

## Building Better Media: Measurement, Responsibility, Partnerships

The Media Forum is an exclusive community for client-side media leaders. This gathering will take place as a part of WFA's Global Marketer Week. In this session, the Forum will focus on how global media organisations can build better brands through leveraging creativity, innovation and new technologies. The session will be held under the Chatham House rule.

**When:** Wednesday May 15 9am – 3pm EST  
**Where:** Ballroom B (3rd Floor), Park Hyatt, 4 Avenue Rd, Toronto  
**Questions/register:** [events@wfanet.org](mailto:events@wfanet.org)

### Registered attendees include



# Media Forum

Wednesday May 15 9am – 3:30pm EST Park Hyatt, Toronto

## Agenda

8:30am	<b>Registration and welcome breakfast</b>
9:00am	<b>Welcome &amp; 'rallying cry'</b> Welcome from the Media Forum co-chairs: <b>Isabel Massey (VP Global Media &amp; Content, Diageo)</b> and <b>Mathias Chaillou (Chief Media Officer, L'Oreal)</b> , detailing progress against our Media Charter ambitions and pointing to the additional change we need to co-create.
9:25am	<b>MEASUREMENT – New tools to solve old problems</b> <b>Atin Kulkarni (VP Global Media, PepsiCo)</b> , <b>Matt Green (WFA)</b> and <b>Phil Smith (Director General, ISBA)</b> to provide an update on the global, Halo CMM program, and the status with local market deployments of Halo (Origin and ANA CMM). <b>Guests: Maggie Burke (Meta)</b> and <b>TBC (Google)</b> to share their appetite to be measured by the Halo Framework.  Following this, <b>A Member (tbc)</b> to provide some insight into their work optimising their attention measurement techniques, and how these advances were shared globally.  <b>All Participants</b> to then participate in workshops for teams to develop their thinking on measurement.
11:10am	- Break -
11:40am	<b>RESPONSIBILITY - Raising the floor on global responsible media management</b> <b>Rob Rakowitz (WFA)</b> and <b>Mathias Chaillou (L'Oreal)</b> to share an update on how GARM is addressing brand safety issues and sustainability concerns, in this critical year. <b>Isabel Massey (Diageo)</b> to discuss progress with rollout of the Accessibility Alliance in the UK.  Then <b>Mark Proulx (Director, Media Responsibility &amp; Quality, Kenvue)</b> to share an overview of Kenvue's global media responsibility framework while highlighting the challenges of introducing a consistent global approach to responsible media management.  Lastly, <b>All Participants</b> to join a round-table discussion, designed to surface opportunities to improve the way global media leads approach brand safety and responsible media management.
1:00pm	- Leadership Lunch -
2:00pm	<b>PARTNERSHIPS – Getting the fundamentals right</b> <b>Tom Ashby (WFA)</b> to review some of the work that's been produced on the state of health with Retail Media partners. Tom also to share outputs from the recent WFA Retail Media task force.  Then a panel including <b>Antonia Farquhar (Global Head, Media &amp; Partnerships, Nestle)</b> , <b>Emily Silvera (VP Global Media, Luxottica)</b> and other <b>Members (tbc)</b> to expand upon these challenges.  Finally, <b>All Participants</b> to join a round-table discussion, designed to align (as a group of global advertisers and local advertiser associations), on what's needed globally to progress.
3:30pm	Close