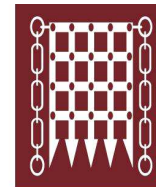


Westminster Media Forum Keynote Seminar:

Engaging with Millennials and Generation Z: commercial opportunities, trends and marketing strategies

Timing: Morning, Tuesday, 22nd November 2016

Venue: St Martin-in-the-Fields, Trafalgar Square, London WC2N 4JJ



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Angela Crawley MP, Shadow SNP Spokesperson (Equalities, Women and Children)
- 9.05 - 9.15 **Dividing lines: the key demographics of Millennials and Generation Z**
Jon Watts, Co-Founder and Director, MTM London
- 9.15 - 9.25 **'Youth State': latest research findings into UK youth culture**
Chris Gorell Barnes, Chief Executive Officer and Founder, Adjust Your Set
- 9.25 - 9.35 **Looking ahead: future cultural, social and digital trends**
Daniella Betts, Strategy Director, The Future Laboratory
- 9.35 - 9.55 Questions and comments from the floor
- 9.55 - 10.05 **'Deeper than engagement': the opportunities in social influencer marketing**
Steve Bartlett, Chief Executive Officer, Social Chain
- 10.05 - 10.15 **Signposting ads to consumers: the legal considerations for brands working with influencers**
David Deakin, Partner, Lewis Silkin
- 10.15 - 10.30 Questions and comments from the floor
- 10.30 - 11.00 Coffee
- 11.00 - 11.35 **The future of youth sports marketing: perspectives from an established and emerging player**
Anne-Lise Johnsen, Product Manager, Youth, Arsenal Football Club
James Dean, Founder and Co-Managing Director, ESL UK
Questions and comments from the floor
- 11.35 - 12.55 **Diversifying content portfolios, creating meaningful brand connections and building audiences across platforms**
Peter Cowley, Founder and Chief Executive Officer, Spirit Digital Media
Tammy Smulders, Global Managing Director, Havas LuxHub
Hannah Banks-Walker, Deputy Fashion News Editor, LOOK and **Charlotte Gunn**, Editor, NME.com
Steve Wilson-Beales, Head of Editorial, Global Radio
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Angela Crawley MP, Shadow SNP Spokesperson (Equalities, Women and Children)
Amy Cutter, Producer, Westminster Media Forum