



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/001

Agenda

Submitted by: Australia



**APEC Advertising Standards Forum and
Mentoring Workshop
Beijing, China
8-9 August 2014**



Asia-Pacific
Economic Cooperation



中国广告主协会
China Association of National Advertisers



ADVERTISING
STANDARDS
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APEC Advertising Standards Forum and Mentoring Workshop

Beijing Hotel: No33, East Chang'an Avenue, Beijing 100006, China

8–9 August, 2014

Day 1: Best practice advertising principles and practice and Advertising Standards Forum

8:30 – 9:00 REGISTRATION AND COFFEE

9:00 – 9:50 Opening ceremony

Moderator: Mr Liu Bo'An, Director General of CANA, introduction of distinguished guests.

9:05–9:25 Welcome speech by President of CANA, Mr Hou Yunchun

9:25–9:50 Speech by Mr.Zhang Guohua, Director General, Department of Advertising Regulation, State Administration for Industry and Commerce (SAIC), China

9:50 – 10:15 Session 1

International communication on global and national policy developments

Moderator: Owen Ma, Vice President, China, Cargill

9:55–10:10 Speech by Mr Adam Gagen, Public Affairs Manager, Asia, Pernod Ricard, on the global policy development of advertising self-regulation

10:10–10:25 Speech by Mr. Zhang Xiang, Vice Chair of the National Advertising Research Institute of China on the Ad SR policy development on national level

10:25–10:40 Speech by Ms Fiona Jolly, Chief Executive Officer, Advertising Standards Bureau of Australia on the Ad SR policy development in APEC region

10:40–11:00 Q&A with Panel

11:00 – 11:30 MORNING BREAK

11:30 – 12:30 Session 2

Setting and maintaining advertising standards – the International Code and best practice in adapting it to local economies

Moderator: Mr Will Gilroy, Director of Communications, World Federation of Advertisers

11:35–11:55 Ms Elizabeth Thomas-Raynaud, Senior Policy Executive, International Chamber of Commerce

11:55–12:15 Ms Linda Nagel, President and CEO, Advertising Standards Canada

12:15–12:30 Interactive communication and discussion with Panel

12:30 – 13:30 LUNCH BREAK



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13:30 – 15:00 Session 3

Sharing of company best practice cases on ad self-regulation.

Moderator: Mr Stephen Peng, CANA Consultant and ICC Beijing Consultant.

13:35–13:55 Mrs Judy Zhang, Director of Public Affairs, Mars China on Advertiser sharing of best practice on Ad SR.

13:55–14:15 Mrs Li Yi, Deputy Director General, CCTV Advertising Centre on Ad SR best practice from a media 's perspective.

14:15–14:35 Mr Pan Fei, Senior Vice President of Blue Digital at Blue Focus

14:35–15:00 Interactive communication and discussion with Panel

15:00 – 15:30 AFTERNOON BREAK

15:30 – 17:00 Session 4

Working together to achieve fair competition and sound business environment - Compliance and the role of Governments – (Interactive communication)

Moderator: Dr Oliver Gray, Executive Director, European Advertising Standards Alliance

15:30–15:35 Mr Keith Fentonmiller, Senior Attorney, US Federal Trade Commission, Bureau of Consumer Protection, Division of Advertising Practices

15:35–15:40 Ms Brenda González, Executive Director of Advertising, Government/Federal Commission for the Protection Against Sanitary Risk, Mexico

15:40–15:45 Ms Charmaine Moldrich, CEO, Outdoor Media Association, Australia

15:45–17:00 Interactive communication and discussion with Panel

17:00 – 17:30 Closing of Day I

Moderator: MR. Liu Bo'An, Director General of CANA

17:05-17:30 Meeting Conclusion and Announcement of *Beijing Agreement* by Mr Hou Yunchun, President of CANA.

19:00 CONFERENCE DINNER

Guest Speaker: TBC



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Day 2: Capacity Building Technical Workshop

9:00 – 9.20 Opening

Welcome to Capacity Building Workshop, Director General of CANA, Mr Liu Bo'An.

The Philippines Story and APEC 2015, Ms Mila Marquez, Executive Director, Advertising Standards Council, The Philippines

9:20 – 9:50 Session 1

Funding the system and running a secretariat

Mr Ricardo Maguina Pardo, Executive Director, CONAR

9:50 – 10:50 Session 2A

Technical advertising system workshops 1

(focus on key areas from PSU study - technical discussions, small groups)

Participants to choose one of the following workshops:

- 2.1 *Dealing with ICT developments* – how to make the standards apply across all media forms and how to manage complaints in this area, Mr Lee Peeler, National Advertising Self-Regulatory Council, United States
- 2.2 *Effective industry and consumer awareness* – examine ways to raise awareness of the system and standards, Ms Sari Mattila, Communications Manager, Advertising Standards Bureau, Australia
- 2.3 *The complaints process* – what to do from start to finish, Dr Alison Hopkins, Complaints Manager, Advertising Standards Authority, New Zealand
- 2.4 *Truth and accuracy/decency* – how to make decisions, incorporating a practical exercise with mock jury, Ms Ildikó Fazekas, European Advertising Standards Alliance

10:50 – 11:20 MORNING BREAK

11:20 – 12:20 Session 2B

Technical advertising system workshops 2

Participants change to a different workshop – workshops as for Session 2A

12:20 – 12:45 Session 3

Workshop reports

Report from each workshop

12:45 – 13:30 Session 4

Ongoing Mentoring needs and planning

Ms Fiona Jolly, CEO, Advertising Standards Bureau, Australia

- Presentation about how mentoring works and might be progressed under APEC
- Small groups to discuss future individual APEC economy needs

13:30 Close

INFORMAL LUNCH

*Speakers correct as of 22 July and are subject to change



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