

2024 ICAS MEETING

18 September



Frankfurt & Kurnit Offices
28 Liberty St, 35th floor
New York, NY 10005

8:30
9:00
9:00
9:10

REGISTRATION AND COFFE

WELCOME BY OUR HOSTS AND OUR PRESIDENT



MARY ENGLE
ICAS VP and EVP Policy
BBB National Programs
USA



JEFFREY GREENBAUM
Managing Partner of Frankfurt Kurnit
Chairman, Global Advertising Lawyers
Alliance



GUY PARKER
ICAS President

09:10
10:35

Closed ICAS breakfast session: **Charting the Course: Developing a Progressive Action Plan for ICAS and Advertising Self-Regulation**



GUY PARKER
ICAS President
Moderator

10:35 - 10:50

COFFEE BREAK

10:50
11:50

Closed ICAS session: **Navigating Political Pressures in the US and beyond: The Impact on Advertising Self-Regulation, and ESG & DEI Efforts**



MARY ENGLE
ICAS VP and EVP Policy BBB National Programs, USA
Presentation & Moderation

11:50 - 12:00

Arrival and welcome of the ICC Commission on Advertising & Marketing

12:00
12:20

International Chamber of Commerce **Advertising & Marketing Communications Code (ICC Code) Update**

Learn how the newest version of the code reflects the evolving advertising, marketing and technology landscape.



LUCAS BOUDET
Vice-Chair of ICC's Global Commission on Advertising &
Marketing

12:20
12:25

CLOSING REMARKS Guy Parker, ICAS President