



Wednesday, 19 October 2011, 17h30 - 19h30

European Parliament - Brussels

(Room JAN 4Q1 - entry through "Espace Simone Veil": entrance on the "Esplanade de la Solidarité")

5.30 pm

Welcome speech

Nadja Hirsch, Member of the European Parliament, Group of the Alliance of Liberals and Democrats for Europe

Introductory keynote

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

5.50 pm

Overview of advertising's value in economy

Steven Spittaels, partners, McKinsey & Company

6.15 pm

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)

Paul Rübiger, 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

Moderated by

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

7.30 pm

Following the debate, we are happy to welcome you to a **jazz reception**.



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