

**Advertising and the consumer experience of tomorrow:
self-regulation ensuring responsible advertising in the digital age**
Brussels, Thursday October 19, 2017 **Tentative Agenda**

Welcome

13:30 to 14:00 | **Registration and Reception**

Opening ceremony

14:00 to 14:10 | **Video presentation**

Welcome address: *SR and the digital single market*
Representative of the EESC

Opening address: *EASA and SR, 25 years of ensuring responsible advertising*
Stéphane Martin, Chairman, European Advertising Standards Alliance (EASA) and Director General, Autorité de régulation professionnelle de la publicité (ARPP).

Panel discussion:

“What will be the advertising and the consumer experience of tomorrow?”

Moderator:
Stephan Loerke, CEO, World Federation of Advertisers (WFA)

14:10 to 14:30 | **Keynote speech 1: *The future of the advertising industry***
Stephen Woodford, CEO, Advertising Association

14:30 to 14:45 | **Keynote speech 2: *The consumer of tomorrow***
Daniel Knapp, TMT Research & Analytics

14:45 to 14:55 | **Snapshot 1: *Technologies of tomorrow***
Representative from Microsoft

14:55 to 15:05 | **Snapshot 2: *Technologies of tomorrow – Marketing in the Age of Assistance***
Jenn Kaiser, Head of Advertising PR, Google & YouTube Europe, Middle East & Africa

15:05 to 15:15 | **Q&A**

Keynote address

15:15 to 15:30 | Claire Bury, Deputy Director-General, Directorate-General Communications Networks, Content and Technology, European Commission

Break

15:30 to 15:45 | **Video**
Networking Coffee break

Debate 1

"Is advertising self-regulation responding to the challenges of tomorrow?"

15:45 to 16:35

Moderator:

Guy Parker, Chief Executive, Advertising Standards Authority UK (ASA)

Is advertising SR responding to technological changes?

Michael Todd, Head of Advertising Industry Relations, Google

Is advertising SR responding to changes in consumer detriment?

Ursula Pachl, Deputy Director General, the European Consumer Organisation (BEUC)

Is advertising SR responding to changes in media consumption?

Martin Arvebro YouTube creator and partner manager at United Screens

Self-Regulatory Organisations

Stéphane Martin, Director General, Autorité de régulation professionnelle de la publicité (ARPP)

Orla Twomey, Chief Executive, Advertising Standards Authority of Ireland (ASAI)

Q&A

Debate 2

"To what extent responsibility prevents or fosters innovation and creativity?"

16:35 to 17:25

Moderator:

Angela Mills Wade, Executive Director, European Publishers' Council (EPC)

Self-Regulatory Organisations: *The universal values of responsible advertising*

Charo Fernando Magarzo, Deputy Director General, Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)

Elisabeth Trotzig, Managing Director, Reklamombudsmannen

Advertising agency

Harry Demey, CEO, LDV United

Media

Fabrice Mollier, President, EGTA

Advertiser/Brand

David Coleman, Vice-President of Public Affairs Europe, Mars

The European Regulators Group for Audiovisual Media Services

Madeleine de Cock Buning, Chair, The European Regulators Group for Audiovisual Media Services (ERGA)

European Commission

Despina Spanou, Director for Digital Society, Trust and Cybersecurity, European Commission (TBC)

Q&A

Conclusion

17:25 to 17:30

Closing remarks

Dominic Lyle, Director General, European Association of Communications Agencies (EACA)

17:30 to 18:30

Cocktail