

Advertising Steering Group

Agenda for meeting of 17 February 2017, 10.00-11.30

Venue: 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:

Other attendees:

Philippa Kings, JCDeaux
Neil Skelton, Exterion Media
Tom Atkinson, TfL (secretariat)
Graeme Craig, TfL
Ann Cumming, TfL
Stephen Taylor, TfL

Agenda

1	Chair's welcome and update on membership	5 minutes
2	Introductions and apologies	
3	Approval of draft Terms of Reference	10 minutes
4	Presentations from 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
5	Discussion: Briefing pack: TfL Advertising Policy, the approvals process and complaints	30 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	5 minutes
9	Any other business	5 minutes



Addendum

Topics suggested at the informal pre-meeting on 4 January 2017 (that are not covered above):

- The use of technology in advertising
- The use of data in advertising
- Do advertisements on the TfL network show a fair representation of London's diversity?

