

Mirrors or Movers?

Wednesday June 3rd 2015

RELX Group, 1-3 Strand, London, WC2N 5JR

@MediaCSRForum / #MirrorsOrMovers

9.00 - 9.30	Registration Coffee/tea on arrival
9.30 - 9.50	Welcome Introducing Mirrors or Movers Welcome address from Marcia Balisciano (Director, Corporate Responsibility, RELX Group) and (Simon Hodgson, Managing Partner, Carnstone Partners LLP/Chair, Media CSR Forum).
9.50 - 10.35	Innovation: Keynote I Frugal Innovation: How to do More (and Better) with Less <ul style="list-style-type: none">Jaideep Prabhu, Professor of Marketing and Indian Business, Judge Business School, University of Cambridge.
10.35 - 10.50	Coffee break
10.50 - 11.35	Innovation: Keynote II Restoring Trust in the Media <ul style="list-style-type: none">Colin Mayer, Peter Moores Professor of Management Studies, Saïd Business School, University of Oxford.
11.35 - 11.45	Coffee Break
11.45 - 13.00	Intrusion How do we manage the trade-off between privacy and free, personalised content? How can media companies understand and act on the rapidly developing norms around privacy? <ul style="list-style-type: none">Alistair Dent, Head of Product Strategy, iProspect.Renate Samson, Chief Executive, Big Brother Watch.Colin Strong, Managing Director, Verve Ventures at Verve.
13.00 - 14.00	Lunch – The Strand Dining Rooms
14.00 - 15.20	Inclusion What is the role of media companies in creating diverse and inclusive societies? Does it pay to be an inclusive media company? <ul style="list-style-type: none">Amanda Ariss, Executive Director, Creative Diversity NetworkElizabeth Pollitzer, Director, Portia Ltd.Danuta Kean, Analyst, Writer and Media Commentator
15.20 – 15.35	Break
15.35 – 16.30	Interactive session and closing remarks What have we learned today?
16.45 – 18:30	Drinks – R.S. Hispaniola
