

Children: Seen and heard 29 January 2008 Booking form

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Children: Seen and heard

Researching next-generation youth, family and kids
One-day conference, Tuesday 29 January, Sadler's Wells, London



Book now at www.research-live.com/conferences or email conference@mrs.org.uk

For more information on sponsorship opportunities contact Jennifer Sproul.
Email jennifer.sproul@mrs.org.uk or call 020 7566 1842.

Welcome

Children: Seen and heard Researching next-generation youth, family and kids



MRS and Research Conferences are delighted to announce the upcoming one-day conference *Children: Seen and heard*, to be held on 29 January at Sadler's Wells, London. This timely event is a one-stop shop for all those professionals looking to sharpen their skills, think 'outside the box' and gain insight into this notoriously complex and fast-changing market.

For kids, tweens, teens and youth the question is always *What's next?* And for researchers, pinpointing which research methodology to use (and when) is only part of the challenge.

As new media technologies develop at a phenomenal rate, it's easy to get lost in all the potential opportunities. This conference examines how today's kids and young people are making these technologies their own and why it is critical for brands to understand where products fit in to this pattern.

The programme also explores how an increasing environmental awareness among young people and their status as early adopters have been firmly addressed in a more multicultural, global kids' community.

Combining both case studies and research models, the programme explores:

- Exploring circuits of cool: are kids overwhelmed by Web 2.0?
- Negotiating the regulatory minefield
- Understanding the young multicultural market and how to engage them
- Looking at the power of green: how early adopters are the most active environmentalists
- Using new insights to understand the motivations and behaviours of parents and children

Who should attend?

Anyone who wants to gain a better understanding of today's young consumers and is involved in

- Market research
- Consumer insights
- Planning and advertising
- Marketing

Children: Seen and heard – 29 January, Sadler's Wells, London

08.30 Registration and refreshments

09.00 Chairman's opening remarks

RE-ENGAGING WITH TODAY'S 'PLUGGED IN AND SWITCHED ON' KIDS IN THE MODERN MEDIA

09.10 Children's emotional engagement with Web 2.0: how does research fit in?

- Defining Web 2.0 research online: the opportunities and risks
- How to measure the impact of online communities
- Exploring the social and emotional development of kids in a digital marketplace
- Assessing the real technological capabilities of children
- Connected kids – is it love of technology or virtual community?
- How do teens use technology: social enhancement or replacement?
- Virtual intimacy and the role of research and regulation

9.45 The future of children's television programming: who's leading who?

- Examining children's media consumption habits
- Assessing the role of television in the context of children's wider media consumption
- Changing patterns of TV viewing among children
- What do children want from TV – what are they watching?
- What do parents want for their children from TV?
- Understanding the key differences between younger and older children
- The role and cultural value of UK produced content and public service broadcasting for children
- The prognosis for children's television in the UK
- Ofcom's review and next steps

10.40 Morning coffee break

A DYNAMIC AND EVOLVING WORLD OF NICHE SEGMENTATION: HOW SHOULD IT BE MEASURED?

11.10 The global power of green: engaging kids and parents with a traditional branding through new environmental and CSR initiatives

- The importance of global research: how do kids and parents see your brand now?
- Why change? Examining the tactical forward strategy for your brand
- Examining key brand attributes and how to retain these whilst gaining 'green' credentials
- Evidence and 'outside the box' research to discover how environmental values can tap into and add value to existing brand attributes
- Case study: Peter Rabbit... Naturally Better

11.45 Using fresh segmentation insights to better understand the motivations and behaviours of parents and children for more effective targeting

- Traditional age targeting: why change?
- Assessing which segmentation tools to use to access family behaviours as a whole
- Understanding parental attitudes to gain an improved performance of your product
- Pinpointing the relationship between parent and child
- Case study: using segmentation to understand the relationship between soft drink consumption, health attitudes and hydration



Barbie Clarke,
Managing Director, Family
Kids & Youth



James Thickett,
Director of Market Research
and Project Director, Ofcom's
Review of Children's
Programming



Gill Thomas,
Brands Director, Brands &
Licensing Division, Penguin
Books UK



Becky Clark,
Senior Insight manager, Britvic
Soft Drinks



Gary Pope, Director, and
Sunita Bhabra, Research
Manager, KIDSINDUSTRIES



Ben Stewart,
Head of Audiences, and
Megan Dibden, Research
Manager, BBC Children's



Nicola Ellen,
Corporate Responsibility
Manager, Vodafone UK

12.45 Networking lunch break

14.00 Creating new products with children as partners, driving innovation from the consumer perspective

- Effective ways truly of involving children in innovation
- Creating an inclusive methodology
- Preparing then using client staff as frontline researchers
- Aggregating the qualitative perspective of 500 children into one product
- Case study: Egmont Publishing

14.30 How audience insight and interaction can help to inspire content

- Measuring audience value – a more holistic approach to evaluating performance
- Connecting with the audience – how we use research, insight and audience interaction to inspire content

15.00 Afternoon coffee break

15.30 How to engage with kids across an increasingly complex multimedia mix: the relationship and dynamics between kids and their mobile phones

- How to understand the digital lives of kids and families through conducting research across on a variety of digital platforms
- Understanding how children use different media and how they differ from their families
- Tackling hard issues and criticism – the latest research on mobile phone use and misuse
- Case study: researching and setting up an effective anti-bullying campaign

THE 'BIG KIDS' DEBATE PANEL SESSION

16.00 Changing attitudes and behaviours: marketing to a "moving target"

We are entering into an era where childhood is being redefined, mostly by kids themselves, as a vital stage in children's development and one which is increasingly being accused of being 'lost' through the 'pre-maturity' of children. We discuss and debate market research's role, the responsibility of brands and whether childhood is being lost. Or is it the brands themselves who need a new map?

The vital role brand owners have, and their responsibility to kids and teens as a market, will be discussed. This session will highlight inconsistencies between current age segmentation and will try to pinpoint what is really happening for children. What are their real motivations, thoughts and decision-making processes and how should researchers take account of change?

16.40 Delegate Q&A

17.00 Chairman's closing remarks and close of conference