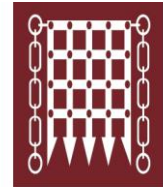


Westminster eForum policy conference
Next steps for online advertising regulation in the UK

Timing: Morning, Tuesday 21st June 2022

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



WESTMINSTER
eFORUM

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Key issues for policy and the Online Advertising Programme**
Ruth Wye, Head of Online Advertising Programme, Department for Digital, Culture, Media and Sport
Questions and comments from the floor
- 9.30 Break
- 9.35 **Priorities for online advertising regulation - understanding impact on consumers, tackling harmful and misleading ads, industry accountability and responsibilities, and options for proportionate regulatory change**
Konrad Shek, Director of Policy Research, Advertising Association
Stuart Helmer, UK Head of Advertising and Marketing, CMS
Mariano Delli Santi, Legal and Policy Officer, Open Rights Group
Senior representative, advertising agency
Senior representative, platform
Questions and comments from the floor
- 10.40 **Chair's closing remarks**
Senior Parliamentarian
- 10.45 Break
- 10.55 **Chair's opening remarks**
Senior Parliamentarian
- Priorities for regulators - roles, remits and opportunities for collaboration in a changing framework**
- 11.00 *'Privacy expectations for online advertising'*
Stephen Almond, Director of Technology and Innovation, ICO
- 11.10 *Ensuring fair competition in advertising*
Will Hayter, Senior Director, Digital Markets Unit

Questions and comments from the floor
- 11.35 **Developing the advertising ecosystem for marketers and the public - trends and opportunities, targeting and service innovation, and alignment with wider policy on online safety and consumer protection**
Rocio Concha Galguera, Director, Policy and Advocacy, and Chief Economist, Which?
Dr Antonis Kousoulis, Director of England and Wales, Mental Health Foundation
Russell Feldman, Director Digital, Media, and Technology, YouGov
Senior representative, advertisers
Questions and comments from the floor
- 12.25 Break
- 12.30 **The future for online advertising regulation**
Guy Parker, Chief Executive, ASA
Questions and comments from the floor
- 12.55 **Chair's and Westminster eForum closing remarks**
Senior Parliamentarian
Greg Thompson, Researcher, Westminster eForum