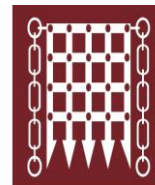


**Westminster eForum Policy Conference**  
**Online advertising regulation**

Timing: Afternoon, Wednesday, 20<sup>th</sup> October 2021

\*\*\*Taking Place Online\*\*\*



**WESTMINSTER**  
**eFORUM**

*Draft agenda subject to change*

- 12.30 Registration
- 13.00 **Chair's opening remarks**  
Baroness Buscombe, Former Parliamentary Under-Secretary (Department for Work and Pensions)
- 13.05 **The future regulation of the online advertising market**  
Guy Parker, Chief Executive Officer, Advertising Standards Authority  
Questions and comments from the floor
- 13.35 Break
- 13.40 **Regulating online advertising - fine-tuning current remedies, platform content moderation, improving compliance, and ensuring collaboration between regulators**  
Gareth Barr, Controller of Policy & Regulatory Strategy, ITV  
Konrad Shek, Deputy Director - Policy and Regulation, Advertising Association  
Nick Johnson, Partner and Head of Digitisation, UK, Osborne Clarke  
Jeremy Sagoe, Policy Manager, Sky  
Senior representative, platform  
Questions and comments from the floor
- 14.40 **Chair's closing remarks**  
Baroness Buscombe, Former Parliamentary Under-Secretary (Department for Work and Pensions)
- 14.45 Break
- 14.55 **Chair's opening remarks**  
Senior Parliamentarian
- 15.00 **Policy priorities for tackling misleading, inaccurate, or harmful online advertising content**  
Senior representative, online
- 15.10 **Tackling online fraud - improving monitoring and reporting, and ensuring effectiveness in enforcement**  
Senior representative, finance
- 15.20 Questions and comments from the floor
- 15.40 **Developing a coherent consumer protection framework across advertising - fostering a fair, transparent, and ethical system that protects the interests of business and society**  
Jon Mew, Chief Executive Officer, Internet Advertising Bureau  
Senior representative, consumer  
Senior representative, body image  
Senior representative, analyst  
Questions and comments from the floor
- 16.25 Break
- 16.30 **Priorities for taking forward the DCMS' Online Advertising programme**  
Senior representative, policy  
Questions and comments from the floor
- 16.55 **Chair's and Westminster eForum closing remarks**  
Senior Parliamentarian  
Michael Ryan, Deputy Editor, Westminster eForum