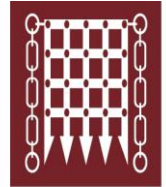


**Westminster Media Forum policy conference:  
Priorities for tackling disinformation and use of deepfakes in the UK**  
*Timing: Morning, Tuesday, 23<sup>rd</sup> July 2024*  
**\*\*\*Taking Place Online\*\*\***



**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*  
Senior representative, social media  
Senior representative, technology  
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*  
Senior representative, social media  
Senior representative, fact checking  
Senior representative, technology  
Senior representative, legal  
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