

WHO CARES? ADVERTISING

The Summit

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

Morning: The Fundamentals and Foundations

Introductions and welcome: Anna Sampson

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*, Senior Advisor

Cameron Armstrong, Addressable Director, VCCP Media

Julian Savitch-Lee, Founder, Digicake

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, the 7Stars

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*, Media Research Director, IPA

Jon Waite, Global EVP, Head of Planning, Havas

Fiona Blades, CEO, MESH Experience

Anthony Jones, Research Director, Thinkbox

Dr Grace Kite, Founder magic numbers & VP UK, Analytic Partners

Audience feedback

LUNCH

Afternoon: Creativity and People

Introductions and welcome: Anna Sampson

5. The Case for Quality Media

Why advertisers and their agencies should invest more (and not less) in media channels and environments that are effective, brand safe and accountable

Speakers: *Pam Vick*, Founder, Caspia Consultancy

Brian Jacobs, Founder, BJ&A

Plus guests

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. The future of Creativity

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

Speakers: *Caroline Marshall*, Independent Consultant
Dillah Zakhah, Creative Director, Uncommon
Creative Studio
Mick Mahoney, Creativity Coach

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
Plus guests

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 Consulting

Audience feedback

10. Reflections on the day

David Wheldon, President Emeritus, World Federation of Advertisers

Phil Smith, Director General, ISBA

Audience feedback

CLOSE



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