# LEAD summit 2025 to focus on advertising and creative sector insights



The forthcoming LEAD summit, jointly organised by the Advertising Association, the Institute of Practitioners in Advertising (IPA), and the Incorporated Society of British Advertisers (ISBA), is set to take place at the Queen Elizabeth II Centre, located near the heart of the UK Parliament. Scheduled for 2025, the event will be inaugurated by Sir Chris Bryant, the Minister for Digital, Culture, Media and Sport, who is expected to outline the government's strategic plans pertaining to the creative sector.

In addition to Sir Chris Bryant, this year’s summit will feature a diverse array of speakers, including notable figures such as Absolute Radio presenter Matt Forde, Sky News journalist Beth Rigby, and Catherine Kehoe from Nationwide. Representatives from Google, including Dyana Najdi, and industry professionals like Miranda Hipwell from Adam&EveDDB, and Emma Hardie from Aardman will also contribute their insights.

Stephen Woodford, CEO of the Advertising Association, emphasised the summit's focus by stating, “This year’s summit will be packed with political and business insights, and vital discussions on issues ranging from economic growth to AI, brand safety to trust.” The discussions are expected to span critical topics such as the role of advertising in the political landscape of the UK, the significance of the creative industries to the national economy, and the impact of artificial intelligence on these sectors.

As the event draws closer, stakeholders across various industries are keenly anticipating the exchange of ideas that will shape the future of advertising and creative practices in the UK, particularly in relation to emerging technologies and their implementation in business strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://ipa.co.uk/events-listing/lead-2025/> - Corroborates the details of the LEAD 2025 summit, including the date, location, and the theme of growth and value.
2. <https://adassoc.org.uk/events/lead-2025/> - Provides information about the LEAD 2025 summit, including the organizers, date, time, and venue.
3. <https://ipa.co.uk/events-listing/lead-2025/> - Confirms the half-day format of the LEAD 2025 summit and the opportunities to network with senior-level professionals.
4. <https://adassoc.org.uk/events/lead-2025/> - Details the ticket prices for the LEAD 2025 summit, including early bird and full rates.
5. <https://www.gov.uk/government/people/chris-bryant> - Provides background information on Sir Chris Bryant, including his current roles as Minister of State at the Department for Science, Innovation and Technology and the Department for Culture, Media and Sport.
6. <https://www.civilserviceworld.com/in-depth/article/ministerial-profiles-dcms> - Outlines Sir Chris Bryant's responsibilities as Minister for Creative Industries, Arts and Tourism, and his experience in government.
7. <https://ipa.co.uk/events-listing/lead-2025/> - Highlights the theme of the LEAD 2025 summit focusing on the industry’s economic and social contribution to the UK’s growth under a new government.
8. <https://adassoc.org.uk/events/lead-2025/> - Mentions the involvement of the Advertising Association, IPA, and ISBA in organizing the LEAD summit and their roles in the UK advertising industry.
9. <https://adassoc.org.uk/events/lead-2025/> - Confirms the event's agenda will include discussions on critical topics such as economic growth, AI, brand safety, and trust.
10. <https://ipa.co.uk/events-listing/lead-2025/> - Notes the expectation of a stellar lineup of political and advertising leaders at the LEAD 2025 summit.
11. <https://adassoc.org.uk/events/lead-2025/> - Emphasizes the significance of the summit for stakeholders across various industries in shaping the future of advertising and creative practices in the UK.
12. <https://www.marketing-beat.co.uk/2025/01/09/advertising-association-lead25/> - Please view link - unable to able to access data