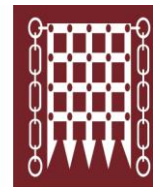**Westminster Media Forum policy conference:**
Priorities for tackling disinformation and use of deepfakes in the UK
Timing: Morning, Tuesday, 23rd July 2024
Taking Place Online

Agenda subject to change

8.30   Registration

9.00   **Chair's opening remarks**
            Baroness Kidron, Founder and Chair, 5Rights Foundation; and Crossbench Peer

9.10   **Emerging trends and the impact of disinformation and deepfakes**
            Tami Hoffman, Director, News Distribution and Commercial Innovation, ITN

9.25   **Policy priorities for 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, Co-Chair, Oversight Board for Meta
            Javahir Askari, Policy Manager, Digital Regulation, techUK
            James Newport, Head, Policy, Control AI

9.55   Questions and comments from the floor

10.20   **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

10.45   **Chair's closing remarks**
            Baroness Kidron, Founder and Chair, 5Rights Foundation; and Crossbench Peer

10.50   Break

11.00   **Chair's opening remarks**
            Baroness Fox of Buckley, Director, Academy of Ideas; and non-affiliated Peer

11.05   **News media strategies and best practice for tackling the spread of disinformation**
            Simon Robinson, Executive Editor, Reuters
            Questions and comments from the floor

11.30   **'Strategic approaches to tackling MisDis'**
            Adriana Menezes Whiteley, Director, FT Strategies

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, Government Affairs, Microsoft
            Kelsey Farish, Media Lawyer, Reviewed & Cleared
            Henry Parker, Vice President, Corporate Affairs, Logically
            Thomas Barlow, Head, Strategic Operations, Impress
            Dr Gemma Bowsher, Co-Lead, Global Health Security, Centre for Conflict and Health Research, King's College London

12.10   Questions and comments from the floor

12.30   **Key considerations in handling disinformation and deepfakes moving forward**
            Dr Reza Montasari, Senior Lecturer, Cyber Threats, Criminology, Sociology and Social Policy, Swansea University
            Questions and comments from the floor

12.55   **Chair's and Westminster Media Forum closing remarks**
            Baroness Fox of Buckley, Director, Academy of Ideas; and non-affiliated Peer
            Aissa Gaye, Westminster Media Forum