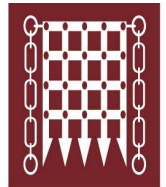


**Westminster Media Forum Keynote Seminar:
Fake news - scope, public trust and options for policy**

Timing: Morning, Thursday, 13th July 2017

Venue: Central London



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Baroness Wheatcroft
- 9.05 - 9.15 **Placing the 'fake news' phenomenon in context**
Julian Coles, Digital Media Policy Consultant
- 9.15 - 10.10 **What is fake news, what does the public think and how should the industry respond?**
Matthew d'Ancona, Author and Political Columnist
Anna Belkina, Director of Communications, RT
Paul Stokes, Co-Founder and Publisher, The Daily Mash
Dan Brooke, Chief Marketing and Communications Officer, Channel 4
Questions and comments from the floor with **Julian Coles**, Digital Media Policy Consultant
- 10.10 - 10.55 **Monitoring, verifying and signposting news items**
Patrick Walker, Director of Media Partnerships EMEA, Facebook
Steven Erlanger, London Bureau Chief and Chief Diplomatic Correspondent, New York Times Company
Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**
Baroness Wheatcroft
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Senior Parliamentarian
- 11.30 - 12.00 **Ad misplacement concerns and the implications for brand management**
Eitan Jankelewitz, Partner, Sheridans
Dr Laura Sophie Dornheim, Head of Public Affairs, Adblock Plus
Sarah Hall, Managing Director, Sarah Hall Consulting and President-Elect, CIPR
Questions and comments from the floor
- 12.00 - 12.10 **Key issues for policymakers and regulators**
Matt Tee, Chief Executive Officer, IPSO
- 12.10 - 12.55 **Fake news regulation - responsibilities and next steps**
Jonathan Heawood, Chief Executive Officer, IMPRESS
Dr Martin Moore, Director, Centre for the Study of Media, Communication and Power, Policy Institute, King's College London
Senior representative, platform
Questions and comments from the floor with **Matt Tee**, Chief Executive Officer, IPSO
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum