

Advertising Steering Group

Agenda for meeting of 21 July 2017, 10.00-11.30 (member photos from 9.30)

Venue: Blackfriars & Euston meeting room (9YC1&2), 9th 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)
Stephen Taylor, 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: Research around body image | 20 minutes |
| 5 | Discussion: Diversity in advertising | 10 minutes |
| 6 | Discussion: Annual Advertising Report | 10 minutes |
| 7 | Consideration of recommendations to TfL | 10 minutes |
| 8 | Suggestions of topics to discuss at the next meeting | 5 minutes |
| 9 | Date of next meeting – please can members send through any dates to avoid in January 2018 | 5 minutes |
| 10 | Any other business | 5 minutes |

