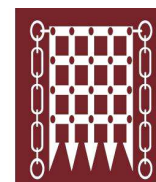


**Westminster Media Forum Keynote Seminar:  
The future of online advertising regulation**

*Timing: Morning, Thursday, 11<sup>th</sup> July 2019*

*Venue: Central London*



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.30 **'More Impact Online: the ASA's priorities for the next five years - including working with online platforms, prioritisation and partnership-working'**  
**Guy Parker**, Chief Executive, Advertising Standards Authority  
Questions and comments from the floor
- 9.30 - 9.55 **Regulating the use of personal data in online advertising - key priorities and next steps**  
**Simon McDougall**, Executive Director, Technology Policy and Innovation, Information Commissioner's Office  
Questions and comments from the floor
- 9.55 - 10.05 **Achieving trust in the digital advertising ecosystem - developing best practice and frameworks for transparency**  
Senior representative, platform
- 10.05 - 11.05 **Addressing the key challenges for online advertising - targeting and personalisation, fraud prevention, and ethical data handling and utilisation**  
**Dominic Joseph**, Chief Executive Officer and Co-Founder, Captify  
**Christie Dennehy-Neil**, Head of Policy and Regulatory Affairs, IAB UK  
**Dale Lovell**, UK Managing Director and Co-Founder, Adyoulike  
**Max Beverton-Palmer**, Head of Digital Policy, Sky  
Senior representative, publishing  
Questions and comments from the floor with senior representative, platform
- 11.05 - 11.10 **Chair's closing remarks**  
Senior Parliamentarian
- 11.10 - 11.35 Coffee
- 11.35 - 11.40 **Chair's opening remarks**  
Senior Parliamentarian
- 11.40 - 12.45 **Next steps for content regulation - protecting children and vulnerable adults, combating misleading claims, and increasing the effectiveness of enforcement processes**  
**Morgan Wild**, Policy Lead, Consumer and Public Services, Citizens Advice  
Senior representative, legal  
Senior representative, gambling sector  
Senior representative, advertising agency  
Senior representative, technology  
Questions and comments from the floor
- 12.45 - 12.55 **Concluding remarks**  
**Guy Parker**, Chief Executive, Advertising Standards Authority
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster Media Forum