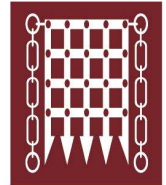


**Westminster Media Forum Keynote Seminar:  
Media for the Millennials: youth audience insights, content innovation and strategic priorities**

*Timing: Morning, Thursday, 26<sup>th</sup> November 2015*

*Venue: Congress Centre, 28 Great Russell Street, London WC1B 3LS*



**WESTMINSTER  
MEDIA FORUM**

*Agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Best**, Chair, House of Lords Communications Committee
- Understanding the Millennial generation**
- 9.05 - 9.15 **Michael Underhill**, Research Analyst, Enders Analysis
- 9.15 - 9.25 **Helen Parker**, Head of Social Innovation, Telefónica Europe
- 9.25 - 9.40 Questions and comments from the floor
- Engaging Millennials - latest strategies in content innovation, distribution and monetisation**
- 9.40 - 9.50 **Joe Harland**, Head of Visualisation, BBC Radio 1 and 1Xtra
- 9.50 - 10.00 **Lucy Sinclair**, Chief Marketing Officer, Johnston Press
- 10.00 - 10.10 **Kerry Taylor**, Senior Vice President, Youth and Music, Viacom International Media Networks and Chief Marketing Officer, Viacom International Media Networks UK
- 10.10 - 10.20 **Richard Davidson-Houston**, Head of All 4 and Digital Content, Channel 4
- 10.20 - 10.30 **Sarah Speake**, Chief Marketing Officer, Clear Channel UK
- 10.30 - 10.55 Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**  
**Lord Best**, Chair, House of Lords Communications Committee
- 11.00 - 11.30 Coffee
- 11.30 - 11.35 **Chair's opening remarks**  
**Chloe Smith MP**, Chair, All-Party Parliamentary Group on Youth Employment
- Millennials as creators and sharers - creative opportunities, co-branding and peer-to-peer endorsement**
- 11.35 - 11.45 **Victoria Gaskell**, Partner, Olswang
- 11.45 - 11.55 **Dan'I Hewitt**, Managing Director, UK, Maker Studios
- 11.55 - 12.05 **Jeremy Brown**, Founder and Chief Executive Officer, Sense Worldwide
- 12.05 - 12.15 **Luke Taylor**, Head of Branded Entertainment and Channels, Pulse Films
- 12.15 - 12.25 **Simon Baker**, Head of Branded Content, ITN Productions
- 12.25 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Chloe Smith MP**, Chair, All-Party Parliamentary Group on Youth Employment  
**Amy Cutter**, Producer, Westminster Media Forum