

INTERACTIVE KIDS 2006

www.interactivekids.co.uk

- Interpret the unique language of kids online to ensure your brand stands out
- Explore how the gaming medium can be used to increase brand awareness & discuss the interaction between an online gaming presence & TV Channels
- How innovative mobile marketing content can boost your business

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Two Day Conference 26th & 27th September 2006
Post-Conference Expert-Led Tutorial 28th September 2006
Holiday Inn Bloomsbury, London, W1

Engaging with today's
'Plugged In & Switched On'
kids in the modern media
convergent world

Post-Conference Expert-Led Tutorial

9:45-16.00, 28th September 2006, Holiday Inn Bloomsbury, London W1

Life after regulation

Taking your brand to the next level;
Above & beyond the expectations of regulations

Facilitated by **R.E.M. UK Ltd**



Official Media Partners:



Featuring
Wallace &
Gromit creators,
Aardman Animations

Featuring key kids
experts including:



MarketingWeek

CONFERENCES

How are you ensuring that your brand becomes the natural habitat for a generation of digital natives?

Interactive Kids 2006 will take you on a journey to discover exactly who the 21st century kid is. Through industry case studies, interactive panels, kids' insights & parents' perspectives, we will ensure you get right inside the mind of today's kids, giving you the head-start your brand needs to become fully immersed in modern kid culture.

Unmasking the face of today's Digital Youth:

- Over 1 million mobile phone owners¹
- Savvy media multi-taskers, packing in an equivalent of 8.5 hours media exposure time into 6.5 hours per day²
- 40% using 5-8 digital & electronic devices between returning from school and going to bed³

1 Age of the techno tweens, The Sunday Times, April 16, 2006

2 Kaiser Family Foundation Survey, USA, 2005

3 Aline van Duyn, Financial Times, March 2006

The industry's hottest issues tackled by leading kids' brands:

- **Aardman Animations** uncover how to make innovative content for mobiles that boosts business
- **MSN** lead the way in deciphering the unique online language of kids & explore why this audience drives innovation
- **BBC Worldwide** look to the future & examine the interaction between online gaming & TV
- **Beat Bullying** explain how they teamed up with **Fox** for the launch of X Men 3 & created a marketing strategy that links multiple communication channels & maximises market penetration

Featuring 3 fully interactive sessions:

- Presenting a unique panel giving you the opportunity to quiz the **ASA** on what increased regulations & restrictions really mean to your brand
- Discuss with your peers the qualities attributed to great content
 - content that makes your product fly regardless of the communication channel used
- Hear from real life **parents**, how they really want you to connect with their kids

Plus: Don't miss the chance to catch real & candid insight from your target audience – What do kids actually think of your brand?

Book your place now at www.interactivekids.co.uk

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 Jon Clark on +44 (0) 20 7970 4305 or email jonathan.clark@centaur.co.uk

Exploiting new opportunities as they arise to stay connected with today's kids

Day One – 26th September

08.45 Registration & morning coffee

09.15 Chairman's opening address
Mark Young
Managing Director, Children's
BBC Worldwide
President & CEO
BBC Worldwide America's



09.30 **Examining kids' lifestyles from the language they speak to their key influences, to create communications that reach them on their level & in their style**

- How to use kids' language in a non-patronising way; what works & what doesn't
- What do kids want? Communicating with them in their own language, in their own space & on their terms
- Recognising the key influences over the modern child so that you can leverage these for maximum impact

Barbie Clarke
Managing Director
Family Kids & Youth Ltd



10.10 **Appreciating the unique language of kids online to ensure your brand stands out in this heavily saturated marketplace**

- Using the kids' online native language to fully engage with them
- How & why do Instant Messaging (& webmail) appeal to kids? What can be learned & applied?
- Why this audience drives innovation

Phillipa Snare
Head of Communication Services
MSN UK



10.50 Morning coffee & informal networking break

11.10 **Looking to the future: Discussing the interaction between an online 'gaming' presence and TV channels**

UNIQUE INSIGHT

- Exploring the business model that commercially supports the maintenance of the Persistent World
- How the online presence can persist beyond the life cycle of the TV show & remain commercially viable

Dave Anderson
Head of Development
BBC Multi-Media
BBC Worldwide



11.50 **Vox Pops: Placing you directly inside the mind of the 21st century child to understand which channels hold the greatest impact**

KID'S PERSPECTIVE

Sit back & listen as the kids you're targeting talk to you in their language about the products you're offering and the media channels they consume...

- Find out what media kids are consuming & how much time they are investing in this
- What channels are they using most often & what products are they noticing?
- Which channels are most commonly used?

Diane Earnshaw
CEO
Vox Pops



12.30 Lunch

13.45 **Exploring the minefield of regulations surrounding kids marketing & advertising so that your communications are engaging, exciting & ethical**

INTER-ACTIVE PANEL

- Pushing your brand to the next level by pro-actively engaging with regulations to enhance your brand profile
- Discover how to maximise & harness your creative energy to ensure that all the regulatory 'i's' are dotted & 't's' are crossed
- Preventing further restrictions by implementing an effective self-regulatory strategy

The morning's speakers are joined by:

Guy Parker
Director of Complaints
& Investigations
ASA



14.25 **Driving results by partnering with the charity sector and implementing ethical and responsible campaigns**

- Identifying the media consumption appetite of the under 12s and their parents in relation to good causes, so that you can sell the business case internally & receive the budget you need to become a fully integrated multi-media, multi-channel brand
- Recognising your ethical responsibilities and the power of the charity sector in being able to communicate with kids 24 hours a day & building strategies that capitalise on this level of access in an ethical & accountable way

Niall Cowley
Head of Communications
Beatbullying



15.05 Afternoon tea and informal networking break

15.30 **The big kids TV habit: The videogamer demographic and videogames as media communication & advertisement mediums**

- Discovering how to ensure that your brand appears when & where it needs to by exploring the demographics of gamers
- Examining the emerging technology platforms to uncover the latest trends in console purchasing
- What are the in-game advertisement solutions?

James Binns
Group Publisher
**Future Publishing Ltd –
Edge & Games Radar**



16.10 Chairperson's summing up

16.30 Close of day one

Day Two – 27th September

09.00 Registration and morning coffee

09.15 Chairperson's welcome back
Mark Young
Managing Director, Children's
BBC Worldwide
President & CEO
BBC Worldwide America's



09.30 **Red button technology: Exploring TV as a holistic entertainment package, offering kids the chance to fully engage with the show, the characters and your brand**

- Consumer insight – the key to content success in iDTV
- Creating exciting, engaging & informative interactive options to ensure maximum uptake to offset the initial set up costs

Andy Goodhand
VP Planning & Presentation Director
Nickelodeon



10.10 **How to create innovative content for mobile phones to ensure this works for your business**

- Extending a brand through existing characters
- Wallace & Gromit, Creature Comforts, Angry Kid
- Creating original content for mobile phones
- Big Jeff, Morph
- Regulatory environment, investment and reward expectations

Heather Wright
Executive Producer
/ Head of Commercials
Aardman Animations



10.50 Morning coffee and informal networking break

11.10 **Getting digital media right for the youth market to enhance brand connection**

- Examining what young people want
- Exploring how to get the message & the content right
- Establishing approval without alienation

Jonathan Attwood
CEO
Swapits



11.50 **Learning how to communicate with parents & how they want you to communicate with their kids**

PARENT'S PANEL

An exclusive line up of real-life parents developed in conjunction with Green Light International; come face to face with the parents of your target audience.

With the modern kids' insatiable appetite for all things digital, discover what the parents really feel about you accessing them through multiple channels at multiple time points

Fiona Jack
Managing Director
Green Light International



12.30 Lunch

13.45 **Recognising that in the kids' world, great content sells: Getting the content right so that products fly whatever channel you use**

ROUND TABLE DISCUSSIONS

When the content is spot on, 90% of the work is done. Discuss the qualities of great content with your peers in this informal brainstorming session.

Share ideas & swap best practice before reporting back as a team to the delegate audience.

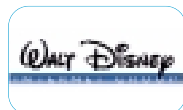
“ **... Great content & speakers** ”

Michael Ghosh,
Head of Sales, **Jetix**, UK
Delegate Interactive
Kids 2005

14.25 **Balancing what kids want with what parents expect**

- Exploring the needs and wants of both parents and children
- How to develop responsible websites that attract a broad audience across different age groups

Myles MacBean
VP, Technology & Operations
Walt Disney Internet Group



15.05 **Exploring the social & emotional development of kids in a digital marketplace: Connecting with the connected consumer**

- What are the real technological capabilities of children?
- How are kids' socialisation and emotional development changing to adapt to their digital environment?
- The best use of the digital space to make lasting connections

Gary Pope
Partner
Kids Industries



15.45 Chairperson's summing up

15.55 Afternoon tea and informal networking break

16.30 Close of conference

Post-Conference Expert-Led Tutorial

28th September 2006, Holiday Inn Bloomsbury, London W1

Life after regulation:

Taking your brand to the next level; Above & beyond the expectations of regulations

- Engaging with the regulatory authorities to create marketing strategies and multi-media campaigns that embrace rather than dodge the authorities
- Enabling you to push your brand to the forefront of the industry by standing out as a wholly responsible & innovative brand

Robyn Ketteringham, Director, **R.E.M. UK Ltd**
Mark Emmott, Founder, **R.E.M. UK Ltd**



09.45 Registration

10.00 **Who the hell are these people?**
Introductions and coffee

10.15 **One small step for man...**
Why traditional marketing approaches are not working as they used to

11.00 Tea & sympathy

11.15: **Just doing it!**
Real problems and solutions to the kid/leisure marketing conundrum

12.00 Lunch

13.00 **What did he say, Elmer?**
Recap

13.15 **I don't know what it is, but I love it!**
Tackling delegates' marketing challenges

14.00 **Get your hands dirty**
More interactive workshop action

15.00 Afternoon Tea

15.20 **Get your hands dirty continued...**
With a Q&A session & summary of day

16.00 Carriages

Your Tutorial Leaders

Mark Emmott, Founder, **R.E.M. UK Ltd**

Graduating in Law with Honours from Hull University, Mark worked for Mills & Reeve, Lovewell Blake and the NCL group before leading an MBO for part of the NCL group. Aged 26, he became Managing Director.

With clever marketing the company, which had three consecutive years of losses, was turned around to profitability within 8 months. Subsequently the company was very successful.

The power of good marketing in business fascinated Mark, who then founded the business that is now R.E.M. out of frustration at not being able to find "commercially astute" agencies to help his businesses.

Robyn Ketteringham, Director, **R.E.M. UK Ltd**

Born, raised and educated in Africa, Robyn's first job in industry, was reporting directly to the MD of one of the largest paint manufacturers in Africa. Leaving for the UK in 2000, Robyn joined the team at R.E.M. shortly thereafter.

Working with a large array of clients from expensive jewellers to vacuum pump manufacturers, her experience and understanding of how to put a different spin on a campaign to get the best results is what keeps her excitement for the industry alive.



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26th & 27th September 2006
One Day Tutorial
28th September 2006
Holiday Inn Bloomsbury
London, W1

HOW TO BOOK

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CALL: +44 (0)20 7970 4770

FAX: completed form to: +44 (0)20 7970 4799

POST: completed form & payment to:
Centaur Conferences International, Customer Services,
Third Floor, 50 Poland Street, London, W1F 7AX

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Conference & Tutorial code: 2625

£1798+VAT (£2112.65)***
Attend both and save £100

Conference only code: 2522

£1199+VAT (£1408.83)***

Tutorial only code: 2623

£699+VAT (£821.33)***

I am unable to attend but would like to purchase the CD Rom** £299 *Discounts can not be used in conjunction with any other offers **Included In Conference Price

CONFERENCE VENUE INFORMATION

DATE: CONFERENCE: Tuesday 26th & Wednesday 27th September 2006
TUTORIAL: Thursday 28th September 2006

VENUE: Holiday Inn Bloomsbury,
Coran Street, London, W1

TEL: +44 (0)20 7923 6651

FAX: +44 (0)20 7923 5954

WEB: <http://www.ichotelsgroup.com>

TUBE: Russell Square

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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, **14th August 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.

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