

## Bridging the gap between policy and marketing

*How policy and marketing can best collaborate to add value to business*

Brands are facing increasing pressures to ensure their communications align with the changing expectations of regulators, consumers and shareholders. This demands close partnership between the marketing and policy functions.

This year's WFA Policy Forum will explore the most important trends impacting businesses today and what these mean for marketing and policy professionals.

WFA will present new research on the current relationship between public affairs and marketing professionals, identifying areas of good collaboration as well as room for improvement.

WFA will also share a model 'Responsible Marketing Framework', designed to provide fertile ground for collaboration between the two functions.

**The session is open to WFA members and invited guests and will be held under the Chatham House Rule.**

**When:** Wednesday May 15 8:30am–2pm EST  
**Where:** Park Hyatt, 4 Avenue Rd, Toronto, ON M5R 2E8  
**Questions/register:** [events@wfanet.org](mailto:events@wfanet.org)

## Speakers



**JERRY DAYKIN**  
WFA Global Diversity  
Ambassador



**ANDRES PEÑATE**  
Global VP Regulatory  
& Public Affairs



**CYNTHIA SANFILIPPO**  
VP Global Public  
Affairs



**TOM STANDAGE**  
Deputy Editor, and Editor  
of 'The World Ahead'



**DAVID WHELDON**  
President Emeritus & host of  
WFA Better Marketing  
Podcast

# Policy Forum, May 15

## Agenda

**8:30** Coffee and registration

**9:00** Welcome and introductory remarks

**9:15** Forces shaping business today

**Tom Standage, Deputy Editor of The Economist and Editor of 'The World Ahead'** will offer his 'View from the Moon' identifying some of the big trends that companies need to navigate today. From worldwide elections and military conflicts to hybrid working and the impact of AI, Tom will give his inimitable take on the major forces that are shaping today's operating environment. Followed by Q&A.

**10.00** Coffee break

**10:30** What is the state of collaboration between marketing and policy?

**WFA will present new research** of how public affairs and marketing professionals perceive their current working relationship, identifying areas of positive collaboration and where there is room for improvement.

**11.00** Panel discussion: unlocking greater collaboration

Policy and marketing leaders will react to the research results, share their experiences and provide practical tips.

**12.30** What could good look like? A model Responsible Marketing Framework

What is the natural intersection between the two functions? **WFA will share a model template** which identifies best practice in responsible marketing communications, covering areas such as marketing and children, environmental claims, privacy, brand safety and DEI.

**13.00** Lunch

**19.00** VIP Dinner

Invite-only, contact Gabrielle at [g.robaille@wfanet.org](mailto:g.robaille@wfanet.org) for details.