

The Global ICAS Think Tank 2024 MEETING

18 September



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

13:30
13:40

Opening of the Global Think Tank meetings - welcome and introduction



GUY PARKER
ICAS President

13:40
14:00

Keynote Speech



SOLITAIRE TOWNSEND
Chief Solutionist & Co-Founder of Futerra

14:00
15:15

RoundTable Discussion: Implicit sustainable messaging in advertising: Developing a think piece for greener storytelling and behavior change



ORLA TWOMEY
Chief Executive
ASA Ireland
Moderator



SOLITAIRE TOWNSEND
Chief Solutionist & Co-
Founder
Futerra



JOHN OSBORN
Director of Ad Net
Zero in the United
States



JULIE DAVITZ
Founder/CEO
Plus Media Solutions



STÉPHANE MARTIN
Director General
ARPP
France

15:15 - 15:30

COFFEE BREAK

15:30
16:50

RoundTable Discussion: The responsible use of AI in advertising: Developing a global think piece



JEFF GREENBAUM
Chairman
GALA
Moderator



SARA DENBY
Head of the
Unstereotype Alliance
Secretariat
UN Women



GUY PARKER
Chief Executive
ASA, UK



MADELINE DI NONNO
President & CEO
Geena Davis Institute



SENNY BOONE
SVP, Association of
National Advertisers
(ANA), USA

16:50
17:00

CLOSING REMARKS Guy Parker, ICAS President