

# Advertising Steering Group

Agenda for meeting of 18 January 2019, 15:30 – 17:00

Venue: Moorgate, 3rd floor, Palestra, Blackfriars Rd, London SE1 8NJ

Attendees:

**Members:**

Dr Mee Ling Ng (Chair)  
Tom Knox  
Kim Sanders  
Heidi Alexander  
Dr Phillipa Diedrich  
Leah Kreitzman

**Advisors:**

Philippa Kings, JCDecaux  
Neil Skelton, Exterion Media  
Amy Thompson, TfL (secretariat)  
Laurie Jacobs, TfL (secretariat)  
Chris Macleod, TfL  
Chris Reader, TfL

**Apologies:**

Evelyn Asante-Mensah  
Lexian Porter

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|----|---|------------|
| 1  | Chair's welcome   | 5 minutes  |
| 2  | Apologies   |            |
| 3  | Presentations from JCDecaux and Exterion on rejections and ASA complaints         | 10 minutes |
| 4  | Numbers of complaints and rejections from TfL                                     | 10 minutes |
| 5  | HFSS advertising on the TfL estate  | 30 minutes |
| 6  | The Women We See update – diversity in advertising competition                    | 10 minutes |
| 7  | Advertising report update   | 5 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 July | 5 minutes  |
| 10 | Any other business  | 5 minutes  |