



Revised Agenda

Thursday 16 June 2022 | 14.00 - 17.00 CET
VIRTUAL MEETING

14.00-14.15 Opening Session

14.00 – 14.15 Welcome remarks and announcement of Commission leadership appointments

Opening comments from Brent Sanders, Chair, ICC Commission on Marketing and Advertising.

The ICC Secretariat will announce the new appointments of the ICC Global Marketing & Advertising Commission Chair and Vice-Chairs, who will join the leadership team as of the 1st of July.

14.15-16.50 Commission work projects/ Industry Initiatives

14.15 – 14.30 UNICEF

Emer Doherty, Gender & Marketing Programme Manager | Gender Equality, Programme Division, UNICEF, will share insights regarding the UNICEF Playbook: Promoting Diversity & Inclusion in Advertising.

14.30 – 14.45 World Federation of Advertisers

Update from Camelia Cristache-Podgorean, Senior Communications Manager and Global Diversity and Inclusion Lead, World Federation of Advertisers, on the [Guide to progressive gender portrayals in Advertising](#) and the [Guide to potential areas for bias in the creative process](#).

14.45 – 15.00 Diversity and Inclusion in Advertising

An overview will be provided regarding discussions related to diversity and inclusion in advertising as well as progress in developing an ICC paper on the topic.

15.00 – 15.10 Dark Commercial Patterns

Members will be provided with an overview regarding developments related to dark commercial patterns as well as plans to develop an ICC white paper, given growing attention and action in this area.

15.10 – 15.30 ICC Marketing Code update/Food & Beverage Marketing Framework

Co-Chairs of the Task Force on Code Revision, Anders Stenlund and Oliver Gray, will discuss a potential update of the ICC Marketing Code and the possibility of conducting a pre-revision/analysis study to determine key areas for consideration.

In this context, members will also reflect on potential updates to the ICC Framework for Food & Beverage Marketing in view of increasing regulatory pressure and issues related to child obesity.

15.30 – 16.00 Meta – Building consumer trust in the online environment

Siobhan Cummiskey, Director of Content Policy, Meta, will provide perspectives on building consumer trust in the online environment and elaborate on the use of codes of ethics as well as the role of advertising self-regulation in this context.

16.00 – 16.10 Marketing to Children

Commission Vice-Chair, Sheila Millar, will provide an update on developments regarding marketing to children, and in particular implications of the Age-Appropriate Design Code.

16.10– 16.30 European & other developments

Lucas Boudet, Director General and Alexandre Dérobert, Public Affairs and Policy Officer, EASA will provide an overview of latest European developments related to marketing and advertising.

Other key developments will be briefly highlighted – *reference IGO table*.

16.30 – 16.50 National Committee engagement

ICC National Committees will share on their efforts to advance and promote the work of the ICC Global Marketing & Advertising Commission:

- ICC Mexico
- ICC Sweden
- ICC Colombia
- ICC China

16.50 – 17.00 Any other business

- 16.50 – 17.00**
- Members will be invited to share on potential opportunities to leverage ICC's engagement in line with ICC's global strategy.
 - Date of next meeting (to be discussed)