

LEAD 2020

30 January 2020, 08.30-13.30
QEI Centre, Westminster, London

WHERE ADVERTISING MEETS POLITICS

LEAD is UK advertising's annual summit. It has built, over the last eight years, a reputation as the premier event for business leaders and policy-makers to address the leaders of UK advertising: CEOs, MDs, Chief Marketing Officers, Creative, Commercial and Sales Directors, alongside political leaders, opinion-formers and civil servants.

THE NEW AGE OF RESPONSIBILITY

There is an ever greater focus on leadership across the political and business spheres. More importantly, what does responsible leadership mean to help shape how we will live our lives in the 21st Century?

Advertising is under scrutiny, by policy makers, by the public and by the people who work in our industry. Collectively, they are placing a greater set of expectations on advertising: how it is delivered, how it represents the world we live in and how it can bring positive change to society.

At LEAD 2020, we will ask how our industry can answer these expectations and what it means to be one of UK advertising's responsible leaders.



#LEAD2020

LEAD²⁰²⁰

SPEAKERS INCLUDE:



Keith Weed,
President, Advertising
Association



Dame Carolyn McCall,
Chief Executive, ITV



Rt Hon John Bercow,
157th Speaker of the
House of Commons



Philippa Brown,
Chair, Advertising
Association & Global Chief
Executive, PHD



Nadhim Zahawi MP,
Parliamentary Under
Secretary of State,
Department for Business,
Energy and Industrial
Strategy



Cephas Williams,
Founder, 56 Black Men



Nicola Mendelsohn,
Vice President,
Facebook EMEA



Stephen Woodford,
Chief Executive,
Advertising Association



Syl Saller,
Chief Marketing Officer,
Diageo



Ronan Harris,
Vice President & MD UK &
Ireland, Google



Steve Richards,
Political Columnist &
Broadcaster



Alex Mahon,
Chief Executive, Channel 4



Simon McDougall,
Executive Director
Technology Policy &
Innovation, ICO



Karen Fraser MBE,
Director, Credos



Puja Parmar,
Senior Marketing Manager,
Mayor of London

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AGENDA

- 08.15 - 08.45** **Coffee & Registration**
- 08.45 - 08.55** **Opening Address**
Stephen Woodford, Chief Executive, Advertising Association
- 08.55 - 09.00** **Welcome from the Chair**
Mary Nightingale, Journalist & Presenter
- 09.00 - 09.15** **Political Keynote**
Nadhim Zahawi MP, Parliamentary Under Secretary of State, Department for Business, Energy and Industrial Strategy
- 09.15 - 09.40** **Rock n' Roll Politics**
Steve Richards will present his latest behind-the-scenes guide to the epic dramas and the characters shaping seismic events. How have we got here and what's going to happen next?
Steve Richards, Political Columnist & Broadcaster
- 09.40 - 10.10** **VIP Keynote: Rt Hon John Bercow**
John Bercow served as Speaker of the House of Commons from 2009 to 2019. In this exclusive keynote, John will share his stories from the corridors of power, the lessons he has learned about implementing change and speculate on the future of our politics.
Rt Hon John Bercow, 157th Speaker of the House of Commons
- 10.10 - 10.30** **Trust or Bust: What's Next?**
A conversation between Keith Weed of the Advertising Association and Ronan Harris of Google about the Trust Working Group's progress to address the issue of declining public trust in advertising.
Keith Weed, President, Advertising Association and Ronan Harris, Vice President & MD UK & Ireland, Google
- 10.30 - 10.50** **Refreshments**
- 10.50 - 11.10** **EXCLUSIVE - Advertising Pays 8: UK Advertising's Social Contribution**
The Advertising Pays series by Credos, UK advertising's think tank has clearly established the value of the industry's economic contribution. This brand new report addresses the gap in our understanding of its contribution to UK society. LEAD delegates will get first view of the findings - how and where our industry makes positive contributions to UK society, what the public wants more of and what our industry expects of itself in the years ahead.
Karen Fraser MBE, Director, Credos

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AGENDA CONTINUED

- 11:10 - 11:40** **Campaign Showcase from Advertising Pays 8**
- **56 Black Men: Cephass Williams, Founder, 56 Black Men**
 - **Whatever the Weather, Homeless People Deserve Better: Puja Parmar, Senior Marketing Manager, Mayor of London**
 - **We are the NHS: Speaker TBA**
- 11.40 - 12.00** **What Does Responsible Advertising Look Like?**
- In recent months, ITV has supported campaigns ranging from male suicide to healthy eating to mental health awareness. Its Chief Executive, Dame Carolyn McCall, will discuss the role media owners can play in advertising responsibly with the Advertising Association's Chair, Philippa Brown.
- Dame Carolyn McCall DBE, Chief Executive, ITV in conversation with Philippa Brown, Chair, Advertising Association & Global Chief Executive, PHD**
- 12:00 - 12:20** **Keynote: Data, Transparency and Accountability**
- The ICO will share its latest views on its review of the ad tech marketplace.
- Simon McDougall, Executive Director Technology Policy & Innovation, ICO**
- 12.20 - 12.50** **Responsible Leadership**
- Advertising is under scrutiny, by policy makers, by the public and by the people who work in our industry.
- We will ask our all-star panel what it means to be one of UK advertising's responsible leaders.
- **Alex Mahon, Chief Executive, Channel 4**
 - **Syl Saller, Chief Marketing Officer, Diageo**
 - **Nicola Mendelsohn, Vice President, Facebook EMEA**
 - **Philippa Brown, Chair, Advertising Association & Global Chief Executive, PHD**
 - **Chair: Keith Weed, President, Advertising Association**
- 12.50 - 13.00** **Closing Remarks**
- Stephen Woodford, Chief Executive, Advertising Association**
- 13.00 - 14.00** **Lunch and Networking**
- 14.00** **End of Event**

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PRAISE FOR LEAD 2019, KINGS PLACE, LONDON

“The best advertising conference of the year. The quality of speakers reflects the quality of the event. LEAD is one conference that I would not like to miss.”

Hannah Buitekant
Mail Metro Media, Commercial Director



“I think I’ve been to every LEAD event and this was the best yet. The content was virtually all excellent and the atmosphere of frankness about our current challenges was very refreshing. Great job.”

Bob Wootton
Founder, Deconstruction



“I wanted to thank you for an excellent conference. I would go as far as to say I thought it was the best conference I have been to for years. Thought provoking, and genuinely made me realise how important the work you do at The Advertising Association is.”

Juliet Timms
Grace Blue Partnership



“This is by far the best LEAD event I have attended and quite possibly one of the best seminars I have ever been to. Great speakers, excellent content, and an energising variety of topics covered in a timely, but not rushed format.”

Graham Temple
Immediate Past Chairman, IPM



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LEAD 2020 PRICES & BOOKING

Standard Ticket £400 + VAT	Under 30's Ticket £150 + VAT	AA / Front Foot Member £345 + VAT
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Book at: adassoc.org.uk/events/lead-2020/
Contact: events@adassoc.org.uk

ABOUT THE ADVERTISING ASSOCIATION

The Advertising Association represents UK advertisers, agencies, media, and research services in the advertising industry. Founded in 1924, we promote the rights, roles and responsibilities of advertising domestically and internationally, acting as the link between practitioners and the politicians and policymakers whose decisions impact the sector.

In concert with the advertising industry's think tank Credos, we produce and disseminate research and reports that enable our members to make informed decisions.

Our work is focused around a number of policy areas and industry programmes including trust in advertising, data and e-privacy, digital advertising, promoting growth and many more.

LEAD 2020 Partners



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