Vice President, Global Strategy Director, The Data Alliance
Giles Crown, Head of Media Brands and Technology, Lewis Silkin
Questions and comments from the floor with **David Ellison**, Senior Marketing Manager, ISBA and
Daniel Bugler, Associate, Lewis Silkin
- 12.10 - 12.55 **The evolving online advertising ecosystem**
In the context of multiple online platforms offering advertisers opportunities for both demand generation and demand fulfilment, how are online forms of advertising, such as display, social and search converging? What does this mean for marketing budgets, and for the industry more widely and the skills it requires? How is easy access to retail and payment intermediaries, such as contactless and mobile technology, influencing marketing strategy? Looking forwards, how will large data sets or 'big data' collected from online and mobile services enable businesses to deliver significant commercial benefits through understanding their consumers' habits? Latest thinking on the extent that pseudonymised consumer data can offer digital marketing companies the opportunity to innovate new forms of engagement in a way that reflects consumer choices and their privacy.
Martin Hayward, Head of Global Digital Strategy, Aimia
Michael Wrigley, Chief Marketing Officer, EngageSciences
Graeme Benge, Digital Marketing Executive, Koozai
Timothy Abraham, Director, Data and Audience EMEA, Xaxis
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**
John Hemming MP, Chair, All-Party Parliamentary Group on New Media
Edward Rees, Forum Lead, Westminster eForum