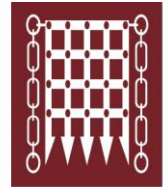


**Westminster Media Forum policy conference:
Priorities for tackling disinformation and use of deepfakes in the UK**

Timing: Morning, Tuesday, 23rd July 2024

Taking Place Online



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.10 **Key and emerging trends for the spread of disinformation and deepfakes**
Senior commentator
Questions and comments from the floor
- 9.35 **The impact of disinformation on news media in the UK**
Senior representative, media
- 9.45 **Addressing threats to democracy, citizens and the economy**
*identifying disinformation related to political issues | attempts to influence elections | threats posed by AI nudification tools and deepfakes
| online and image-based abuse | financial and commercial disinformation*
Pamela San Martín, Member, Meta Oversight Board
Javahir Askari, Policy Manager, Digital Regulation, techUK
Senior representative, business
Senior representative, advocacy
- 10.10 Questions and comments from the floor
- 10.30 **Priorities for regulation, and the responsibilities and roles of key stakeholders**
Ali-Abbas Ali, Director, Media Plurality and Competition, Ofcom
Questions and comments from the floor
- 10.55 **Chair's closing remarks**
Senior Parliamentarian
- 11.00 Break
- 11.10 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 **News media strategies and best practice for tackling the spread of disinformation**
Simon Robinson, Executive Editor, Reuters
Questions and comments from the floor
- 11.40 **The way forward for counter-disinformation initiatives**
*improvements to online detection and takedown methods | evolution of counter measures | use of AI in tackling threats | priorities for the
National Security Online Information Team | strengthening media literacy skills*
Simon Staffell, Director of Government Affairs, Microsoft
Kelsey Farish, Media Lawyer, Reviewed & Cleared
Senior representative, fact checking
Senior representative, technology
Senior academic
Questions and comments from the floor
- 12.30 **Policy priorities for tackling disinformation and deepfakes**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum