

MIRRORS OR MOVERS

THE SUPERPOWER OF MEDIA

Session I – Monday October 5th, 10am-12.15pm | Trust, ethics & the media in a post-pandemic world

10.00-10.15am	Welcome & introduction – RMF team
10.15-11.00am	Ben Page (Chief Executive, Ipsos MORI) – Trust in media & insights on the effects of COVID-19.
11.00-11.15am	<i>Break</i>
11.15am-12.15pm	Benedict Evans (Independent Analyst) – Future of the media company: tech, ethics, and trends in the post-pandemic world.

Session II – Tuesday October 6th, 1-4pm | Climate change

1.00-1.15pm	Welcome & introduction – RMF team
1.15-2.15pm	John Elkington (Co-Founder & Chief Pollinator, Volans) – The role of media in creating Green Swans.
2.15-2.30pm	<i>Break</i>
2.30-3.15pm	Solitaire Townsend (Co-Founder, Futerra) – The role of media in fighting climate change.
3.15-4pm	Richard Black (Director, Energy & Climate Intelligence Unit) – Media reporting on climate change: where will we be in 5-10 years?

Session III – Thursday October 8th, 1-4pm | Being a responsible media company, today

1.00-1.15pm	Welcome & introduction – RMF team
1.15-2.00pm	<i>Diversity, organisational purpose, and the role of media (panel)</i> Angie Gola-Ebue (Founder & Principal, Intermediary) & Lewis Iwu (CEO & Co-Founder, Purpose Union)
2.00-2.30pm	Jerry Daykin (Senior Media Director, EMEA, GSK) – Responsible advertising.
2.30-2.45pm	<i>Break</i>
2.45-3.30pm	Inga Ruehl (Executive Director, Production Services and Operations, Sky) – Operational sustainability: what can we learn for managing content impacts?
3.30-4pm	Christian Toennesen (Chair, Responsible Media Forum) – 15 Years of the Responsible Media Forum: what have we learned?
4pm onwards	Drinks (in breakout rooms)