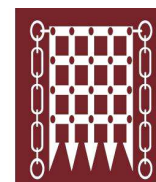


**Westminster Media Forum Keynote Seminar:
The future of online advertising regulation**

Timing: Morning, Thursday, 11th 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**
Michael Todd, Head of Advertising Industry Relations, Google UK
- 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 **Michael Todd**, Head of Advertising Industry Relations, Google UK
- 11.05 - 11.10 **Chair's closing remarks**
Senior Parliamentarian
- 11.10 - 11.35 Coffee
- 11.35 - 11.40 **Chair's opening remarks**
Rt Hon the Baroness Quin, Member, House of Lords Communications Committee
- 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
Oliver Bray, Partner, RPC
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**
Rt Hon the Baroness Quin, Member, House of Lords Communications Committee
Peter van Gelder, Director, Westminster Media Forum