



1991

1995

2000

2005

2010

2015

2017

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

Organized in partnership with:



Comité économique et social européen
European Economic and Social Committee

EURACTIV

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*

Representative of the 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 – 14:30

Keynote speech 1: *The future of the advertising industry*

Stephen Woodford, CEO, Advertising Association

14:30 – 14:45

Keynote speech 2: *The consumer of tomorrow*

Daniel Knapp, TMT Research & Analytics

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

15:45 – 16:35

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

16:35 – 17:25

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)

European Commission

Representative from the European Commission - tbc

Q&A

17:25 – 18:30

Conclusion

17:25 – 17:30

Closing remarks

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

17:30 – 18:30

Cocktail