

# Advertising Steering Group

## Agenda for meeting of 16 February 2018, 10.00-11.30

Venue: Moorgate (3GC1), 3<sup>rd</sup> floor, Palestra, 197 Blackfriars Road, SE1 8JZ (opposite Southwark Tube station)

### Members:

Dr Mee Ling Ng (Chair)  
Evelyn Asante-Mensah  
Dr Phillippa Diedrichs  
Tom Knox  
Leah Kreitzman  
Lexian Porter  
Val Shawcross  
Kim Sanders

### Advisors:

Philippa Kings, JCDecaux  
Neil Skelton, Exterion Media  
Tom Atkinson, TfL (secretariat)

### Agenda

1	Chair's welcome	5 minutes
2	Apologies	
3	Presentations from TfL and TfL's advertising partners on the number of campaigns run, category breakdowns, number of amendments and rejections, advertisements with the most complaints, and examples of best practice	20 minutes
4	Discussion: Recent advertisements or copy decisions receiving media attention	20 minutes
5	Discussion: Update on #behindeverygreatcity	10 minutes
6	Consideration of recommendations to TfL	10 minutes
7	Suggestions of topics to discuss at the next meeting	5 minutes
8	Date of next meeting – please can members send through any dates to avoid in July 2018	5 minutes
9	Any other business	5 minutes

