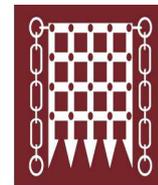


**Westminster Media Forum Keynote Seminar:
Native advertising and social influencer marketing - measurement, regulation and impact on brands**

Timing: Morning, Thursday, 21st September 2017

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 9.05 - 9.15 **Latest trends in native advertising, influencer marketing and consumer attitudes**
Kate Hale, Client Director, Media & Digital, Kantar Millward Brown
- 9.15 - 10.25 **Key issues for growth in native - coordination, metrics and harnessing Big Data**
On what platforms, and in what contexts, is native most effective for marketers and media? Are forecasts for the UK native advertising market to grow to £2.8 billion in 2020 realistic; how are the dynamics of the market set to develop? How should media platforms, marketers and service providers approach challenges such as coordination, long term planning and technology development in order to maximise the commercial opportunities? What is latest thinking on managing the tensions between editorial brand and the revenue potential of native - and in maintaining the trust and engagement of consumers? What are the latest developments in the adoption of programmatic technologies, and how is it impacting the sector? What is the way forward for developing transparent, standardised metrics for the effectiveness of native - for example, according to time spent, engagement or shares? What are the next steps for unlocking the value of Big Data in this area - particularly in terms of planning, targeted delivery and campaign insights?
Dale Lovell, Managing Director UK and Chief Digital Officer, Adyoulike
Stephen Whelan, Head of Branded Entertainment, Pulse Films
Christopher Buckley, Chief Digital Officer, TMW Unlimited
Lillian Betty, Head of Strategic Partnerships, The Foundry, Time Inc. UK
Questions and comments from the floor with **Kate Hale**, Client Director, Media & Digital, Kantar Millward Brown
- 10.25 - 10.55 Coffee
- 10.55 - 11.45 **The age of social influence - value, reward and brand tensions**
As influencer marketing continues to mature and evolve, but determining the ROI remains a challenge, what is latest thinking on the most effective means of measuring social influence and its value for brands and what are the challenges for producing transparent, reliable metrics? How can further challenges for commercial brands - such as sourcing relevant influencers, trust and reliability, contract terms or sharing of metrics - be overcome? How should issues cited by influencers themselves in working with brands and agencies be addressed including restrictive content guidelines, the submission of drafts for social posts and levels of compensation, as well as the tensions for their personal brands between their commercial presence and authentic voice? How is social influence set to develop beyond the commercial arena?
Sophie Radcliffe, Adventurer, Endurance Athlete and Blogger
James Erskine, Director, Social Circle
Natasha Collie, Marketing Manager, Penguin Random House UK
Catherine Maskell, Managing Director, Content Marketing Association
Questions and comments from the floor
- 11.45 - 11.55 **Regulatory priorities for new models of advertising**
Guy Parker, Chief Executive, Advertising Standards Authority
- 11.55 - 12.00 **Chair's closing remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 12.00 - 12.55 **Balancing growth opportunities with consumer protection**
Taking into consideration variance in online consumer journeys, what are the next steps for ensuring commercial content is adequately signposted across platforms? Could a standardised labelling system be developed across media platforms to make things simpler for consumers or does the message need to be context-specific? Is the current legal definition of 'average consumer' fit for purpose in terms of providing a basis for judgments on regulatory adherence? What are perspectives on the way forward for effective response to consumer complaints resulting from commercial content?
Jo Farmer, Head of Brands & Intellectual Property, Lewis Silkin
Professor Jonathan Hardy, Principal Investigator, Branded Content Research Network and Professor of Media and Communications, University of East London
Christie Dennehy-Neil, Senior Public Policy Manager, IAB UK
Jon Riley, Project Director, Online Reviews and Endorsements, Competition and Markets Authority
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Guy Parker, Chief Executive, Advertising Standards Authority
Emily Darling, Associate Forum Lead, Westminster Media Forum