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# Children: Seen and heard

**Researching next-generation youth, family and kids**  
Third Annual Conference  
29 January 2009  
Sadler's Wells, London



**Gain valuable insights into this notoriously complex and fast-changing market from:**

BBC Children's  
Brunel University  
Channel 4  
Disney Channels  
EMEA  
Google

Jetix Europe  
LazyTown Entertainment  
NSPCC  
Ofcom  
Storyland Group  
Unilever

# Welcome

## **Children: Seen and heard**

### **One-day conference on researching next-generation family, kids and youth**

Third Annual Conference

Research Conferences is pleased to announce the upcoming Third Annual Conference researching next generation family, kids and youth. Children: Seen and heard offers valuable insights into this rapidly developing market. Children are a highly influential consumer group and are the true early adopters of technology. They are increasingly health conscious and environmentally aware.

It is an exciting time for those involved in researching this challenging market. New beliefs, attitudes and behaviours are being discovered, from the technological through to the sociological. As new international and multicultural influences are emerging, retro branding becomes cool, and a focus on healthy eating, safety and education remains strong, it is essential to use the optimum mix of research tools to discover the next trend set to capture children's imagination.



Marc Brenner  
Editor, *Research* magazine

This dynamic and timely conference will enable professional market researchers to get fully up to speed and learn from an excellent line-up of international experts. The agenda takes a strong solutions-driven approach and offers case studies to support the latest findings in:

- Emerging shifts towards 'retro brands': are kids or their parents driving this interest?
- Negotiating the minefield of advertising regulations
- New 2.0 research channels for kids
- Which social networking brands are cool and what lessons can be applied for off-line research
- How to get closer engagement with multi-cultural youth
- Which research model for which age group and which product

#### **Who should attend?**

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

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



08:30 **Registration and refreshments**

09:00 **Chairman's opening remarks**

**KIDS TODAY: LIVING IN A WORLD OF HERE AND NOW**

09:10 **Sistahs Foreva – Social networking and Web 2.0: Understanding the i-Generation**

- Exploring trends in Web 2.0 for children
- How social networking is changing children's communication
- Understanding the way children play in the land of Web 2.0
- How can researchers understand children through Web 2.0?
- The future: Web 3.0 and beyond

09:35 **Tuning into kids: Thinking out of the box**

- How are children consuming media in the UK today?
- What are the prospects for delivering high-quality content to children?
- What future options are there for making this happen?
- Update on the latest research on children's media habits
- Ofcom's PSB review and what it might mean for children

10:00 **How to interview children: Developing the right research tools and techniques**

- The latest research tools: traditional vs online
- Talking to children to engage, involve and motivate them: dedicated clubs, live focus groups
- Designing detailed surveys to collate and analyse children's collective experiences
- Questionnaire design: Overcoming respondent fatigue for kids

10:25 **Delegate Q&A**

10:40 **Morning coffee break**

**CHANGING ATTITUDES AND BEHAVIOURS: RESEARCHING A MOVING TARGET**

11:00 **Welcome to my world: Experiential learning and kids – a global perspective**

- Allowing parents to help tell their children's stories about their experiential learning: A 16-country view
- Understanding the complex nature of children at play in a modern world
- The brand implications of taking on a social issue
- From brand to parental advocate: Creating new roles and relationships

**KEYNOTE ADDRESS**

11:25 **Children of an evolution: Researching children in a time of change**

- Developing consumer research methodologies to refresh the research process and improve product success
- What can modern researchers learn from past research?
- What new research approaches and models can be applied – and where?
- Examining key research findings and implications for brands in short and long term
- Case Study: Lazy Town – an integrated approach to development

**PANEL DISCUSSION**

12:15 **Are we talking their language? How to engage, involve and empower children in the market research process**

How are kids being influenced? What do they want? Why do they stay loyal to a brand? How do you align your brand with a moving target, across different touchpoints and media, to develop innovative products that resonate with children and young people?

Moderator: **Barbie Clarke**, Managing Director, Family, Kids & Youth and The University of Cambridge; **Marc Goodchild**, Head of Children's Interactive & On-Demand, BBC Children's; **James Thickett**, Director of Market Research, Project Director, OFCOM; **Bryan Urbick**, CEO and Chairman, Consumer Knowledge Centre; **Magnús Scheving**, CEO, Creator, and Co-founder, LazyTown Entertainment; **Heidi D'Agostino**, Senior Vice President, StrategyOne

12:45 **Networking lunch**

## SUCCESSFUL SEGMENTATION: PUTTING KIDS INTO SHARPER FOCUS

**Ted Bather**, CEO,  
Storyland Group



**Graham Brown**, Director and  
Author, mobileYouth

**Josh Dhaliwal**, Director and  
Co-founder, mobileYouth



**Claudio Pires Franco**,  
Research Manager, Dubit,  
**James Guerrier**, Senior  
Research Executive – Research  
& Insight, Channel 4



**Laura McLarty**,  
Head of Research, Dubit

**Jon Batterham**, Research  
Director, EdComs, **Obi Felton**,  
Head of Consumer Marketing,  
Google



**Victoria Hardy**, Director of  
Research, Jetix Europe  
**Richard Ellwood**, Senior  
Manager, Brand and Marketing  
Research, Disney Channels  
EMEA



### 14.00 **Character segmentation, advertising and research tools across emerging media channels**

- Understanding how to create relevance for children
- How do children respond to new shows and characters?
- Measuring impact on customer behaviour through traditional and non-traditional channels
- New IPTV platforms: How do children respond to content, and can they offer ROI?
- Case Study: TumbleTots

### 14.25 **A brand new mobile generation: How do mobile youth use new media today?**

- Why is old marketing no longer effective when communicating with youth?
- How should brands communicate with youth using new media? Which examples should we follow?
- Is the focus group still relevant in gathering insightful youth trends?
- Revenue per customer, net promoter score, lifetime value, marketing share or churn: Which is the best metric for measuring marketing success with young consumers?
- Video research insights

### 14.50 **Exploring the impact of digital media on children's knowledge and understanding**

- Establishing the impact of four different projects by Channel 4 Education on the use of digital media, social networking and user-generated content
- Flexible and innovative methodology
- Use of surveys, video diaries and 3D virtual focus group technology
- Application of web engagement scales
- Monthly feedback and reporting mechanisms to inform further development of the projects
- How the research has been used for further development and to add value

### 15.15 **Delegate Q&A**

## MULTIMEDIA STRATEGIES: WHERE DOES YOUR BRAND STAND?

### 15.50 **Exploring the interplay and potential between media and TV brands**

- Exploring the role of social gaming in reinforcing attachment to children's TV brands and characters
- Reviewing the interest in TV brands and characters amongst 7- to 15-year-olds
- Understanding the blurring of boundaries between social networking sites and gaming sites
- Mixed-methodology approach to researching the potential of social gaming and episodic gaming in creating a link with brands and characters outside TV
- Benefits and risks for broadcasters in incorporating these elements in their strategies

### 16.15 **How the internet is transforming learning: Key considerations for researchers**

- Considering the internet as a learning tool
- Use of web applications such as search engines and social networking sites
- Building a strategy for Google's engagement in education
- Current Google online resources and learning activities
- The internet as a learning tool: Future implications for researchers

### 16.40 **Kids' TV: Measuring awareness and affinity with TV shows and characters**

- Understanding how to create relevance for children in a world of increased choice
- Examples of measuring awareness and affinity with shows and characters across Europe
- Interpreting data to identify market opportunities for growth
- Challenges in maintaining relevance and measuring affinity in light of new platforms such as IPTV, VOD, Mobile Video

### 17:05 **Delegate Q & A**

### 17.15 **Chairman's closing remarks and close of conference**



# Organisers and future events

## research. CONFERENCES

Research Conferences, organised in association with MRS, take place throughout the year and offer a series of leading-edge one-day conference, seminars and workshops.

Research 2009, the MRS Annual Conference and flagship event takes place in London during March and is a showcase for the industry. This multidisciplinary event brings together some 800 executives from client and supply-side companies for groundbreaking papers, discussion and networking.

Attendees of Research Conferences include agency heads, market research managers, young researchers, planners, marketing directors, advertising agency executives, brand consultants and academics.

[www.research-live.com/conferences](http://www.research-live.com/conferences)



With members in more than 70 countries, MRS is the world's largest association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy. All individual members and company partner organisations must comply with the MRS Code of Conduct.

[www.mrs.org.uk](http://www.mrs.org.uk)

## Sponsorship opportunities

Become involved as a sponsor at a Research Conference and get access and exposure to a highly targeted audience and the biggest brands. Your presence at these events puts you and your organisation into immediate contact with a captive audience of potential customers.

For more information and tailor-made sponsorship packages, contact Jennifer Sproul on +44 (0)20 7566 1842 or email [jennifer.sproul@mrs.org.uk](mailto:jennifer.sproul@mrs.org.uk)



## Data matters

Harnessing the power of data to achieve competitive edge  
24 February 2009, Crowne Plaza –  
The City, London

Research Conferences is pleased to announce this upcoming conference on the opportunities and challenges for organisations in integration of market research into their data strategy. The programme will focus on how companies can make their data work harder and smarter to create a winning marketing plan and achieve competitive advantage.

Key conference highlights include: New approaches to the confluence of market research and data mining; Technology choices and technology decisions; Standardisation of approaches and strategies; Case studies illustrating best practice in data integration; Practical examples of how to develop effective, predictive models that will impact directly on brand and profit; Optimising customer analysis and CRM; Special focus on retail, FMCG, financial services and telecoms sectors.

Book before 20 January 2009 to ensure your place and receive your Early Bird discount.



## Research 2009: The Annual Conference

A festival of ideas, innovation and inspiration  
24 & 25 March 2009, Park Plaza Riverbank  
Hotel, London

The 2009 Annual Conference will be a celebratory festival of an industry at the top of its game. Taking place on 24 and 25 March, at the Park Plaza Riverbank London, this flagship event and showcase for the industry will bring together some 800 executives from client and supply-side companies for groundbreaking papers, discussions and networking.

We are delighted by the response that we have had to the Call for Contributors again this year. Look out for full details of the conference in *Research* magazine and online at [research-live.com/research2009](http://research-live.com/research2009).

The deadline for the Early Bird Discount, available exclusively to MRS members, is 31 December 2008. Book now at [www.research-live.com/research2009](http://www.research-live.com/research2009).

For booking information visit [www.research-live.com/conferences](http://www.research-live.com/conferences)



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# Booking form



## How to book

- Visit [www.research-live.com/conferences](http://www.research-live.com/conferences)
- Or send this form to: James Coyle, Research Conferences, MRS, 15 Northburgh Street, London EC1V 0JR
- Or fax it to +44 (0)20 7490 0608
- Company Partners – please call +44 (0)20 7566 1852 or email [james.coyle@mrs.org.uk](mailto:james.coyle@mrs.org.uk)

## Where did you hear about this conference?

- Friend/colleague       Email       Direct mail  
 Publication – which?       Website – which?       Other – please specify

## Delegate fee

	Until 19 December	From 19 December
MRS Member	<b>£345</b> (£405.38 inc VAT)	<b>£395</b> (£464.13 inc VAT)
Non-members	<b>£500</b> (£587.50 inc VAT)	<b>£550</b> (£646.25 inc VAT)

## Delegate details

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 Company \_\_\_\_\_ Job title \_\_\_\_\_  
 Email address \_\_\_\_\_ Tel \_\_\_\_\_

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- Cheque/banker's draft** (made payable to The Market Research Society)  
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**Booking conditions:** Substitutions may be made in writing at any time. However, we are unable to make refunds or cancel invoices for cancellations received less than 28 days before the conference is scheduled to take place. *Payment must be received before the event to ensure entry.*

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