

Westminster eForum Keynote Seminar

Digital and mobile marketing: innovation, partnerships and value for money

Timing: Morning, Tuesday, 11th November 2014

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

Agenda subject to change



- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 9.05 - 9.15 **Key developments and strategic issues for digital and mobile marketing**
Nick Stringer, Director of Regulatory Affairs, IAB UK
- 9.15 - 9.25 **Nest steps for mobile marketing**
Tom Pearman, Director of Brand, Weve
- 9.25 - 9.35 **Content, consumers and growth in digital and mobile marketing**
Sonia Sudhakar, Director, Digital & On Demand Marketing, ITV
- 9.35 - 9.55 Questions and comments from the floor
- 9.55 - 10.50 **Innovation: technology, techniques and strategy**
How are marketers planning their strategies for creating cross-media, multiscreen campaigns? What challenges do they face, including keeping up with the momentum of change in consumer habits and the proliferation of screens? What different strengths do the current capabilities of digital marketing platforms, including mobile, bring to the marketer's toolkit - particularly in terms of the user experiences they offer? What are the developments in handsets and technology - including viewability, processing, localisation and app development, and time-to-approval - that will make most difference to the growth of mobile marketing? How are changes in consumer demographics and user habits affecting digital marketing, and what are the key trends? How should advertisers, marketers, platform owners and media companies approach consumer sensitivities about privacy, including developments in localisation, as well as resistance to native advertising and advertising-funded on-demand content? How should consumer understanding campaigns be organised?
Caspar Schlickum, Chief Executive Officer, Xaxis EMEA
Andrew Bradford, SVP Marketing Effectiveness, Nielsen
Zac Pinkham, Managing Director EMEA, Millennial Media
Anthony Rose, Co-founder and President, Beamly
Questions and comments from the floor
- 10.50 - 10.55 **Chair's closing remarks**
Lord Razzall, Member, House of Lords Communications Committee
- 10.55 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Professor Rick Chandler, Chair, Communications Management Association
- 11.30 - 11.55 **Regulatory challenges for digital and mobile marketing**
What regulatory structures and provisions are needed to address developments in technology and the blurring of lines between content and advertising, in the context of varying regulatory regimes across broadcasting, mobile and other platforms? How should issues arising from differing consumer attitudes to privacy be addressed in setting a regulatory regime for mobile and digital marketing? How should the work of the range of regulatory and policymaking bodies - including the EU, Ofcom, ICO and the ASA - be coordinated? What are the next steps for approaching issues of copyright infringement, inappropriate placing of ads and the protection of vulnerable groups, including children?
Malcolm Phillips, Regulatory Policy Manager, Committee of Advertising Practice
Simon Morrissey, Partner, Lewis Silkin
Questions and comments from the floor
- 11.55 - 12.05 **Making digital and mobile marketing work for advertisers and consumers**
Bob Wootton, Director of Media & Advertising, ISBA
- 12.05 - 12.55 **Securing value for money and maintaining brand image**
How well is digital marketing working, including via mobile - and for what types of products, services and campaigns - compared to other platforms, taking into account the interactivity upside and variations in ease of use? With recent studies casting doubt over the validity of viewing figures for mobile and digital advertising, what should be the way forward for securing reliable data? How is the growth of brand-building marketing affecting perceptions of value for money? How should marketers and media companies approach issues of ad misplacement, and what should be the way forward for accommodating calls from advertisers for greater control and transparency over the placing of ads? What is best practice for brands in managing their image in the interactive, social media-connected digital environment?
Simon Miles, Digital Director, Coca-Cola Enterprises
Roger Brown, Chief Executive Officer, Peerius
James Bott, Director of Business Development, M&C Saatchi Mobile
John Denton, Senior Manager, Digital Strategy, KPMG
Questions and comments from the floor with **Bob Wootton**, Director of Media & Advertising, ISBA
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**
Professor Rick Chandler, Chair, Communications Management Association
Peter van Gelder, Director, Westminster eForum