



ICC GLOBAL MARKETING AND ADVERTISING COMMISSION

Agenda

Meeting on Wednesday, 23 April 2025 | 14.00 - 17.00 CET

HYBRID MEETING – Paris, ICC Headquarters, 33 avenue du Président Wilson, 75116

14.00 – 14.05 Opening session

14.00 – 14.05 Welcome and introduction

Opening comments from Kristin Green, Chair, ICC Global Marketing and Advertising Commission

14.05 – 17.00 Commission work projects and industry initiatives

14.05 – 14.35 Thought-provoking keynotes (speaker TBC)

Perspectives on the latest developments in marketing and advertising, exploring how these evolutions impact the industry and shape the future of advertising

14.35 – 15.45 Update on the revision process / new policy papers from leads of each of the workstreams and dialogue with members (each session will be allocated approximately 10 minutes)

We will review and discuss the following policy documents:

- New policy product on the responsible use of AI in advertising (Alice Himsworth / Alexander Montgomery)
- Updates to the ICC Framework for Responsible Environmental Marketing Communications (Sheila Millar)
- Revisions to the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics (Anders Stenlund / Judith Passingham)
- Revisions to the ICC Framework for Responsible Alcohol Marketing Communications (Laura Brodie / Gabrielle Robitaille)
- Revisions to the ICC Framework for Responsible Food and Beverage Marketing Communications (Gabrielle Robitaille)
- Revision of the ICC Toolkit: Marketing and Advertising to Children along with a new policy paper related to responsible advertising/marketing to children and teens (Adam Ingle / Sheila Millar)

15.45 – 15.55 BREAK

15.55 – 16.15 Ad SR oversight in Europe: a case for enhanced collaboration

Ludovic Basset, EASA's new Director General, and Tudor Manda, EASA's SR Development Manager, will provide an overview of EASA's network and efforts in promoting responsible advertising through SROs' enforcement of ad standards inspired by the ICC Code. They will also share insights on how ICC and EASA can strengthen collaboration.

- 16.15 – 16.25 European and international regulatory developments** *(reference IGO table)*
Overview of the latest European and international developments related to marketing and advertising
- 16.25 – 16.55 ISO proposal for a Technical Committee on Digital Marketing**
Marco Rossi, Director of Standardisation at the International Organisation for Standardisation (ISO) and a representative from SAC China (TBC) will provide an overview of the proposal for an ISO Technical Committee on Digital Marketing and the latest TMB resolution (March 2025). Following this, SAC China will present their perspective on the proposal.
- 16.55 – 17.00 Date of next 2025 Global Commission meeting and closing remarks**
- 17.00 – 18.00 Networking Happy Hour**
An opportunity to connect and engage with industry peers