

**WHO CARES?
ADVERTISING**

The Summit

**October 16th 2025 at Vue Cinema
Leicester Square**

Morning: The Fundamentals and Foundations

Introductions and welcome: Brian Jacobs, Founder, BJ&A

1. Changing business models

How advertisers can improve the business results from their advertising

How agencies can thrive in the AI age

Speakers: *Nick Manning*, Founder, Encyclomedia

Caroline Johnson, Co-Founder, The Business Model Co.

Audience feedback

2. Enablers not Rulers: the future of Ad Tech

**How advertisers, agencies, ad tech companies and publishers can
achieve a better online advertising eco-system**

Speakers: *Alessandro De Zanche*, Consultant, not just ADZ

Cameron Armstrong, Addressable Director, VCCP Media

Jos Pamboris, Co-Founder, Alligator Solutions

Audience feedback

3. Trading, Transparency and Trust: a new approach

How advertisers, their commercial partners and media owners can create a cleaner, clearer, better media market

Speaker: *Jenny Biggam*, Owner, the7Stars

Neil Harrison, Head of Media, Standard Life

Audience feedback

4. Measurement and Accountability: the essentials

How advertisers and their commercial partners can make the measurement of advertising more accurate and accountable

Speakers: *Denise Turner*, Research Director, IPA

Jon Waite, EVP Head of Planning, Havas Media Network

Fiona Blades, President and CEO, MESH Experience

Anthony Jones, Head of Research, Thinkbox

Billy Ryan, Head of Analytics and Effectiveness, the7stars

Audience feedback

LUNCH

Afternoon: Creativity and People

5. The Case for Quality Media

Why advertisers and their agencies should invest in media that is user-friendly, brand safe and improves advertising performance

Speakers: *Pam Vick*, Founder, Caspia Consultancy

Brian Jacobs, Founder, BJ&A

Jamie Credland, CEO, World Media Group

James Fleetham, Director of Advertising, The Guardian

Sarah Jones, Director of Planning, Sky Media

Simon Wilden, Executive Director, Goodstuff Communications

Abi Cunningham, Founder, North Star Media Sustainability

Audience feedback

6. The future of Communications Planning

How advertisers, their agencies and commercial partners should innovate in the multi-channel age

Speakers: *Sally Weavers*, Co-Founder, Craft Media
Pippa Glucklich, CEO, Electric Glue

Audience feedback

7. From Creative Department to Creative Business

How advertisers, agencies, and their partners should embed creativity for better results

Speakers: *Caroline Marshall*, Founder, Caroline Marshall & Partners
Dillah Zakhah, Deputy ECD, Fold7
Mick Mahoney, Creative Coach and Author

Audience feedback

8. People: Recruiting and Looking after our People

How we can continue to recruit, reward, and retain the best talent

Speaker: *Crispin Reed*, Skyscraper Consulting
Divine Katolo, Creative Project Manager, Amazon
Aaron Wallace, Account Executive, AKA UK

Audience feedback

9. People: Working Better Together

How we can rebuild industry relationships and restore enduring trusting partnerships

Speakers: *Simon Rhind-Tutt*, Co-Founder, Relationship Audits and Management
Tina Fegent, Founder, Tina Fegent Limited

Audience feedback

10. Reflections on the day

David Wheldon OBE, Chief Brand Officer, Allwyn International,
President WFA

Phil Smith OBE, Director General, ISBA and Chair-designate, Origin

Sarah Mansfield, Media Consultant and Advisor, ex-Global VP Media,
Unilever

Audience feedback

CLOSE



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