



# ICC GLOBAL MARKETING AND ADVERTISING COMMISSION

## Agenda

**Meeting on Tuesday, 28 April 2026 | 14.00 - 17.00 GMT**

HYBRID MEETING – London, UK (Venue: Google London Central Saint Giles - 1-13 St Giles High St, London WC2H 8AG)

### 14.00 – 14.15 Opening session

**14.00 – 14.05 Welcome and introduction**

Opening comments from *Alice Himsworth, Chair, ICC Global Marketing and Advertising Commission*

**14.05 – 14.15 ICC Global Policy Department – Strategic priorities 2026**

*Andrew Wilson, Deputy Secretary General - Policy, ICC* will provide an update on ICC's global policy strategic priorities for 2026

### 14.15 – 17.00 Commission work projects and industry initiatives

**14.15 – 14.45 Thought-provoking keynotes – Insights from UK's Advertising Association**

*Stephen Woodford, Chief Executive, Advertising Association*, will present a perspective on the role of public trust as the foundation of a successful advertising ecosystem. Drawing on the UK experience - where trust in advertising is increasing - his intervention will examine the key drivers of trust, both positive and negative, why they matter, and the actions the industry can take to build trust in advertising and the wider ecosystem.

**14.45 – 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 15 minutes)**

We will review and discuss the following policy documents:

- Revision of the ICC Framework for Responsible Alcohol Marketing Communications
- Revision of the ICC Framework for Responsible Food and Beverage Marketing Communications
- New policy product focused on the combating of scams in advertising
- 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

**15.45 – 15.50 Recent release focus: building momentum around the newly released "Responsible AI in Marketing: how to apply the ICC Code"**

**15.50 – 16.05 BREAK**

**16.05 – 16.25 Fireside chat: ICC UK x ASA on the value of advertising self-regulation worldwide**

*Guy Parker, Chief Executive, Advertising Standards Authority (ASA), UK's regulator of advertising, in conversation with Emma Bennett, Chief of Staff & Director of Operations, ICC UK, will be exploring the global importance of robust advertising self-regulation, drawing on the UK experience and ASA's long-standing leadership in the international SRO community. The discussion will look at how different organisations collaborate to address cross-border challenges and how ICC's global standards support coherent, future-ready approaches to responsible marketing.*

**16.25 – 16.40 Ongoing global Commission projects**

- Strengthening local engagement through National Committees: overview of recent NC-led activities and discussion on how to boost member participation, improve alignment with global Commission priorities, and foster more structured collaboration and knowledge-sharing.
- Cannes Lions 2026 – Self-Regulation Day: introduction to ICC's first-ever formal participation in the Cannes Lions Festival through a dedicated Self-Regulation Day.
- Educational programme on the ICC Code: development of a new education and training offering centred on the ICC Code.

**16.40 – 16.45 Key international policy and standard-setting developments**

- **ISO Technical Committee on Digital Marketing:** brief update on the current status of the work within the ISO process.

**16.45 – 16.55 European and international regulatory developments** *(reference IGO table)*  
*Jeffrey A. Greenbaum, Managing Partner, Frankfurt Kurnit Klein & Selz PC and Vice-Chair of the global Commission, will provide an overview of the latest European and international developments affecting marketing and advertising.*

**16.55 – 17.00 Date of next Global Commission meeting and closing remarks**