



# RE 2021 RESET

Shape  
advertising's  
future

Event programme | 28 January 2021 | 09:00-13:30

**ADVERTISING  
ASSOCIATION**

**ISBA**

**IPA**  
Incorporated  
by Royal Charter

# RE<sup>2021</sup> SET

The Advertising Association, the IPA and ISBA are joining forces for the first time in their collective histories to present RESET 2021, a very special industry conference at the beginning of a critical year for UK advertising.

Leaders from brands, agencies, media owners, tech platforms and the government will look at how we can support the UK's social and economic recovery, how we deal with the repercussions of COVID-19 and how we can deliver on our mission to rebuild public trust in advertising.

RESET 2021 replaces the Advertising Association's summit, LEAD and ISBA's Annual Conference, both of which attracted over 400 high level attendees last year. IPA's 2020 EffWorks Conference was a sell-out success.

Alongside a stimulating agenda, we are delighted to be premiering our bespoke 3D networking lounge where attendees will be able to easily interact with fellow delegates and explore our partners' interactive exhibition stands.

Attending RESET represents a unique and quite possibly one-off opportunity to meet members from the three trade associations and network with a highly senior and influential audience across the entire advertising landscape.



# Agenda

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## **08:00 PLATFORM OPENS FOR NETWORKING**

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## **09:00 GOOD MORNING ADVERTISING!**

- Philippa Brown, Chair, Advertising Association; CEO, PHD Worldwide
  - Paul Bainsfair, Director General, IPA
  - Phil Smith, Director General, ISBA
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## **09:10 THE VIEW FROM OUR MINISTER**

- Oliver Dowden CBE, Secretary of State for Digital, Culture, Media and Sport
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## **09:20 WHAT DOES A HFSS BAN MEAN FOR BRITISH BUSINESSES?**

- Kate Nicholls OBE, CEO, UKHospitality, which provides a unified voice for hospitality, talks to Stephen Woodford, CEO, Advertising Association, about the far-reaching and unintended consequences of the Government's proposed HFSS advertising ban.
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## **09:35 DRIVING THE GREEN RECOVERY**

- Andrew Griffith MP, UK Government's Net Zero Business
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## **09:45 POLITICAL KEYNOTE**

- Kate McCann, Political Correspondent, Sky News
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## **10:10 BUILDING BACK BETTER: LEARNINGS FROM INDUSTRY'S LEADERS**

- Alex Mahon, CEO, Channel 4
  - Karen Blackett OBE, UK Country Manager, WPP
  - Steve Hatch, Vice President, Northern Europe, Facebook
  - Trevor Johnson, Head of Marketing, Global Business Solutions, Europe, TikTok
  - Andrew Garrihy, CMO, Western Europe & Head of Brand, Huawei
  - Alessandra Bellini, CCO, Tesco
  - Tom Knox, Executive Partner, MullenLowe
  - Geraldine Allinson, Director, Iliffe Media
  - Johnny Hornby, Founder, The&Partnership
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## **10:45 HOW DIGITAL ADVERTISING CAN HELP REBUILD BRITAIN'S CREATIVE ECONOMY**

- Ben McOwen Wilson, Managing Director, YouTube UK and Ireland
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## **11:10 BREAK**

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# Agenda

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## 11:25 PRESIDENTS' REFLECTIONS

- Peter Duffy, President, ISBA; Chief Executive, Moneysupermarket
  - Nigel Vaz, President, IPA; Global CEO, Publicis Sapient
  - Keith Weed CBE, President, Advertising Association
  - Interviewer: Aasmah Mir, Broadcaster, Times Radio
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## 11:55 THE AGENCY VIEW – 5 THINGS THAT CAN CHANGE OUR FUTURE FOR GOOD

- Mel Edwards, Global CEO, Wunderman Thompson
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## 12:20 BREAK

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“Being able to stand shoulder to shoulder with our colleagues at the AA and IPA is a fantastic opportunity for ISBA and our members. RESET will give us the opportunity to bring the industry together to continue our important work”

**PETER DUFFY**

President, ISBA

## 12:30 PUBLIC TRUST AND THE EFFECTIVE ADVERTISING EXPERIENCE

The Advertising Association's Trust Working Group is investigating how the long-term decline in public trust of advertising is impacting on its effectiveness for brands. In this session industry leaders will discuss how tackling bombardment and reducing excessive frequency can enhance the public's experience of advertising to achieve better business results. With an introduction by Paul Bainsfair, IPA and Phil Smith, ISBA.

- Kerry Chilvers, Brand Tribe Lead, Direct Line Group
  - Jerry Daykin, EMEA Senior Media Director, GSK
  - Sue Unerman, Chief Transformation Officer, Mediacom
  - Moderator: Gideon Spanier, UK Editor-in-chief, Campaign
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## 13:00 THE LEGO BRAND: DRIVEN BY PURPOSE

- Julia Goldin, Chief Marketing Officer, LEGO Group
  - Kathleen Saxton, Executive VP & MD EMEA, MediaLink
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## 13:25 CLOSING REMARKS

- Stephen Woodford, CEO, Advertising Association
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## 13:30 END OF EVENT

Networking Lounge will remain open for one month.

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# Speakers include



**OLIVER DOWDEN CBE**  
Secretary of State for Digital,  
Culture, Media and Sport



**KATE MCCANN**  
Political Correspondent,  
Sky News



**ANDREW GRIFFITH MP**  
UK's Net Zero Business Champion



**KATE NICHOLLS OBE**  
CEO, UKHospitality



**KEITH WEED CBE**  
President,  
Advertising Association



**AASMAH MIR**  
Broadcaster, Times Radio



**NIGEL VAZ**  
President, IPA; Global CEO,  
Publicis Sapient



**JULIA GOLDIN**  
Chief Marketing Officer,  
LEGO Group



**PETER DUFFY**  
President, ISBA; Chief Executive,  
Moneysupermarket UK



**KAREN BLACKETT OBE**  
UK Country Manager, WPP



**BEN MCOWEN WILSON**  
Managing Director, YouTube UK



**ALEX MAHON**  
Chief Executive Officer,  
Channel 4



**STEVE HATCH**  
VP, Northern Europe, Facebook



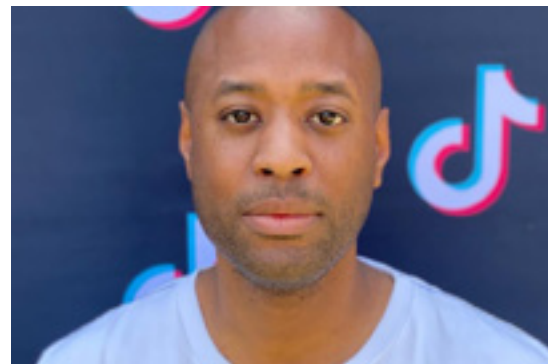
**ALESSANDRA BELLINI**  
Chief Customer Officer,  
Tesco PLC



**STEPHEN WOODFORD**  
CEO, Advertising Association



**MEL EDWARDS**  
Global CEO,  
Wunderman Thompson



**TREVOR JOHNSON**  
Head of Marketing,  
Global Business Solutions  
Europe, TikTok



**PAUL BAINSF AIR**  
Director General, IPA



**PHILIPPA BROWN**  
Chair, Advertising Association;  
CEO, PHD Worldwide



**TOM KNOX**  
Executive Partner, MullenLowe



**KATHLEEN SAXTON**  
Executive VP & MD EMEA,  
MediaLink PLC



**PHIL SMITH**  
Director General, ISBA



**JOHNNY HORNBY**  
Founder, The&Partnership



**SUE UNERMAN**  
Chief Transformation Officer,  
Mediacom



**ANDREW GARRIHY**  
CMO, Western Europe &  
Head of Brand, Huawei



**KERRY CHILVERS**  
Brand Tribe Lead,  
Direct Line Group



**JERRY DAYKIN**  
EMEA Senior Media Director, GSK



**GERALDINE ALLINSON**  
Director, Iliffe Media



**GIDEON SPANIER**  
UK Editor-in-Chief, Campaign

## The attendee experience at RESET

RESET will be hosted on a bespoke platform that will be extremely slick and easy to navigate, offering attendees a superior viewing and networking experience. There will be one core livestream showing the morning's content, with the opportunity for live Q&A and polling.

The Networking Lounge at RESET will be the social hub of the event. From here attendees will be able to peruse the participant list and chat with fellow delegates.

There will be three networking segments during the morning where attendees will have the opportunity to visit the lounge and explore our partners' 3D exhibition stands. These stands have been created specially for RESET and will contain interactive features including messaging, video walls and downloadable content.

And unlike live events that end once you've left the building, the RESET platform will be available for attendees to access for a month afterwards.



# Have you got your ticket yet?

## Companies attending include:

adam&eveDDB	Global	Procter & Gamble
AdGreen	Google	Publicis
AOP	Hays	PwC
ASA	IAB	Sainsbury's
Barclays	Integral Ad Science	Sky Media
BEIS	IPA	Snap
Britvic	ITV	Spotify
BP	Jaguar Land Rover	Storck UK
Camelot	Karmarama	Strat7
Clear Channel	Kia Motors	STV
Channel 4	LADbible Group	Tesco
ComScore	Leith	The Beyond Collective
Creative Equals	L'Oreal	the7stars
Deconstruction	LEGO Group	The Walt Disney
DFS	Legal & General	Company
Digital Cinema Media	Mars Wrigley	Thinkbox
Direct Line Group	MBA	TikTok
DMA	Massivemusic	Total Media Group
Electric Glue	Merman London	TSB Bank
Enders Analysis	NABS	Twitter
Engine UK	Navigate Digital	Unilever
EVERFI	NewsUK	Unruly
Facebook	PAMCo	VCCP
Framestore	Pearl & Dean	Verizon Media
Guardian News and	PHD	Virgin Management
Media	Pinterest	Wavemaker
General Mills UK	PPA	Whalar

## Thank you to our partners

Platinum partner



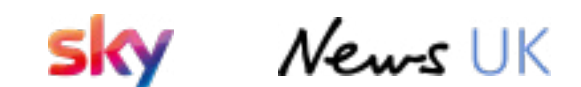
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Silver partners



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**SET**

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