



AGENDA: 2 October 2018

- | | |
|--------------------|--|
| 12.40-12.55 | Coffees and teas
<i>Refreshments will be available as we open the conference</i> |
| 13.00-13.20 | Welcome and opening keynote address
Dr Christian Toennesen, Chair, Responsible Media Forum
Sir Peter Bazalgette, Chairman of ITV and President of the Royal Television Society |
| 13.20-13.45 | Advertising's perfect storm: is distrust the new normal?
Rory Sutherland, Vice Chairman, Ogilvy & Mather Group
<i>One of the ad industry's best-known and well-loved characters, Rory is a regular speaker on the topics of behaviour change and nudge theory. Rory's talk will focus on purpose-led marketing, the ad industry's role in society, and the intersection with other Media sub-sectors</i> |
| 13.45-14.10 | Propaganda v Power of the Crowd: lessons from Ukraine (in conversation)
Daniel Bruce, CEO, Internews
Nataliya Gumenyuk, Head, Hromadske TV
<i>Daniel heads up one of the world's leading international NGOs for responsible and accurate journalism. Nataliya is "Ukraine's Paxman", where her journalistic career has focused on foreign affairs. Their 'in conversation' talk will focus on access to news and truth in Ukraine in the light of the conflict with Russia over Crimea</i> |
| 14.10-15.00 | #MeToo, pay gaps and media's year of disruption: where do we go from here? (panel session)
Carrie Gracie, Former China Editor at the BBC and equal pay campaigner
Afua Hirsch, Writer and Journalist
Vikki Cook, Director of Standards and Audience Participation, Ofcom
<i>Our panellists will explore how approaches to diversity and inclusion will look in 20 years' time, how our understanding of identity is evolving, and how institutions can effectively manage their relationships with workforces and consumers against this backdrop</i> |
| 15.00-15.30 | Coffee Break
<i>Refreshments provided</i> |
| 15.30-15.55 | Media and global health; what have we learned?
Richard Horton, Editor-in-Chief of The Lancet
<i>As the agenda-setting publication for global health and medicine, The Lancet is at the front-line on content integrity, accuracy and truth. Richard will provide his perspectives on these topics based on an almost-30-year career with The Lancet, which is of part of the RELX family of academic publications</i> |
-

15.55-16.45 Digital media: a good place to be? (panel session)

Sam Brown, Programme Manager, doteveryone

Dr James Williams, co-Founder of Time Well Spent, 'Silicon Valley's conscience'

Tessy Nassau, Director of Vice Impact

Jessica Sandin, Strategy & Communications Lead, Internet Commission

Representing voices from campaigning and advocacy, digital media, and the technology industry, our panellists will consider questions such as, with tech in turmoil, what lessons can media companies learn? How can media companies enable citizen-centred approaches to content? With all this in mind, what does the future look like for media companies?

16.45-17.00 Closing remarks

Paul Moore, Group Corporate Affairs and Communications Director, ITV

Dr Christian Toennesen, Chair, Responsible Media Forum

17.00 onwards Drinks

All delegates are invited to stay at ITV for a short networking drinks reception
