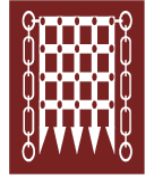


**Westminster Media Forum policy conference:  
The future for online advertising policy and regulation in the UK**  
*Timing: Morning, Wednesday, 17<sup>th</sup> July 2024*  
**\*\*\*Taking place online\*\*\***



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 **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
- 9.35 **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
- 10.25 **Adapting to changing methods of data-collection**  
Senior representative, data and marketing
- 10.55 **Chair's closing remarks**  
Senior Parliamentarian
- 11.00 Break
- 11.15 **Chair's opening remarks**  
Senior Parliamentarian
- 11.20 **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
- 11.45 **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)  
Senior representative, online platform  
Senior representative, legal  
Senior representative, advertising  
Senior academic  
Questions and comments from the floor
- 12.35 **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