

LEAD 2023 SCOTLAND

14 SEPTEMBER 2023 | 08.30-14.00
NATIONAL MUSEUM OF SCOTLAND, EDINBURGH



**ADVERTISING
ASSOCIATION**



INTRODUCTION

Following the great success of the inaugural 2019 event, LEAD Scotland returns to Edinburgh on 14 September and will bring together 200+ senior leaders across the advertising, marketing and political landscapes with a unique focus on Scotland's advertising industry and its role in the wider economy.

LEAD Scotland will be held in partnership with STV and The Marketing Society and will tackle key themes including public trust in advertising, economic growth and sustainability, the power of Scottish culture on the world stage and more.

The event will include an exclusive keynote by The Rt Hon Gordon Brown and a preview of the latest wave of the Advertising Association's research on public trust.

“ We are delighted to be hosting the return of LEAD Scotland. The summit will be the perfect occasion to reflect on the period of political change and discuss the bigger issues as the General Elections draw closer.”

Brian Coane
Partner, The Leith Agency and Chair, Advertising Association, Scotland



08.30 COFFEE & REGISTRATION

09:00 WELCOME FROM OUR HOST

Chris Harvey
Presenter and Reporter, STV

09:05 WELCOME FROM
THE ADVERTISING ASSOCIATION

Sharon Lloyd Barnes
Commercial Director, Advertising Association

09:10 CHAMPIONING THE CREATIVE
INDUSTRIES IN THE UK

Damian Collins OBE
MP - Former Chair of DCMS Select
Committee and Former Minister for Tech
and the Digital Economy

09:20 VIP KEYNOTE ADDRESS

The Rt. Hon Gordon Brown

09.50 POLITICAL PANEL

- Murdo Fraser MSP, Scottish Conservative Shadow Cabinet Secretary for Business, Economic Growth and Tourism
 - Foysoil Choudhury MBE MSP, Scottish Labour Shadow Minister for Culture, Europe and International Development
 - Laura Alderman, Political Reporter, STV
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10:20 THE VIEW ON SCOTTISH POLITICS

Kenny Farquharson
Columnist and Senior Writer, The Times

10:45 WHAT DRIVES PUBLIC TRUST IN
ADVERTISING? NEW RESEARCH

Dan Wilks
Research Consultant, Credos

11:05 REFRESHMENT BREAK

11.35 **PANEL DISCUSSION:
PUBLIC TRUST IN ADVERTISING**

- Rachel Aldighieri, Managing Director, DMA
 - Simon Pitts, Chief Executive, STV Group
 - Gill Jarvie, Client Services Director, Republic of Media
 - Paul Bainsfair, Director General, IPA
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12.05 **ADVERTISING'S SOCIAL
CONTRIBUTION: THE VACCINES
CAMPAIGN**

- Abigail Jones, Strategic Adviser to DG, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)
 - Brian Coane, Partner, The Leith Agency
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12.30 **SCOTLAND'S ROLE AS A WORLD
CLASS CREATIVE HUB**

- Marie Owen, Founder & CEO, LS Productions
 - Dave Neilson, Producer & Owner, Filming Scotland
 - Lauren McLaughlin, Experience Partner, New Commercial Arts
 - Steve Davies, Chief Executive, APA
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13.00 **THE INTERNATIONAL SCALE
OF SCOTCH AND ITS ROLE IN
MARKETING SCOTLAND AS A
GLOBAL BRAND**

Glen Gribbon, CEO, Bladnoch Distillers & Non-Exec Chair of The Cabrach Distillery

13.25 **CLOSING REMARKS**

Stephen Woodford
Chief Executive, Advertising Association

13.30 **LUNCH AND NETWORKING**

14.00 **END OF EVENT**

SPEAKERS



**Rt Hon
Gordon Brown**



Marie Owen
Founder & CEO,
LS Productions



Simon Pitts
Chief Executive,
STV Group



Rachel Aldighieri
Managing Director,
DMA



Kenny Farquharson
Columnist, and Senior
Writer, The Times



Murdo Fraser
Scottish
Conservative MSP



Glen Gribbon
CEO, Bladnoch
Distillers



Abigail Jones
Strategic Adviser,
IFPMA



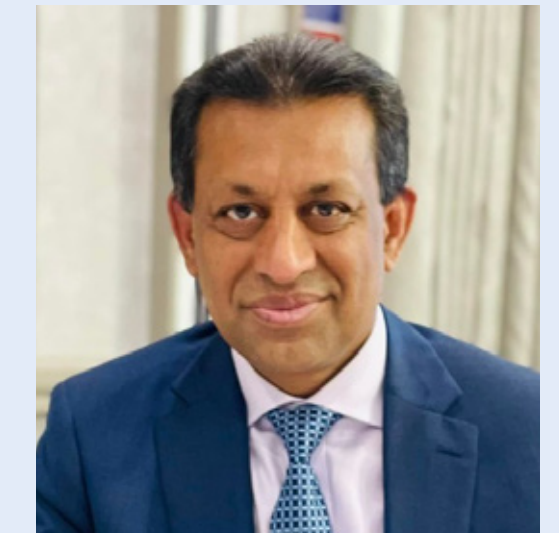
Brian Coane
Partner,
The Leith Agency



Sharon Lloyd Barnes
Commercial Director,
Advertising Association



Damian Collins OBE
Conservative MP



**Foyso Choudhury
MBE**
Scottish Labour MSP



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Client Services Director,
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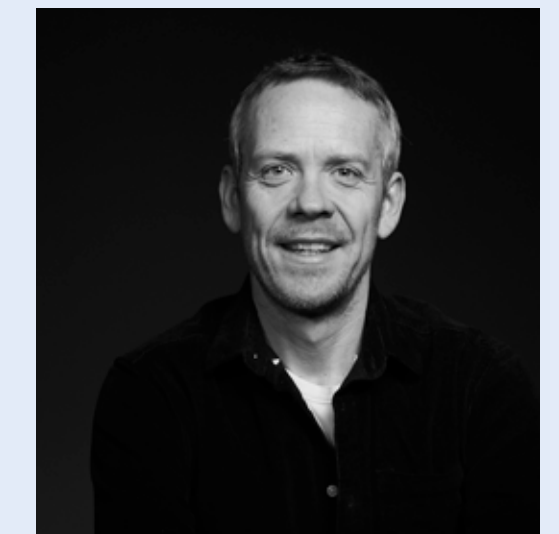
Laura Alderman
Political Reporter, STV



Dan Wilks
Research Consultant,
Credos



Lauren McLaughlin
Experience Partner,
New Commercial Arts



Dave Neilson
Producer & Owner,
Filming Scotland

TICKETS

AA/Front Foot/Marketing
Society Members:
£185 +VAT

Standard Ticket:
£235 +VAT

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