



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

09:10: Close