

## **The Federal Trade Commission at 100: A U.K. Perspective**

Competition Commission  
Victoria House  
Southampton Row  
London WC1B 4AD



### **Friday, September 12**

10:00-10:15 Opening Remarks by Alden Abbott and Peter Freeman

10:15-11:45 Assessing the Effectiveness of the FTC

This session will focus on measuring agency effectiveness. Is welfare the appropriate measure of effectiveness? How can one accurately estimate the welfare benefits an agency's actions? What other metrics can be used to evaluate agency performance?

Participants: John Fingleton, Ed Humpherson, John Vickers,  
Catherine Waddams, Stephen Wilks

11:45-1:15 FTC's Enforcement, Advocacy, and Research Agenda

This session will discuss how agencies develop an enforcement, advocacy, and research agenda. What priorities should an agency follow when selecting cases? How should research projects be chosen and evaluated? How well is the FTC doing at selecting the right cases and remedies, and areas for advocacy and research efforts? How appropriate is the guidance the FTC provides in press releases, decisions, speeches, and guidelines?

Participants: Peter Freeman, Jeremy Lever, Philip Marsden,  
Simon Pritchard, Debra Valentine

1:15-2:15 Buffet lunch

2:15-3:45 The International Agenda:

How should an agency prioritize its international efforts? What is the value of international outreach? What rating should be given to the FTC's international efforts? What should the FTC be learning from other agencies, including OFT, CC, and EC? How can the FTC improve its international efforts?

Participants: David Aitman, Bill Bishop, Margaret Bloom,  
Val Korah, Richard Whish