

Programme

09:00 Registration and Coffee

09:25 Chairman's Opening Remarks
Jenny Wiggins, Consumer Industries Correspondent, Financial Times

MEETING THE CHALLENGES OF CHOOSING HEALTH

09:30 Current Government thinking
Caroline Flint MP, Minister of State for Public Health

10:00 Delivering on the industry's commitments
Melanie Leech, Director General, Food and Drink Federation

10:30 Coffee

FOOD ADVERTISING: THE CHANGING MEDIA LANDSCAPE

10:50 Television advertising of food and drink: proposed new rules on broadcast and non-broadcast
Andrew Brown, Chairman, Committee of Advertising Practice

11:10 Implementing the rules on food and drink advertising
Christopher Graham, Director General, Advertising Standards Authority

11:30 Potential impact of new rules on broadcasting
Mark White, Executive Director of Sales, Five

11:50 PANEL DISCUSSION
Andrew Brown, Chairman, Committee of Advertising Practice
Christopher Graham, Director General, Advertising Standards Authority
Mark White, Executive Director of Sales, Five

12:20 Chairman's Closing Remarks

12:30 Lunch

13:30 Chairman's Opening Remarks
John Whittingdale MP, Chair, Culture, Media and Sport Select Committee

PROMOTING HEALTHY LIFESTYLES: VOLUNTARY INITIATIVES

13:35 Case Study: GDA front-of-pack labelling scheme
Ben Clarke, Vice President & Area Director, UK & Ireland, Kraft Foods

14:05 Promoting health and activity to children
Nick Bampton, Managing Director, Viacom Brand Solutions

14:25 Overcoming inequalities of diet and lifestyle: the importance of education
Paul Sacher, Research Director, The MEND Programme

AN INSIGHT INTO THE CONSUMER

14:45 PANEL DISCUSSION
Chris Holmes, Obesity Social Marketing Lead, Department of Health
Paul Sacher, Research Director, The MEND Programme
Dr Pat Spungin, Founder, Raising Kids
Louise Boitoult, Business Insight Director, AC Nielsen

15:20 Chairman's Closing Remarks

15:30 Close of Conference