
Conference

**“The Influencers Trust Project: Quality and Reliable
Social Media for All”**

8th June 2021 - 09:00-11:30 A.M- Online

PROGRAM

09:00 Opening Remarks, Ms. Eva Kaili, Member of the European Parliament & **Tea Mihanović**, Project Manager at YouthProAktiv

09:10 - 09:35: The Influencers Trust Project, Ms. Patricia San Miguel, Primary Investigator at the Influencers Trust Project

09:35 - 10:00: Example of best practice: The White Book for Influencers, Ms. Begoña Morales Blanco-Steger, Primary Investigator

10:00 - 10:20: Key-note speech, Ms. Catalina Goanta, Editor of the book “The Regulation of Social Media Influencers”

10:20 - 11:30 Roundtable: Regulation or Self-regulation? The way forward for Social Media Influencers

Mr. Istvan Perger, Head of Sector - Governance and Strategic Communication in DG COMM, European Commission

Ms. Lara Levet, Public Policy Associate Manager, EU affairs at Facebook, representing platforms

Mr. Francisco Asensi Viana, Advisory Board at iCmedia & Business Developer & new audiovisual content model’s distribution at eSport, representing the users & consumers

Mr. Daniel Diez de Dios, Head of Digital at New Link, representing influencers

Ms. Justina Raižyte, Director of Development and Policy at European Advertising Standards Alliance, representing advertising self-regulatory network

11:30 – Closing remarks, Ms. Tea Mihanović, Project Manager at YouthProAktiv