



**SEPARATELY BOOKABLE DAYS**

Two Day Conference  
 Day One, 27th February 2006  
 Day Two, 28th February 2006  
 Alton Towers, Staffordshire, England

# Exploring Cutting Edge Communications For The 21st Century Kid

**Day One: Uncovering Psychologies, Motivations & Cultural Evolutions To Capture The Time Thrifty Kid**  
**Day Two: Investigating Socially Responsible Marketing That Pleases The Parents & Attracts The Kids**

- Segment kids communities by age, gender & attitude to untangle intricate playground dynamics
- Discover the minimum nutritional parameters your product must adhere to, to create healthy, nutritious & engaging kid's food products
- Explore the most dominant external factor influencing today's kids to discover who holds most sway on impressionable young minds
- Striking The Balance: Develop products that satisfy parental nutritional demands & are exciting & engaging for kids

Media Partners:

Featuring An Exclusive Look At The Co-Op's Fairtrade Policy, With Special Guest Speaker, Matthew Hill Aged 9!

Exclusive Parents Panels & Kids Insights



## Separately Bookable Days

**Day One: Trends & Insights**

Alpana Virani  
 Group Brand Manager &  
 Mark Foster  
 Marketing Director  
**Hasbro UK Ltd**

Emma Boston  
 Director  
 Research & Sales Planning  
**The Cartoon Network**

Mark Uttley  
 Senior Manager  
 (Brand, Acquisition & IM)  
 Consumer Insights  
**AOL**

Barbie Clarke  
 Editor  
**Young Consumer**

Helen Stables  
 Publisher  
**Egmont Magazines UK**

Dr Brian Young  
**Exeter University**

Dianne Earnshaw  
 Client Services Director  
**Vox Pops**

Tracy Burton  
 Head Of Brands & Strategy  
**Alton Towers**



**Day Two: Socially Responsible Marketing**

Carol Garbutt  
 Marketing Director  
**Walkers Crisps**

Mark Stangroom  
 Marketing Director  
**Chupa Chups**

Jo Simmonds  
 Marketing Manager  
**innocent drinks**

Brad Hill  
 Marketing Manager  
 Responsible For Fair-Trade  
**The Co-op Group**

Cirian-Marie Beddoes RD  
 Public Health Specialist  
 Nutrition, Obesity  
 & Physical Activity  
**British Dietetic Association**

Lizzie Vann  
 Founder  
**Organix**

Matt Mason  
 Former Marketing Manager  
**Heinz**

Alan Kinnear  
 Technical & Training Manager  
**Institute of Packaging**

Paul Brown  
 Commercial Manager  
**innocent drinks**





Separately Bookable Days

Two-Day Conference  
27th & 28th February 2006  
Alton Towers

**LIMITED!**  
4 Places For The  
Price Of 3

**CREDIT CARD  
DISCOUNT  
SAVE £100**

### 3 WAYS TO BOOK

1. Telephone on +44 (0)20 7970 4328
2. Fax the completed form to +44 (0)20 7970 4335 to secure your place and then post a copy of the form together with your payment.
3. Post the completed form with your payment to:  
Centaur Conferences International, Customer Services,  
Third Floor, 50 Poland Street, London, W1F 7AX

For further information telephone **+44 (0)20 7970 4328**

### DELEGATE RATES

I Wish To Attend... <small>(please select one option)</small>	Book & Pay Now Using Credit Card*	Full Price
<b>Day One &amp; Two</b>	<input type="checkbox"/> <b>£1099 + VAT (£1291.33)* Save £100</b>	<input type="checkbox"/> <b>£1199 + VAT (£1408.83)*</b>
<b>Day One 27th February</b>	<input type="checkbox"/> <b>£699 + VAT (£821.33)* Save £100</b>	<input type="checkbox"/> <b>£799 + VAT (£938.83)*</b>
<b>Day Two 28th February</b>	<input type="checkbox"/> <b>£699 + VAT (£821.33)* Save £100</b>	<input type="checkbox"/> <b>£799 + VAT (£938.83)*</b>
<input type="checkbox"/> I am unable to attend but would like to purchase the CD ROM**	<b>£299</b>	<small>* Discounts cannot be used in conjunction with any other offers **CD ROMS Are Included In Conference Price</small>

Following delegate feedback we will be providing CDROMs at this event. The CD will include the speaker biographies and presentation slides, and will be given to you upon arrival at the conference.

MY CODE IS:TS1 CONFERENCE: 2499

### VENUE INFORMATION

**DATE:** Monday 27th & Tuesday 28th February 2006  
**VENUE:** Alton Towers, Alton, Staffordshire  
 ST10 4DB, England  
**TEL:** +44 (0)8705 20 40 60  
**WEB:** <http://www.alton-towers.co.uk/resort/gethere.asp>

### YOUR DETAILS FOR FURTHER DELEGATES PHOTOCOPY FORM

TITLE: Mr/Mrs/Ms/Miss/Dr/Other FORENAME: \_\_\_\_\_

SURNAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

COMPANY: \_\_\_\_\_

NATURE OF BUSINESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MOBILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTCODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE / /

I AGREE TO THE **TERMS & CANCELLATION CONDITIONS** AS STATED BELOW. BOOKINGS ARE NOT VALID WITHOUT A SIGNATURE.

### DATA PROTECTION

We would like to keep you informed of Centaur Conferences International products and services including information about this event. Please write to the Head of Marketing, Centaur Conferences International at the address below right if you specifically do not want to receive this information. We may also from time to time make your details available to carefully screened companies who have offers that may be of interest to you. Please tick if you do not want to receive information from Centaur Conferences International  Other 3rd parties

### SPONSORSHIP OPPORTUNITY

Sponsoring and Exhibiting at our conferences provides a fast track to:

- Building a Quality Customer Base
- Launching New Products And Services
- Gaining Competitive Advantage
- Increasing Market Share
- Generating Sales

We will create a solution that ensures your company's brand engages the right people at the right time, helping you meet and influence the people who are going to ensure the growth of your business now and in the future.

**To find out more call Sean Olcott on +44 (0)207 970 4325  
Or email [sean.olcott@centaur.co.uk](mailto:sean.olcott@centaur.co.uk)**

### PAYMENT PLEASE TICK APPROPRIATE BOXES AND COMPLETE DETAILS

Payment must be made in advance of the event, if payment is not received before the conference, you will be asked to pay by credit card before entering the conference. Your fee includes documentation, refreshments and lunch.

### CREDIT CARD:

Please debit my Credit Card:  
Access | Visa | American Express | Mastercard

Delete as appropriate. Note: We do not accept Diners cards

AMOUNT £ \_\_\_\_\_ Note: All credit card transactions will be processed in UK Sterling only

CARD NUMBER: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

START DATE: / / EXPIRY DATE: / /

SIGNATURE: \_\_\_\_\_

DATE / /

I AGREE TO THE **TERMS & CANCELLATION CONDITIONS** AS STATED BELOW. BOOKINGS ARE NOT VALID WITHOUT A SIGNATURE.

### CHEQUE: **NOTE: IF SENDING A CHEQUE, PLEASE ATTACH IT TO THE BOOKING FORM**

I enclose a cheque made payable to Centaur Conferences International for: AMOUNT £ \_\_\_\_\_

### BACS: **!!! IMPORTANT PLEASE QUOTE REFERENCE: 2499**

We must receive cleared funds prior to the conference date. BACS payments made after the event will not be accepted. A copy of the **BACS Payment MUST be attached to your Booking Form** and faxed or mailed to us to ensure appropriate allocation of funds can be made to your booking. We do not accept Purchase Order Numbers

**Account name: Centaur Communications Ltd Conferences  
National Westminster Bank, 20 Dean St, London, W1A 1SX  
Acc No: 26023539 Sort Code: 60 30 03**

### TERMS & CANCELLATION CONDITIONS

If you cancel your registration more than **ONE** month before the event, we will charge an admin fee of £75 + UK VAT. For cancellations received **LESS** than one month prior to the conference date, **26th January 2006**, or in the event of non attendance, a 100% cancellation fee applies, in these circumstances **NO** refund can be given. All cancellations **MUST** be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. Centaur Conferences will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

In the event of a terrorist alert or incident that prevents the running of the conference Centaur Conferences International reserves the right to retain up to 50% of the fee as a contribution to delegate registration, all location, marketing and central administrative costs.

Centaur Publishing Ltd.  
A Centaur Communications Company.  
St Giles House, 50 Poland Street,  
London W1F 7AX.  
Registered in England No.2634392

Organised by:  
**Centaur Conferences International**



**K**nowledgeable enough about responsible & ethical marketing?

**I**ndecisive about the communication channel with the greatest impact?

**D**igital, interactive & mobile technology evolving faster than your marketing strategies?

**S**egmentation stressing you out? Having trouble accessing the multiple groupings that exist within the playground?

**With 10 million kids in full time education in the UK, grabbing at the purse strings of an estimated 17.5 million parents...**

Discover how you can cut through & engage with the complex communities that exist in the playground

### As The Kid Market Evolves:

- ✎ What is the impact on the industry of a savvier breed of kids?
- ✎ How have increased concerns over child safety affected the direction of the toy market?
- ✎ What are the options for brand reformulation as childhood obesity continues to rise?

This two day conference will tackle all these issues plus more through two separately themed events:

### Trends & Insights

- ✎ Exposing advanced segmentation strategies to allow you to embed your product within every hidden corner of the playground
- ✎ Investigating the advances in 'toy' technology with Hasbro
- ✎ Exploring the external factors pressurising the young and malleable mind... parents, peers, siblings & celebrity culture... Tune in to our expert child psychologist, Dr Brian Young, Exeter University
- ✎ Uncovering the power of the internet with AOL & examining how you can embed your brand within online communities
- ✎ Featuring a unique roundtable discussion investigating 'What next for Generation SMS?'

### Socially Responsible Marketing

With a staggering **15%** of children in the UK classified as obese\*, be ahead of the pack & find out **NOW** how to realign your brand before legislation forces you to...

- ✎ **Salt, Sugar & Fats:** Our Public Health expert spells out the minimum acceptable levels. Discover the reductions you need to make, and how to keep your product tasting great
- ✎ **innocent drinks** reveal their 'Mum Talk', 'Kid Talk' strategies, that effectively satisfy both the purse holder & the consumer
- ✎ **The Co-Op** co-present with Matthew, aged 9 to expose their Fair-Trade policy & lay bare the benefits of commercial & school partnerships to embed your brand from an early age

\* 'Avoiding Childhood Obesity' BUPA Health Information Team, February 2004



# Delving Into The Mindset Of Today's Primary Schooler To Deliver Modern & Effective Marketing Strategies

## Day One: Uncovering Psychologies, Motivations & Cultural Evolutions To Capture The Time-Thrifty Kid

08.30 Registration & Coffee

### 09.00 Chairperson's Opening Address: What Makes Kids Tick? Uncovering Changing Trends On A Constantly Shifting Playing Field



Barbie Clarke  
Editor  
**Young Consumer**



### 09.15 Understanding the Complexities of Generating "Family" Purchase Decisions and "Family" Satisfaction

- Exploring the key communication channels that hold influence over the modern family and investigating how to tap into and exploit these
- How does the modern family communicate & how are family purchase decisions made?
- Examining the processes of New Product Development to create products that satisfy all family members



Tracy Burton  
Head Of Brands & Strategy  
**Alton Towers**



09.55 Speed Networking

## Evaluating The Most Dominant External Influence Over The Kid Of Today To Optimise Your Brand Positioning

### 10.20 Communication Solutions: Leveraging Kid's Key Drivers for Maximum Impact

With kid's communities in the playground comprised of increasingly complex groupings, being able to effectively segment the market is critical. Understand how to connect with kids through print & magazine formats by:

- Age: are the 6-12's one homogenous group, or are there distinct bands within the demographic?
- Gender: are girls really 'Sugar & Spice & All Things Nice' whilst boys are 'Snips & Snails & Puppy Dogs Tails'...? Discover the cross gender differences & similarities to shed better light on brand positioning
- Attitude: delving into the many mindsets of the 6-12s to enable you to create communications that reach & engage your target audience



Helen Stables  
Publisher  
**Egmont Magazines UK**



# Discovering Strategies For Subtle Food & Drink Marketing Campaigns That Continue To Deliver Strong Market Growth

## Day Two: Socially Responsible Marketing In The Food And Drink Industry

08.30 Registration & Coffee

### 09.00 Chairperson's Opening Address Examining The Kid's Food Marketing Industry Today



Barbie Clarke  
Editor  
**Young Consumer**



## Understanding The Opportunities To Create Exciting Food Products With Nutritional Value, That Both Kids & Parents Love

With kid's health, obesity and nutritional issues at the top of government's & the wider society's agenda, brand re-formulation is essential so let our top nutritional expert deliver the basic 'healthy' parameters...

### 09.10 Uncovering The Acceptable Nutritional Parameters For Healthy & Nutritious Kid Orientated Food Products

- Fats: Sorting out the good from the bad & exploring the substitutes
- Sugars: What are the acceptable sugar limits & what alternatives are available?
- Salts: The danger of the 'hidden' salts revealed

Cirian-Marie Beddoes RD  
Public Health Specialist, Nutrition, Obesity & Physical Activity  
**British Dietetic Association**



### 09.50 Glean Ideas & Insights From Your Peers: How To Translate Dietary Guidelines Into A Healthy Kids Range



Facilitated by Barbie Clarke, taking onboard the lessons from Cirian-Marie Beddoes RD, informally discuss your interpretations of healthier & more nutritious kid's food products. Debate how to translate dietary knowledge into industry leading healthy kid's ranges.

- What will it or has it involved for your production line?
- What kind of long term financial benefits can you or will you expect?

10.30 Morning Coffee

### 10.50 A Holistic & General Marketing Strategy For The 21st Century Socially Responsible Kids Marketer: Where Next For The Kids Food Industry?

Presenting the Organix case study and looking more widely at how the growing sense of commercial responsibility for children's health, and the increasing regulatory focus on children's foods will affect the way that foods are produced and marketed in the future.

11.00 Morning Coffee

### 11.20 Dissecting The Modern Family Dynamic To Determine The New Reality Of Parental Influence

- Are parents still at the centre of the family dynamic or with the modern family order & modern marketing strategies is parental influence losing its sway?
- With 'Kids Growing Older Younger', what is the power of the 'cooler' elder sibling & celebrity culture?
- Uncover the complexities of peer pressure to embed your brand in every hidden corner of the school yard - the opportunities and ethics of marketing to kids.



Dr Brian Young  
Exeter University



### 12.00 Delivering The Latest Insights & Trends Straight From The Horse's Mouth...

KIDS INSIGHT

With an estimated one million kids entering and leaving the primary school cohort annually, trends, habits and fads are in and out of fashion at an alarmingly high rate. This unique session will give you an honest and refreshing sneak preview into the mindset of today's kid. Featuring real footage, images and sounds, sit back as the kids YOU'RE targeting talk to you in THEIR language about what works and what doesn't...

Dianne Earnshaw  
Client Services Director  
Vox Pops



12.40 Lunch

### Taking A Glimpse Into The Bedroom Of The 21st Century Kid So Your Brand Can Keep Up With The Evolving Leisure-Time Culture

### 13.50 Gaining Insight Into Kids Internet Usage Habits

- Thoroughly exploring internet usage to discover best placement opportunities for your brand on the web to gain maximum exposure
- What is the power of the online kid's communities & how can your brand infiltrate these?



Mark Uttley  
Senior Manager (Brand, Acquisition & IM), Consumer Insights  
AOL



- Increasing brand reputation within the entire marketplace as your integrated & multifaceted marketing strategy proves that you are not merely paying lip-service to responsible marketing
- Predicting the future of the kids market, what will be the effects of governmental legislation?



Lizzie Vann  
Founder  
Organix



### 11.20 Developing Communication & Marketing Strategies That Resonate With The Parents For A Product That Is Developed With The Kids & For The Kids

- Understanding how to develop your product through active research within the kid market
- Discovering the marketing strategies that will enable you to position your healthy brand within the hearts & minds of the parents



Jo Simmonds  
Marketing Manager  
innocent drinks



### 11.50 Exploring How Walkers Crisps Created A Product That Resounds With The Kid's Market Based On Primary Research With Mums

Walkers Crisps showcase their achievements through researching primarily with the purse-string holders. Through actively listening to mums they have created a healthy product that sells itself...

- Understanding the power of the purse-string holder in the kid's market
- Producing additive free products that attract, appeal & taste great to the 21st Century's Kid's taste buds



Carol Garbutt  
Marketing Director  
Walkers Crisps



### Parents Panel

### 12.20 Understand How Parents Think: Learning How To Communicate With Parents & How They Want You To Communicate With Their Kids

INTER-ACTIVE

Developed in conjunction with 2CV, this lively & interactive panel represents a true cross section of 21st Century parents

Listen as they discuss the impact your marketing campaigns have on their kids, take note as they deliberate the effect of brand reputation versus price when filling the shopping trolley...

12.50 Lunch

### Education & The School Environment

As parents work increasingly longer hours and kids spend ever more time within the school environment, discover how to ethically tap into & embed your brand within the educational setting...

### 14.00 Fairtrade In Schools - A Case Study In Co-Operation

- Effectively identifying the opportunity before developing the Co-op fairtrade school strategy

14.20 Exploring TV Viewing Habits Of The 6-12s To Uncover Best Brand Placement

- Gaining insights into how TV fits into kid's fragmented leisure time
- How to reach kids effectively using TV as a vehicle and investigating the impact on purchasing behaviour
- Exposing the digital revolution to leverage red button usage and extend the reach of your brand

Emma Boston  
 Director, Research & Sales Planning  
**The Cartoon Network**



14.50 Afternoon Tea

15.10 What Is The Future For 'Generation SMS'?



Take the opportunity to informally discuss with your peers the growth of the kid's mobile industry. With over one quarter of the UK's under 10's owning mobile phones and with the average kid getting their first phone at 8, compared to 12 in the USA\*, this is a huge & leading growth industry presenting plenty of opportunities for clever marketing strategies... \*www.mobileyouth.org

- Contract versus 'pay-as-you-go', who's using what?
- The mobile phone as a fashion symbol or a communication device?
- Combating the parental backlash to mobile marketing

15.40 How Has Lifestyle Evolution Of The 21st Century Affected The Kid's Toy Market?

- With the proliferation of electrical and digital 'toys', concerns over child safety and a trend towards a more sedentary lifestyle, what is the future for the kid's toy market?
- Will the current trend towards socially responsible marketing revive the outdoor activity & toy market? What will the impact be for the digital & electronic revolution?

 Alpana Virani  
 Group Brand Manager  
**Hasbro UK Ltd**

 Mark Foster  
 Marketing Director  
**Hasbro UK Ltd**



16.20 Exploring The Needs, Wants, Anxieties & Fears Of Today's Diverse Parents To Enable You To Create Marketing Strategies That Appease The Parents AND Appeal To The Kids



Developed in conjunction with 2CV to ensure we deliver a true cross section of today's parents. This interactive panel will provide you with the opportunity to quiz the parents of your target audience; what's acceptable and what's not?

17.10 Close of Conference

- The 'customer's' perspective (Matthew – aged 9)
- The importance of the 'soft' approach
- Embedding the brand and the wider benefits

Co-Presentation:

 Brad Hill  
 Marketing Manager Responsible For Fair-Trade  
**The Co-op Group**



 Matthew Hill  
 Aged 9

14.40 Investigating How To Get A Healthy, New & Un-established Product In-Store When Competition For The Retailer's Attention Is High



This exclusive panel features industry experts from leading kids brands, listen as they discuss the optimal ways to get your brand in-store in the first place. Hear from brands that have broken into the retail space with an un-established concept

 Matt Mason  
 Former Marketing Manager  
**Heinz**



 Paul Brown  
 Commercial Manager  
**innocent drinks**



15.10 Afternoon Tea

Food Packaging Explained

Exploring Packaging Concepts That Capture & Engage The Kids Leading Them Towards A Healthier Lifestyle



- Increasing product sales by generating packaging concepts that are appropriate to the product's target audience
- Successfully creating cutting edge packaging through an in-depth analysis of the kid's mindset; what's cool & what's not?

15.30

Alan Kinnear  
 Technical & Training Manager  
**Institute of Packaging**



16.10

Mark Stangroom  
 Marketing Director  
**Chupa Chups**



16.50 Chairperson's Summing Up

17.05 Close Of Conference

