



ADVERTISING SEMINAR

PROGRAMME

Tuesday, 25 February 2014

Reed Smith, Broadgate Tower, 20 Primrose Street, London EC2A 2RS

- 9.00am** **Event registration and coffee**
- 9.15am** **Welcome and Opening Remarks: Adam Singer, Chairman, BSAC**
- 9.25am** **Advertising Trends: David Elms, Partner, Head of Media, KPMG**
What is the size of the advertising market and how is it changing? What are the current trends and how are they likely to pan out over the next 5 years?
- 9.45am** **Analytics and Data**
The use and development of data and analytics to extract information and make better decisions. Why is data important? What impact is big data having on the advertising sector? Are consumer concerns about privacy likely to grow? What limitations are there on the value and use of data?

David Hughes, COO, Mavens
in conversation with **Ajay Chowdhury, CEO, Seatwave**
- 10.20am** **Panel: The Move to Mobile**
This panel will explore the shift towards mobile platforms in advertising. How does mobile fit into wider advertising campaigns and what potential does it provide for advertisers?

Chair – Sue Unerman, Head of Strategy, Mediacom
Agostino DiFalco, Partnership Director, Sales, Channel Five
Tim Hussain, Director of Product Strategy, Collective
David Benson, Director of Brand Solutions, Northern Europe, Google
- 10.55am** **Coffee**

11.20am Panel: Strategies & Powershifts

This panel will examine the ways in which various players are responding to changes in advertising and the power shifts which may emerge.

Chair – Adam Singer, Chairman, BSAC

Jonathan Allan, Sales Director, Channel 4

Adam Clyne, Commercial Director, TVC

Gwyn Jones, Group CEO, BBH

Paul Kanareck, Director of Brands, ITV

12.20pm Summary & Thanks

12.25pm Event Ends