



Soon there'll
be a new
way of
controlling
your telly...

Join the Advertising Standards Authority at the Liberal Democrat Conference and find out how broadcast advertising regulation is about to change.

Fringe Meeting

A one-stop shop for advertising complaints

Date: Wednesday 22 September 2004
Time: 13.00 - 14.00
Venue: Purbeck Room, Highcliff Marriott Hotel,
St Michael's Road, West Cliff, Bournemouth, BH2 5DU
Chair: Julian Ingram, The Brewery advertising agency
Speakers: Lord McNally
Winston Fletcher, Broadcast Advertising Standards
Board of Finance
Christopher Graham, Advertising Standards Authority

Finger buffet and drinks provided

1 November 2004 will mark the biggest change in advertising regulation for over 40 years. From this date, all advertising including television and radio commercials will be regulated by the Advertising Standards Authority and the advertising industry will take responsibility for the content of the broadcast advertising codes.

This fringe event will outline how the new system will operate and explain how the ASA will work with the advertising industry and Ofcom to ensure high standards.

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