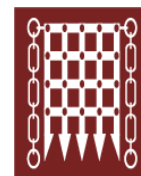


**Westminster Media Forum policy conference:
The future for online advertising policy and regulation in the UK**

Timing: Morning, Wednesday, 17th July 2024

*****Taking place online*****



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Molly Innes, Senior Reporter, Marketing Week
- 9.05 **'Online advertising policy and regulation: taking stock'**
Christie Dennehy-Neil, Head, Policy and Regulatory Affairs, Internet Advertising Bureau
Questions and comments from the floor
- 9.30 **Next steps 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
Konrad Shek, Director, Public Policy and Regulation, Advertising Association
Iain Corby, Executive Director, Age Verification Providers Association
Niamh Burns, Senior Media Analyst, Enders Analysis
Questions and comments from the floor
- 10.20 **Adapting to changing methods of data collection**
George Jones, Governance Committee, Data & Marketing Association; and Senior Privacy Analyst, Zoominfo
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Molly Innes, Senior Reporter, Marketing Week
- 10.50 Break
- 11.00 **Chair's opening remarks**
Sarah Long, Partner, Euclid Law
- 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
Questions and comments from the floor
- 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, Communications and Media, University of the Arts London
Nick Johnson, Partner, Osborne Clarke
Questions and comments from the floor
- 12.25 **Priorities for policy and next steps for online advertising**
Mark Lund, Deputy Chair, Online Advertising Taskforce; and Chair, Advertising Standards Board of Finance
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Sarah Long, Partner, Euclid Law
Sean Cudmore, Westminster Media Forum