

# RE 2022 RENEW

# RENEW

## Meeting advertising's challenges

27 January 2022 | Online event

**ADVERTISING  
ASSOCIATION**

**ISBA**

**IPA**  
Incorporated  
by Royal Charter

# RE<sup>2022</sup> NEW

Following the success of RESET 2021, our first joint industry conference with IPA and ISBA which attracted over 700 attendees and was awarded Silver at the Association Excellence Awards for Best Virtual Event, we are uniting once again to host RENEW 2022 on January 27 as a high quality online event.

RENEW will be broadcast live from our studio in London where our host Nina Hossain will deliver a packed morning of content to help you set your agenda for the coming year.

This is a unique opportunity for the entire UK advertising community to join together to explore what advertising needs to do meet the challenges of this decade and how the industry can help the UK succeed, domestically and on the world stage.

RENEW will be held on the Hopin platform where attendees will be able to easily interact with both speakers and fellow delegates alike via Q&A, public and private chat as well as explore our partners' exhibition booths.



**NINA HOSSAIN**  
Broadcaster and Journalist



**PETER DUFFY**  
President, ISBA; CEO, Moneysupermarket



**JULIAN DOUGLAS**  
President, IPA & International  
CEO & VP, VCCP



**ALESSANDRA BELLINI**  
President, Advertising Association;  
Chief Customer Officer, Tesco

# Agenda

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## 08:00 PLATFORM OPENS FOR NETWORKING

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## 09:30 WELCOME FROM OUR HOST

Nina Hossain, Broadcaster & Journalist

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## 09:35 OPENING ADDRESS

The Advertising Association's new President will make her first public speaking appearance on behalf of the association to share her vision for the presidency and the future of UK advertising.

Alessandra Bellini, President, Advertising Association;  
Chief Customer Officer, Tesco

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## 10:00 MINISTER'S ADDRESS

Exclusively for RENEW, the culture secretary will give a special address to the advertising industry.

Nadine Dorries MP, Secretary of State for Digital,  
Culture, Media and Sport

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## 10:10 POLITICAL KEYNOTE

John Pienaar will deliver an exclusive talk for RENEW on the latest news and developments from inside Westminster.

John Pienaar, Times Radio Drive Presenter

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## 10:35 ADVERTISING'S SUPER POWER

Two years on from the publication of Ad Pays 8 – UK Advertising's Social Contribution, this session explores the enduring power of advertising to enact and drive positive social change.

- Zaid Al-Qassab, CMO & Inclusion & Diversity Director, Channel 4
  - Sharon Bryan, Head of Partnerships, National Centre for Domestic Violence
  - Alessandro Manfredi, Executive Vice President, Dove
  - Nicola Kemp, Editorial Director, Creativebrief
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## 11:05 MEETING ADVERTISING'S CLIMATE CHALLENGE

Rapid climate action by our industry is essential if we are to positively support the world's race to net zero. What changes are needed, how do we make them happen and can we go faster, quicker? Join our live session to find out.

- Seb Munden, EVP & General Manager, Unilever UK & Ireland
  - Clare Shine, Director & CEO, Cambridge Institute for Sustainability Leadership
  - Lara Naqushbandi, Director, Lifestyle Retail & Sustainability Lead, Google
  - Stephanie Lambert, Head of FMCG, Meta
  - Anna Lungley, Chief Sustainability Officer, dentsu
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## 11:40 COMMERCIAL BREAK WITH SPECIAL GUESTS!

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"RESET was a really terrific event – well-paced, varied, stimulating. It's not an easy thing to do. Good talks and excellent discussions. First rate".

Douglas McCabe,  
Enders Analysis

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**11:50 ALL IN: CREATING AN INCLUSIVE WORKPLACE FOR ALL – THE NEXT THREE ACTIONS**

Following 2021's All In Summit that revealed the results of the All In Census – the first inclusion survey of the industry's workforce, this live session will discuss the next three actions and how to achieve them.

- Kathryn Jacob OBE, CEO, Pearl & Dean
- Kate Waters, Director of Client Strategy and Planning , ITV and President, WACL
- Shez Iqbal, Director of Publisher Partnerships, Criteo; Mentor, MEFA & BFS
- Anna Dalziel, Founder 40 Over Forty; SVP Marcomms, Momentum Worldwide

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**12:20 BUILDING BACK A BETTER INDUSTRY: THE PITCH POSITIVE PLEDGE**

An exclusive first look at the Pitch Positive Pledge, a cross industry plan initiated by the IPA and ISBA, aimed at making the pitching process more intentional, accountable and responsible for advertisers and agencies, followed by a discussion on the considerations and implications – both human and environmental – of the process, and how and why it needs to change.

- Julian Douglas, President, IPA; International CEO & Vice Chairman, VCCP
- Andrew Lowdon, Director, Agency Services, ISBA
- Simon Gunning, CEO, Campaign Against Living Miserably (CALM)
- Kate Magee, Editor, Management Today

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**12:50 IMPROVING THE PUBLIC'S EXPERIENCE OF ADVERTISING**

We will hear from Peter Duffy on why true cross media measurement is an essential requirement for marketers.

- Peter Duffy, President, ISBA; CEO, Moneysupermarket

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**13:15 CLOSING REMARKS**

- Phil Smith, Director General, ISBA

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**13:20 END OF EVENT**

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“Congratulations a great RESET 2021. I sat through every minute & thought it was on the whole, outstanding, with some terrific highlights”

Mark Howe,  
Google

# Speakers include



**NINA HOSSAIN**  
Broadcaster and Journalist



**JULIAN DOUGLAS**  
President, IPA & International CEO & VP, VCCP



**ALESSANDRA BELLINI**  
President, Advertising Association; Chief Customer Officer, Tesco



**PETER DUFFY**  
President, ISBA; CEO, Moneysupermarket



**NADINE DORRIES MP**  
Secretary of State for Digital, Culture, Media and Sport



**SEB MUNDEN**  
EVP & General Manager, UK & Ireland, Unilever



**LARA NAQUSHBANDI**  
Director, Lifestyle Retail, Google



**JOHN PIENAAR**  
Times Radio Drive Presenter



**ZAID AL-QASSAB**  
Chief Marketing Officer and Inclusion & Diversity Director, Channel 4



**ANNA LUNGLEY**  
Chief Sustainability Officer, dentsu



**ANDREW LOWDON**  
Director of Agency Services, ISBA



**KATHRYN JACOB OBE**  
CEO, Pearl & Dean



**ALESSANDRO MANFREDI**  
Executive Vice President, Dove



**KATE WATERS**  
Director of Client Strategy and Planning, ITV; President, WACL



**STEPHANIE LAMBERT**  
Head of FMCG, Meta



**CLARE SHINE**  
Director & CEO, Cambridge Institute for Sustainability Leadership



**ANNA DALZIEL**  
Founder 40 Over Forty; SVP Marcomms, Momentum Worldwide



**SHARON BRYAN**  
Head of Partnerships, National Centre for Domestic Violence



**SHEZ IQBAL**  
Director of Publisher Partnerships, Criteo; Mentor, MEFA & BFS



**NICOLA KEMP**  
Editorial Director, Creativebrief



**SIMON GUNNING**  
CEO, Campaign Against Living Miserably (CALM)

# Have you got your ticket yet?

## Companies attending include:

23red	General Mills	ODD London
Advertising Association	Globa	PAMCo
AMV BBDO	Google	Pearl & Dean
Alliance of Independent Agencies	Heineken	PHD Worldwide
AOP	IAB	Philip Morris
Aprais	IPA	Pinterest
ASA	ISBA	Publicis
BBC	ITV	Quarterback Services
British Gas	KP Snacks	Red Brick Road
Campaign	L'Oreal	Rightmove Group
CISL	LEAD Consulting	Royal Mail Marketreach
CAP	Lewis Silkin	RSMB
Channel 4	LV = General Insurance	Snap Inc
Clear Channel	M&C Saatchi	Storck UK
Creativebrief	Macmillan Cancer Support	Tag
Criteo	Marketing Week	Teads
Crown Commercial Service	MediaCat Magazine	Telegraph Media Group
CvE	Mediacom	Tesco
Deconstruction Consulting	MediaMonks London	Triple Lift
dentsu	Mediatel News	The Aperto Partnership
Digital Cinema Media	Meta	The Drum
Direct Line Group	Moneysupermarket	The Institute of Promotional Marketing
DLG	More About Advertising	The Virtu Group
Drummond Central	MRS	Thinkbox
E.ON	Nationwide Building Society	TUI
Ekimetrics	Natwest	UKOM
EVERFI	Nestle	UM UK
Formula 1	Newsworks	
	Observatory International	

## Thank you to our partners

Platinum Partner



Gold Partners



Silver Partners



Book your tickets here

