



## INVITATION

Join us in the Media Lounge

# Advertising's role in driving innovation & growth

Wednesday, 19 October 2011, 17h30 - 19h30  
European Parliament - Brussels  
(Room JAN 4Q1 - entry through Place du Luxembourg - [JAN-entry](#))

Hosted by **Nadja Hirsch**, MEP, Media Policy Speaker for the German Liberals in the European Parliament

### Introduction:

**Jacques Bughin / Steven Spittaels**, partners, McKinsey & Company

### Keynote:

**Reinhard Buescher**, Head of Unit for Support for Innovation, European Commission, Directorate General for Enterprise and Industry

### Panel discussion:

**Nadja Hirsch**, Member of the European Parliament, Group of the Alliance of Liberals and Democrats for Europe  
**Heinz Becker**, Member of the European Parliament, Group of the European People's Party (Christian Democrats)  
**Heikki Rotko**, Executive Vice President, MTV Oy, Finland & egta President  
**Tomasz Józefacki**, Head of Internet Division, Agora, Poland  
**René Lamsfuss**, Vice President Market Governance and Data Strategy, Nielsen Online, Germany  
*(additional MEP to be confirmed soon)*

### Moderated by:

**Charlie Crowe**, Chief Executive Officer, C Squared, United Kingdom

We are pleased to invite you to our special event on 19 October 2011.

### What is advertising's role in innovation and growth?

In today's constantly changing environment, advertising is a strong driver for business growth and funds a diverse, independent and pluralistic media landscape.

Come and discuss advertising's role in innovation and growth with advertising and media professionals from all over Europe and European Policymakers!

Please register before 11 October 2011 on [www.media-lounge.eu](http://www.media-lounge.eu)

