

**Westminster Media Forum policy conference:
The future for online advertising policy and regulation in the UK**
Timing: Morning, Wednesday, 17th July 2024
Taking place online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Priorities for the next phase of the Online Advertising Programme**
Christie Dennehy-Neil, Head of Policy and Regulatory Affairs, Internet Advertising Bureau
Questions and comments from the floor
- 9.30 **Key issues for implementation of the Online Safety Act 2023**
priorities and next steps | transparency reports | age assurance measures | roles and responsibilities of platforms, intermediaries and publishers in tackling fraud | issues for Online Fraud Charter signatories | closing regulatory gaps not covered in the Act
Iain Corby, Executive Director, Age Verification Providers Association
Senior representative, online platform
Senior representative, advertisers
Senior representative, consultancy
Questions and comments from the floor
- 10.20 **Adapting to changing methods of data collection**
Senior representative, data and marketing
- 10.45 **Chair's closing remarks**
Senior Parliamentarian
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **AI-assisted, collective ad regulation - the ASA's strategy in practice, and the future for policy and regulation for online ads in the UK**
Shahriar Coupal, Director, Advertising Policy and Practice, Advertising Standards Authority
- 11.30 **Opportunities for industry-led regulation of online advertising**
key research areas for improving the evidence base for online harm | industry-designed solutions and their effectiveness | opportunities for collaboration across the supply chain | thresholds for intervention
Jules Kendrick, Chief Growth Officer, Trustworthy Accountability Group (TAG)
Harriet Kingaby, Founder, Conscious Advertising Network (CAN)
Professor Jonathan Hardy, Professor of Communications and Media, University of the Arts London
Senior representative, online platform
Senior representative, legal
Questions and comments from the floor
- 12.25 **Priorities for policy and next steps for online advertising**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Sean Cudmore, Westminster Media Forum