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<td>11:00am - 11:15am ET</td>
<td>Welcome &amp; Housekeeping</td>
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| 11:15am - 12:00pm ET | Day 1 Keynote Speaker                                                   | Michael Preston, Ph.D.  
Sesame Workshop  
Executive Director of the Joan Ganz Cooney Center |
| 12:05pm - 1:30pm ET  | Representation Matters: Diversity and Inclusion in Child-Directed Advertising | Dona J. Fraser  
Senior Vice President, Privacy Initiatives  
BBB National Programs  
Mamie Kresses  
Vice President, Children’s Advertising Review Unit (CARU)  
BBB National Programs  
Eric D. Reicin  
President and CEO  
BBB National Programs  
Michael Preston, Ph.D.  
Executive Director of the Joan Ganz Cooney Center  
Sesame Workshop  
Lauren Appelbaum  
Vice President, Communications and Entertainment & News Media  
RespectAbility  
Kelli Dunlap  
Associate Director of Community Programming  
Take This!  
Makeda Mays Green  
Vice President, Digital Consumer Insights  
Nickelodeon  
Robert (Bob) Nielson  
Associate Corporate Counsel  
The LEGO Group  
Andrea Strauss  
Vice President, Brand & Consumer Insights  
Nickelodeon  
Nerissa Coyle McGinn - Moderator  
Chief Diversity Partner  
Loeb & Loeb LLP |
1:30pm-2:15pm ET | BREAK

2:15pm-3:15pm ET
Best Practices in the Metaverse

Trying to keep up with the development and evolution of the metaverse while trying to understand new offerings like NFTs in real time is a significant challenge. 3D virtual worlds inhabited by avatars present endless creative possibilities for developers and designers, but for brands experimenting in this new space, especially those with an audience that includes children under age 13, it also presents significant challenges. How do you successfully balance fast-paced creativity and stay on the cutting edge of technological innovation...with compliance?

Featuring:
Sarah Abramson
Counsel
Kellogg Company

Carolina Alonso
Associate
BakerHostetler

Nellie Gregorian
Founder and President
Fluent Research

David Kleeman - Moderator
Senior Vice President of Global Trends
Dubit

3:20pm-3:45pm ET
The FTC’s Priorities in Protecting Children Online

Kristin Cohen, Acting Associate Director of the Federal Trade Commission’s Division of Privacy and Identity Protections chats with CARU Vice President Mamie Kresses about the year in review and what’s next on the FTC’s radar.

Featuring:
Kristin Cohen
Acting Associate Director, Division of Privacy and Identity Protection
Federal Trade Commission

Mamie Kresses
Vice President, Children’s Advertising Review Unit (CARU)
BBB National Programs

3:50pm-5:00pm ET
The State of Children’s Privacy Today: Law and Best Practices + Closing Remarks

Regulators, think tanks, platforms, advocates, and others here and around the world are engaging in debates about children’s privacy in the digital space. Children are using technology at an early age at home, at school, and at play. The Children’s Online Privacy Protection Act (COPPA) remains under review at the FTC, and policy makers on Capitol Hill continue to churn out new legislative ideas on how to better protect this vulnerable digital audience. What is the current state of these debates, and with so much uncertainty swirling around, how can companies stay focused on what really matters in children’s privacy in the year ahead?

Featuring:
Steven Caldwell
Senior Director and Associate General Counsel
Mattel

Greg Pemberton
Global Privacy Officer at PlayStation
Sony Interactive Entertainment

Caleb Williamson
State Public Policy Associate
ACT | The App Association

Lindsey Tonsager - Moderator
Partner
Covington & Burling LLP
11:00am-11:05am ET
Welcome & Housekeeping

Featuring:
Mamie Kresses
Vice President, Children’s Advertising Review Unit (CARU)
BBB National Programs

11:05am-12:05pm ET
Digital Well-Being: Digital Rights, Access, and Mental Health

This panel will explore digital rights, accessibility, media literacy, and the mental, social, and physical health considerations of digital technology in the children’s space. The panel will also consider children’s perceptions of advertising, depending upon their mental or physical health, living conditions, or other concerns, and ways in which social media platforms and online advertisers can be more cognizant of these factors. We will bring together thought leaders and practitioners to discuss their research and actions in these areas, and their thoughts on best practices around these concerns for advertisers and others in the digital environment.

Featuring:
Sonia Livingstone
Professor, Department of Media and Communications
London School of Economics and Political Science

Elizabeth Milovidov, Ph.D.
Senior Manager, Digital Child Safety
The LEGO Group

Michael Rich, M.D. M.P.H.
Pediatrician
Boston Children’s Hospital
Director and Founder
Digital Wellness Lab

Marisa Nightingale - Moderator
Media Strategist for Social Impact
Marisa Nightingale Consulting

12:01pm-1:10pm ET
Potential vs Impact: Designing A.I. with Children in Mind

AI is almost everywhere children are online, from connected toys to video games to adaptive learning software. Because few children (and let’s be honest, few adults) realize their online environment changes based on their behavior patterns, companies need to carefully consider the impact of algorithms they deploy in their products. AI opens the door to incredible possibilities, but if used indiscriminately, it can have negative consequences for children, including the suggestion of harmful content, creating “rabbit holes,” and encouraging unhealthy behaviors. Hear tips from a distinguished panel on how to design with children in mind and avoid these common pitfalls.

Featuring:
Jacob Appel
Chief Strategist
ORCAA

Julie Dawson
Director of Regulatory & Policy
Yoti

Shuli Gilutz, Ph.D.
Board Member
Design for Children’s Rights (D4CR)

Steve Vosloo
Digital Policy Specialist,
Office of Global Insight and Policy
UNICEF

Greg Boyd - Moderator
Partner and Co-Chair of the Interactive Entertainment Group
Frankfurt Kurnit
Agenda | Day 2

1:10pm-2:00pm ET | BREAK

2:00pm-2:45pm ET
Day 2 Keynote Speaker

The industry self-regulation process works best in collaboration with and adjacency to federal and state laws and regulations. Since its birth in 1974, CARU has been seen by policymakers as key to protecting children from irresponsible advertising practices. In this era of trending challenges that include dark patterns, influencers, emerging platforms, and the immersive metaverse, that is truer than ever. In this keynote session, U.S. Representative Kathy Castor will offer her perspective on the challenges and opportunities in the children’s media landscape, with a particular insight into the policy focus for the year ahead.

Featuring:
Kathy Castor
U.S. Representative
14th District of Florida

2:50pm-3:50pm ET
Frontiers in Emerging Media

The metaverse isn’t the only game in town. Streaming services, influencer channels, platforms, and other multimedia formats for advertising today present great opportunities for brands and advertisers if they know how to navigate it. What are the rules of the road as advertisers and content providers continue to innovate in these increasingly prevalent media formats?

Featuring:
Abigail (Abby) Adams
Senior Director of Product
BrainPOP
Melissa Hunter
CEO
Family Video Network
Gabe Thomas
Vice President, Safe Exchange
Kidoodle.TV
Joe Newman - Moderator
Attorney
TYZ Law Firm

4:00pm-4:50pm ET
CARU’s Year in Review + Closing Remarks

The CARU team will walk attendees through the regulatory and self-regulatory actions and initiatives that are making headlines and shaping the children’s advertising and privacy landscape of today and tomorrow. Explore recent cases, gain best practices from the team behind the monitoring, and learn more about CARU’s focus for the year ahead.

Featuring:
Dona J. Fraser
Senior Vice President, Privacy Initiatives
BBB National Programs
Cameryn Gonnella
Compliance Manager, Children’s Advertising Review Unit (CARU)
BBB National Programs
Rashida Gordon
Analyst, Children’s Advertising Review Unit (CARU)
BBB National Programs
Debra Policarpo
Senior Attorney, Children’s Advertising Review Unit (CARU)
BBB National Programs

Saad Gul
Senior Counsel, Children’s Advertising Review Unit (CARU)
BBB National Programs
Mamie Kresses
Analyst, Children’s Advertising Review Unit (CARU)
BBB National Programs
SAAD GUL
Senior Counsel, Children’s Advertising Review Unit (CARU)
BBB National Programs
MAMIE KRUSSES
Analyst, Children’s Advertising Review Unit (CARU)
BBB National Programs
DEBRA POLICARPO
Senior Attorney, Children’s Advertising Review Unit (CARU)
BBB National Programs

Saad Gul
Senior Counsel, Children’s Advertising Review Unit (CARU)
BBB National Programs
Mamie Kresses
Analyst, Children’s Advertising Review Unit (CARU)
BBB National Programs
Debra Policarpo
Senior Attorney, Children’s Advertising Review Unit (CARU)
BBB National Programs
Direct Selling Summit
Building Brand Trust
July 27, 2022

Register Now

The Direct Selling Summit, hosted by the Direct Selling Self-Regulatory Council, is an educational event designed to provide direct selling industry business leaders, legal and advertising professionals, and salesforce members with insider knowledge on how to increase brand trust through a truthful, transparent approach to marketing and advertising campaigns. This half-day virtual event provides attendees with an exclusive inside look at how social media and digital advertising is monitored for truth and transparency.

NAD 2022
The Next Era of Ad Law
September 19-20, 2022

Register Now

The National Advertising Division (NAD) annual conference, NAD 2022, will focus on the evolving nature of the intangible contract that exists between brands and consumers and will feature sessions on ad law and environmental sustainability, advertising issues raised by the metaverse and e-commerce, as well as practical advice on the day-to-day issues that an increasingly competitive environment can raise.
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