International Institute of Communications

Workshop: Building a Sustainable Advertising Environment in the Digital Age

Date: 12th October 2017

Location: Brussels

Agenda: Thursday 12 October 2017

07:45: Registration and Breakfast

08:00: Introductory Remarks

Dorothy Attwood, Senior Vice President of Global Public Policy, The Walt Disney Company

08:05: Building Trust in a Sustainable Advertising Framework in the Digital Age

Panellists:

The advertisers' voice/international: Will Gilroy,

Director of Public Affairs & Communications, The World Federation of Advertisers (WFA)

Consumer voice: Shahriar Coupal, Director of Advertising Policy and Practice, Advertising Standards Authority Ltd / Committees of Advertising Practice Ltd

The regulator's view: Manish Tewari, National Spokesperson, Indian National Congress; Former Union Minister for Information and Broadcasting, Government of India

09:10: Close