

CATERING FOR KIDS CONFERENCE 2004

To book your place please complete the booking form below and return to:
Catering for Kids Conference, Dewberry Boyes, Apex House, London Road, Northfleet, Kent, DA11 9JA
or Fax back to 01474 323949

Full Delegate Place - £495 + VAT
For bookings of more than one delegate save £50 on each additional delegate booked.
e.g. for 3 places: £495 + £445 + £445 = £1385 + VAT.

Full LACA/HCA Member Delegate - £345 + VAT per person

Thursday 23rd September All day conference
Lunch
Tea, Coffee and refreshments

I would like to book conference delegate places.
I would like to book Full LACA/HCA Member delegate places.

Title Name Surname
Job Title.....
Email

2nd Delegate Title Name Surname
Job Title

3rd Delegate Title Name Surname
Job Title

4th Delegate Title Name Surname
Job Title

Company Name
Address
Postcode
Tel Fax

Payment Details

No. of places
Total price of booking £ +VAT £ = £ Purchase Order No.

Please invoice my company I enclose a cheque made payable to Dewberry Boyes Ltd
 Please debit my credit card Mastercard/Visa/American Express

Card No: / / / Card Expiry:
Address of cardholder if different to address above:
.....
.....

Signature Date

Booking Terms and Conditions

Confirmation letters will be sent on receipt of booking and receipted invoices will be sent on receipt of payment. If payment is not received before the conference, delegates will not be allowed entrance. No cancellations after 1st September 2004. Substitutions can be made at any time. The information you provide may be used for direct marketing purposes by us and other companies approved by us. If you do not wish it to be used for such purposes please tick this box



CATERING FOR KIDS CONFERENCE 2004

A MUST-ATTEND
PACKED DAY OF VIEWS
AND OPINIONS ON THE BIG ISSUES
LIKE SALT AND FAT, OBESITY,
HEALTH, TASTE AND MOST
IMPORTANTLY - WHAT
THE KIDS WANT!

23 September - Royal Garden Hotel,
Kensington, London

TOP SPEAKERS
Leading figures from
Government agencies, the
Medical Research Council, Mintel,
kid's marketing, food development
specialists and many other
important voices from
the industry



CONFERENCE PROGRAMME

The hugely successful CATERING FOR KIDS conference is back - this year in Central London! A full day of knowledgeable, leading figures in the industry and from Government will cover the burning issues of the day and the golden opportunities that can make or break anyone in this all-important market.



This prestigious event is brought to you by Dewberry Boyes, the leading publisher of specialist magazines for the catering industry:

rb COST SECTOR CATERING Aspire PubBusiness fd

IS THIS YOU?

Manufacturer, Brand owner, Local Authority, Contract Caterer, Leisure Site, Fast Food outlet, Hotel Restaurant, Café, Pub. Anyone who caters for kids shouldn't miss this info-packed day - get great new ideas; understand the pitfalls; realise the legal barriers; see the next big opportunities!

"BIG IDEAS" SOLUTIONS TO THE PROBLEMS FACED BY CATERERS FOR KIDS IN 2004

How will new legislation affect your business?

Will the Government introduce a "fat tax" and how will you cope with it?

Are you in touch with what kids want these days - if not - how much potential profit are you losing?

Diets, vegetarianism, peer pressure, brand power - all of these and more affect what kids eat - do you understand the significance of these influences?

Tighter budgets, more pressure for better nutrition and better taste - how do you win?

Menus for kids - how do you know when you've got it right?

THESE AND MANY MORE QUESTIONS THAT YOU NEED THE ANSWERS TO WILL BE EXPLORED - IF YOU CATER FOR KIDS YOU CAN'T AFFORD NOT TO BE THERE.



NOT FORGETTING THE KIDS THEMSELVES - presenting their food diaries, views and opinions and answering your questions

Improve sales! Improve menus! Improve understanding of what kids and parents want!

WHAT YOU SAID ABOUT LAST YEAR'S CONFERENCE:

- Very interesting and current. Great speakers - very inspirational RHM FOODSERVICE
- Presentation of the "Kids have their say" was of particular interest and extremely well managed WARWICKSHIRE COUNTY COUNCIL
- Lots of ideas. Some thought provoking stuff! NORFOLK COUNTY SERVICES
- Useful, relevant and valuable to all WILLIAM MURRAY PR

Not just an inspiring day-

also an inspiring CDROM to take away with valuable in-depth research amongst kids, parents, teachers and a nutritionist. To commission this research yourself would cost £5000+!



BIG NAME SPEAKERS IMPORTANT ISSUES

Here's just some of the topics that will be covered during the day:



EXPECTED PROGRAMME

- 9.00 Coffee and registration
- 9.25 Conference opened by Alan Dewberry, Chairman of Dewberry Boyes.
- 9.30 How kids view 'healthy' and 'unhealthy' foods. Do parents worry too much? Diane Earnshaw, Director, Vox Pops International will present a series of videos highlighting the points of view from children and parents.
- 9.50 The role that children play in influencing what they eat. The conclusions of an extensive piece of research by Mintel amongst children and families with children. Presented by David Jago, GNP Consulting Services, Mintel International group, the report will look at eating habits, attitudes to cooking and shopping and the impact on key food markets.
- 10.10 Marketing to Children Barbie Clark, MD of Kids and Youth and editor of The International Journal of Marketing to Children will examine the issues of the day including ethics and fitting healthy options into family lifestyles and the opportunities that arise from these topics for new product development and brand positioning.
- 10.40 Q & A session
- 10.50 Coffee
- 11.00 What parents are looking for Today more than ever parents are expecting more from those who cater for their children. A parent representative from Parent's Jury and Annie Seeley from the Food Commission will explain more about the new commitment that parents are looking for.
- 11.20 Developing a menu The development process, from initial ideas through to menu design, needs to be acutely aware of what does and doesn't work for kids. Alex Howard, MD of the Food & Beverage Group gives valuable advice gained from his company's extensive experience in the market.
- 11.35 The Health of the Nation - the facts Obesity, salt, fat and sugar are the burning issues. Dr Toni Steer, nutritionist with the Medical Research Council Human Research Unit separates the fact from the fiction and also highlights some of the big risks, using evidence from research at Cambridge and by the UK Association for the study of Obesity.
- 11.55 Teenagers and food Miranda Larson from Kids Industries presents findings from their recent research with 6-13 year olds. A key insight will be how teenage eating habits tend to be most affected by a combination of brands and environment. Other important influences include lifestyle, spending habits, choice and peer pressure.
- 12.25 Ideas for vegetarians The rapid rise in vegetarianism amongst children can cause headaches for caterers. Christine Tilbury of the Cordon Vert School and the Vegetarian Society offers some timely solutions.
- 12.45 Q & A session
- 13.00 Lunch
- 14.00 The Kids have their say! Results of research specially commissioned for the conference by Kidslink Research*. Using video footage the kids themselves will present their views. This hugely popular slot will this year cover:
 - Evaluation of kid's menus from restaurants - why they appeal and the kid's own ideas on menu designs that work "for them".

- The school lunch experience
- The pluses and minuses of eating out
- Their views on the big issues of health, nutrition and obesity As usual, the audience will have the chance to ask the kids questions - and be surprised by the answers!
- 15.00 Promotion of foods to children Mark Browne of the Food Standards Agency will give an update on the FSA's action plan which calls on the Government, schools, industry and others with influence to help children eat a healthier diet.
- 15.15 Case Study/Menu Development - Cost Sector Stephen Holder, Development Chef with Sodexo Education will examine how School lunch menus have evolved and offer ideas that are relevant for today's caterers.
- 15.30 Tea
- 15.45 Case Study/Menu Development - Profit Sector
- 16.00 'Happy Food for Healthy Children' Suzannah Olivier, Nutritionist and author of books on feeding children will give practical suggestions:
 - encouraging fussy children to eat, persuading children to eat vegetables and planning a varied diet with the constraints of time.
 - The changes in menus over the last 20 years and what the implications are for children's health.
 - Sample menus from real schools - comparing 'good' with 'not-so-good' and making suggestions for easy improvements.
 - What kids are eating at home and what messages we are giving them.
 - What kids will actually eat versus what we 'think' they will eat.
- 17.00 Conference closes

Throughout the day there will of course be ample opportunities to network during coffee and tea breaks and at lunch

N.B Speakers and content can be subject to change

HOW TO BOOK ... Complete the form overleaf and fax to: 01474 323949

or post to: Dewberry Boyes, Apex House, London Road, Northfleet, Kent DA11 9JA

Alternatively telephone: 01474 565329

or book online at: www.dewberry-boyes.co.uk

