

Two-Day Conference - 12th-13th June 2007
Workshop - 14th June 2007
Hesperia London Victoria, SW1

Monetise the
most networked
and most demanding
generation ever!

Tribal Youth and Digital Media

Make the right connections

www.mad.co.uk/events


Access the increasingly digitised world of youth marketing
Learn how to play by their rules and deliver products they want to buy

- Obtain strategies to access youth segments via experienced youth marketers who are pioneering innovation in this sphere
- Discover how to translate youth insights into successful product development
- Deliver Word of Mouth campaigns that resonate with your target segments
- Discuss Web 2.0 and learn how we can all take advantage of user generated content
- Make the most of all possible communications channels to create campaigns that deliver the optimal marketing mix

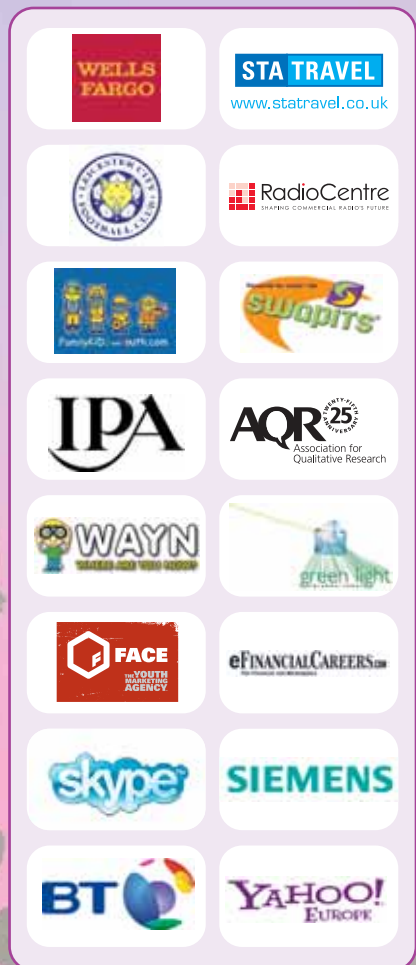
madpresents **WORKSHOP**

Developing lifetime loyalty – Early age customer retention

Workshop leaders:
Vicky Hughes, Project Manager, **Equator Media**


Edward Robinson, Founder & Director, **One Red Eye**

14th June 2007, Hesperia London Victoria, SW1



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Create web content and interactive services to give you the edge

Day One - Tuesday 12th June 2007

08.45 Registration and coffee

09:15 Chairperson's opening remarks

Jeremy Stern
Former Promotions Director
Coca Cola
&
Former Marketing Director
Sega Europe

The youth of today

09.30 Defining tribes – Are you an Emo, Chav or a Top Shop Crew?

- The defining factors of being a tribe member
- Who belongs where and what creates brand loyalty?
- Segmentation strategies for different markets and products

Barbie Clarke
Managing Director
Family Kids and Youth



10.10 The tribes that exist and the technology that impacts them

- Who today's youth are and how they are dependant on technology
- How are different tribes expressing themselves?
- The advertising blanket that covers us all – How much actually hits the spot and stays there?

Jonathan Atwood
Founder & CEO
Swapits



10.50 Morning coffee

Establishing and maintaining connections

11.10 Joining online communities – Marketing in new environments

KEYNOTE SESSION

- An American perspective on the benefits and risks of marketing in new environments
- Now that it's about participation... what does the future look like?
- Case study examples of Wells Fargo's entry into Second Life and corporate blogging

Tim Collins
SVP Experiential Marketing
Wells Fargo



12.10 Live interactive youth panel (with live delegate polling!)

A representative panel of 5 young consumers are here to answer your questions. They will be responding to questions and bouncing ideas amongst the whole room of delegates. You may well speak to young people all the time... but how many times have you been there with so many of your peers?! Ask questions, respond to answers and gain an insight into what everyone else thinks via our interactive polling system!

Moderated by:
Fiona Jack
Chair
AQR



Live panel recruited by
Green Light International



12.50 Luncheon

13.50 Coffee and networking time

14.10 Using consumer insights to develop leading services for youth

CASE STUDY

- Delivering and utilising consumer insights for successful product development
- Understanding the emotional states of consumers
- Engaging youth in the development process

George Hadjigeorgiou
General Manager
Yahoo! Europe



14.50 Finding and utilising key influencers in tribes

CASE STUDY

- What makes an influencer and how much do they affect buying behaviour?
- Creating trends with key influencers and ensuring they feel involved with product development
- Are influencers buyers? How soon before they move on to the next big thing?

Eric Partaker
Head of Content
Skype



15.30 Afternoon tea

Developing an edge in youth communications

15.50 Defining the brand's communication strategy and creative media channels

CASE STUDY

- Where are you most likely to create a meaningful connection? – Trust as the main currency
- How much entertainment does your brand need?
- Is mobile marketing still too intrusive?
- Innovative usage of communications channels that deliver an engaged audience
- Engagement through communities and branded entertainment
- What is the value of creative media channels compared to traditional media?

Stefan Jenzowsky
Vice President of
Communication Strategy
Siemens



16.30 Developing Word of Mouth – Blogging, virals, wikis, RSS, experiential...

CASE STUDY

- Strategies for enhancing youth conversations about your brand
- If the conversation's not already happening, should you create it?
- Gaining entry to community conversations and allowing it to spread as well as evolve

Jerome Touze
Founder
WAYN



17.10 Chairperson's closing remarks and end of day one

Optimise and innovate in each communication channel

Day Two - Wednesday 13th June 2007

09.00 Registration and coffee

09:15 Chairperson's opening remarks

Jeremy Stern
Former Promotions Director
Coca Cola
&
Former Marketing Director
Sega Europe

Analysing the student market

09.30 Students vs non-students – Same ages, similar tastes, different behaviour

- Student led segment strategies? How important are students in the youth sector and how easy is it to target them?
- Understanding the viral effect within the student community
- Successfully utilising the social diffusion model - **Case study analysis**

Andrew Needham
Founder and Managing Director
FACE



10.10 Web 2.0 – What's the hype and what's the reality?

KEYNOTE
SESSION

- The growth of user generated content and its impact on brands
- Incorporating Web 2.0 or embracing Web 2.0? How tribes know if you really care
- Where and when is the tipping point for Web 2.0 companies to truly start making money?

Celia Pronto
Marketing Director
STA Travel



10.50 Morning coffee

11.10 Accessing youth segments and developing engagement

CASE
STUDY

- Drawing the correct youth segments towards you
- The importance of using the right language in youth marketing
- Keeping the young customer – Assessing the lifetime value of a youth segment customer

Joel Davis
Head of Marketing
eFinancial Careers



Entering tribal communities

11.50 Expectation shock – Understanding young customer hothousing

CASE
STUDY

- What are 95% of them getting up to online and what are their key issues?
- Developing BT's 21st Century next generation network and services through young people
- The next big thing – How to enhance young lives with telecoms technology

Tony Houghton
Customer Experience Consultant
BT



12.30 Luncheon

13.30 Coffee and networking time

13.50 Panel discussion – Control of communities

- Who has it? Who should have it? How much should YOU have?
- Using online communities as an informal way of distributing company messages
- Who forms online communities and are they important in the bigger picture?

Panellists to include:
Tim Collins
SVP Experiential Marketing
Wells Fargo



Celia Pronto
Marketing Director
STA Travel



14.30 Mobile marketing in the sports sector

- Case study of the recent rollout of specific SMS messaging to fans
- Analysing the ROI of the campaign
- How to add value for increased satisfaction

CASE
STUDY

Jamie Tabor
Head of Marketing
Leicester City Football Club



15.10 Afternoon tea

The future for traditional media

15.30 Exploring the media mix – What Touchpoints tells us?

- When are youth audiences most likely to engage with each type of media?
- Discover the affect that each type of media has on the other
- What Touchpoints 2 will deliver

Mark Cross
Commercial Director
IPA



16.10 The traditional view – The future of youth media consumption

- How traditional media is changing in the digital age
- How radio can be utilised more successfully with the youth sector

Simon Redican
Managing Director
RadioCentre



16.50 Chairperson's closing remarks and end of day two

“Good variety of speakers....
really interesting stuff learnt a lot!”

Wendy Vigus, Planner, **Bray Leino**
Delegate, **Interactive Kids 2006**

Developing lifetime loyalty – Early age customer retention

Thursday 14th June 2007, Hesperia London Victoria, SW1

WORKSHOP LEADERS:

Vicky Hughes, Project Manager, **Equator Media**

Edward Robinson, Founder & Director, **One Red Eye**

This workshop has been developed through the requests of professionals working to develop youth market revenues now and hold onto it for the future.

The interactive nature and direct 1-to-1 time we want you to have with our workshop leaders means that numbers will be strictly limited.

Rest assured that your specific questions will be answered and solutions will be developed for you alone. The day has been structured to reflect **the most pressing issues in youth acquisition and retention**. The limited numbers will allow you to focus on the areas that are most important for your company and creates an environment where you will gain optimal value.

It's clear that churn is a common occurrence in youth markets across many industry sectors. Reducing churn and maintaining levels of spend per consumer right at the start of their consumer lifecycle means far greater levels of profitability. Core consumer studies show that developing strong brand engagement and market fitting products are key to lifetime loyalty. With the added dimension of ever increasing communication channels, don't miss this opportunity to exceed your targets!

Learn how to reduce churn and anticipate market moves as you hold onto your youth market well into adulthood. The 4 interactive sessions will enhance your strategies not only for your company, but also for the rest of your career!

09.00 Registration and coffee

09:15 Workshop leader's opening remarks

09.20 **Where are the tribes? – Effective segmentation of your consumer base**

- Deliver the relevant tribes that will carry your brand
- Discover where they are and the right path to toward them

10.40 Morning coffee

11.00 **Marketing strategies to aspirational youth markets**

- Developing brands and products that create conversations and inspire
- What do tribes aspire to be? Find out how to effectively tap into their psyche and drive emotional connections

12.20 Luncheon

13.20 **Creating trends and understanding when to rejuvenate a brand**

- Delivering your own 'iPod' – Achieving the big trends that define a generation!
- Understanding brand lifetimes – The key signals to a dying brand and innovative strategies for rejuvenation

14.40 Afternoon tea

15.00 **Boosting youth customer lifecycles - Keeping young customers into adulthood**

- Accessing insights that deliver clear life stages and buying patterns
- Manoeuvre your brands and product lines to maintain relevance into adulthood
- Identifying the key signs that signify a life stage shift in progress

16.30 Workshop leader's closing remarks and end of workshop

Let us come to you

Our Workshop can be delivered in-house and we can work with you to ensure the content is customised to meet the exact needs of your team. Please contact us on training@centaurconferences.com to explore this further

WORKSHOP LEADERS:

Vicky Hughes, Project Manager, **Equator Media**



Edward Robinson, Founder & Director, **One Red Eye**



In September 2006 Edward started his own venture, One Red Eye. He identified that there was a gap for a fresher approach in the market and has quickly gathered a reputable collective of photographers, stylists and artists to carry through his concepts and ambitions. The agency has already proven a hit with the corporate sector.

Students or Non-Students, Ages or Passions?...

Tribal Youth has arrived to delve into today's youth culture and understand how and why certain tribes buy specific brands!

Attend Tribal Youth, meet the people driving the industry forward and hear how to market successfully to youth tribes and also properly engage key influencers – let them do the marketing for you

Youth marketing is changing and 2007 is the year to discover:

- The tribes that exist in the market and how they behave
- How brands can truly engage with traditional media and new (social) media
- The optimal marketing mix and how can to add value with new media

If you want to make the impact on your bottom line that will get you noticed, Tribal Youth will deliver the understanding and strategy that you need to effectively engage with youth markets. Utilise case studies looking at innovation in specific communication channels, successful brand engagement and long term loyalty strategy

Tribal Youth is the essential event of the year to bring you up to speed in the latest communication technologies and marketing strategies focusing on the youth market

Who should attend...

Directors, Heads and Senior Managers of:

- Marketing
- Youth Marketing
- Digital Marketing
- Direct Marketing
- Business development
- Channel Strategy
- Branding
- Research + Insight

6 reasons to reserve your place now

- 1 Case studies from **Yahoo** and **Skype** on how they have entered the market and successfully captured young minds
- 2 **STA Travel** and **FACE** examine the student community and how to successfully engage that lucrative market
- 3 Our **live representative panel** of young consumers gives you the chance to get honest feedback on your questions amongst an audience of peers
- 4 **Wells Fargo**, the first company to venture into Second Life, deliver the US viewpoint and their strategy into accessing youth segments online
- 5 **BT** and **Siemens** deliver their views on creating brand engagement and the impact of youth on future direction
- 6 A full day **masterclass** that will ensure you extend and maximise the lifetime value of your young customers

What should I do now?

Book online: www.mad.co.uk/events

Call: +44 (0)20 7970 4770

Email: enquiries@mad.co.uk



Book your place for **Tribal Youth 2007** and receive a complimentary annual subscription to **mad.co.uk** worth **£245!**

A **mad.co.uk** subscription gives you online access to news, features and analysis from the marketing, advertising and design industries. Read about the latest product launches, branding initiatives and advertising campaigns and stay ahead of the game in this fast-paced environment!

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To find out more, call Emma Glenn on +44 (0) 20 7943 8152 or email emma.glenn@centaur.co.uk

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POST: completed form & payment to:
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£1099 + VAT (£1291.33)**
SAVE £100

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£699 + VAT (£821.33)**

£699 + VAT (£821.33)**

I am unable to attend but
would like to purchase the
Documentation CD-ROM** £399

* Discounts can not be used in conjunction with
any other offers
** Documentation included in conference price

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SURNAME:

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COMPANY:

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APPROVING MANAGERS JOB TITLE:

NATURE OF BUSINESS:

TELEPHONE:

FAX:

MOBILE:

EMAIL:

ADDRESS:

POSTCODE:

SIGNATURE:

DATE / /

VENUE INFORMATION

DATE: 12th - 14th June 2007

VENUE: Hesperia London Victoria
2 Bridge Place
London
SW1V 1QA

TEL: +44 (0)207 834 8123

TUBE: Victoria

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 CD-ROM, refreshments and lunch.

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Note: We do not accept purchase order numbers.

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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 (£88.13). For cancellations received on or after **11th May 2007**, 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. If you make your booking via the telephone, you are automatically adhering to our terms and conditions. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. Centaur Conferences does 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 Conference reserves the right to retain up to 50% of the fee as a contribution to delegate registration, all location, marketing and central administrative costs.

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