ADVERTISING AND THE CONSUMER EXPERIENCE OF TOMORROW

Self-regulation ensuring responsible advertising in the digital age

Thursday, 19 October 2017, 13.30 – 18.30h
European Economic and Social Committee
Rue Belliard 99-101, 1000 Brussels

@AdvertisingEASA
#EASA25thAnniversary
Programme

13:30 – 14:00  Welcome
Registration and Reception

14:00 – 14:10  Opening ceremony
Video Presentation

Welcome address: *SR and the digital single market*
Martin Siecker, President, Section for the Single Market, Production and Consumption, European Economic and Social Committee (EESC)

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

14:10 – 15:15  Panel discussion
“What will be the advertising and the consumer experience of tomorrow?”

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

14:10 – 14:25  Keynote speech 1: The consumer of tomorrow
Daniel Knapp, TMT Research & Analytics, IHS Markit

14:25 – 14:45  Keynote speech 2: The future of the advertising industry
Stephen Woodford, CEO, Advertising Association

14:45 – 14:55  Snapshot 1: Technologies of tomorrow - Microsoft
Cornelia Kutterer, Senior Director, EU Government Affairs, Privacy and Digital Policies, Microsoft

14:55 – 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 – 15:15  Q&A

15:15 – 15:30  Keynote address
Claire Bury, Deputy Director-General, Directorate-General Communications Networks, Content and Technology, European Commission

15:30 – 15:45  Break
Video
Networking Coffee break
Debate 1
“Is advertising self-regulation responding to the challenges of tomorrow?”

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?”

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
Association of television and radio sales houses

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)

Q&A
17:25 – 17:30  **Conclusion**

17:25 – 17:30  **Closing remarks**
Dominic Lyle, Director General, European Association of Communications Agencies (EACA)

17:30 – 18:30  **Cocktail**