

Learn from **MTV** and **Levi Strauss** case studies and hear key insights from the **BBC**, **IKEA**, **Department of Education**, **Girlguiding UK**, **NHS Tower Hamlets**, **Hothouse Fiction** and from **young people** themselves.

Join your industry peers and learn how to:
connect to young people using co-creation and child-led ethnographic techniques

learn how the recession will affect the next generation

understand how to use digital marketing responsibly and effectively

examine social networking trends among tots and teens

research.

One-day conference
25 November 2010
 Crowne Plaza – The City
 London
 EC4V 6DB

KIDS & YOUTH RESEARCH

Book before 22 October and save £100

Innovative and responsible approaches to engaging the next generation



Speakers include

Dr Barbie Clarke
 CEO
 Family Kids and Youth



Kaisu Fagan
 Public Affairs
 Manager
 Girlguiding UK



Paul Collins
 Social Marketing
 Manager
 NHS Tower Hamlets



Marc Goodchild
 Editorial Lead
 BBC IPTV



Rosemary Duff
 Research Director
 Childwise



Nicki Karet
 Managing Director
 Sherbert Research



Maria Elander
 Children's School
 Manager
 IKEA



Richard Maskell
 Co-Founder
 Hothouse Fiction



Sue Eustace
 Director of
 Public Affairs
 Advertising Association



Jodie Smith
 Senior Research
 Officer
 Department for
 Education



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FIVE REASONS TO BOOK TODAY

- **Get closer to your market and understand young peoples' drivers and behaviours**
- **Hear how to engage and market effectively to young people and develop appropriate strategies**
- **Understand how to make your brand more appealing to young consumers**
- **Learn from your peers' first-hand experience to drive your kids and youth strategy**
- **SAVE £100 when you book before 22 October with the Early Bird Discount**

What does it feel like to be a young person growing up in 21st-century Britain? How do they identify and express themselves? How do they want to communicate and relate with each other and with third parties? We've selected the very latest research projects to try and answer all these questions and more in just one day. As well as assessing innovative research methods this conference will also raise important questions about the responsibilities that researchers and marketers have when engaging and influencing this fascinating segment.



Research is the leading provider of high-quality events for the research and insight industry.

Organised in association with MRS and aimed at researchers from agency and clientside, the events are designed to educate and inspire across a diverse range of topics. Learn the latest research techniques, debate with leading experts in their field and network with insight professionals from the worlds of research, advertising, marketing, data analysis, brand management and academia.

08.30 **Registration and refreshments**

09.10 **Chairman's opening remarks**
Safer Sidhom, Global Planning Director,
 Great Works



KEYNOTE ADDRESS

09.20 **Examining child development and play worldwide**

- How do today's children want to play?
- Parent and child interactions uncovered
- How Children's IKEA is including findings from the Play report into its work

Maria Elander, Children's School Manager, IKEA



SOCIAL MEDIA TRENDS

09.50 **Social networking from tots to teens**

- How children and young people are using social networking
- Understanding how young people communicate and make friends online
- What can researchers learn from online styles of communication?
- Outlining the difference between teenager and pre-teen interactions
- Addressing some of the fears and concerns adults have about children and social networking

Dr Barbie Clarke, CEO, Family Kids and Youth
Marc Goodchild, Editorial Lead, BBC IPTV



KIDS AND COMMERCE

10.20 **The commercialisation and sexualisation of children**

- How have children's interactions with the commercial world been changing?
- How do children engage with marketing and advertising – and with commercial forces in general?
- How justified are current concerns about the commercialisation and sexualisation of childhood?
- What ethical issues arise in relation to marketing and advertising?
- What role might media literacy play in this field?

Professor David Buckingham, Director, Centre for the Study of Children, Youth and Media, London Knowledge Lab, Institute of Education, University of London

10.50 **Morning refreshments**

PANEL DISCUSSION

11.20 **Examining trends in kids' media**

- Examining the blurring boundaries between media
- How are young people consuming different media?
- Preferred content and delivery styles
- Analysing usage behaviour and purchasing patterns

Richard Maskell,

Co-founder, Hothouse Fiction

Jo Cliff, Founder, Platypus Research

Nicki Karet, Managing Director, Sherbert Research



GIRLGUIDING CASE STUDY

11.50 **Exploring social issues that affect girls and young women across the UK**

- Examining girls' experience of potentially risky behaviour such as binge drinking, crash dieting and unprotected sex
- Understanding happiness and personal image: How do girls feel about themselves, their lives and their future, and what do they look for in a role model?
- How do girls see their position in the context of the family and what are their views and experience on gender stereotyping, marriage and relationships?
- Designing a research programme that will deliver findings that contribute to Girlguiding UK's future campaigns, and provide material for PR activity

Kaisu Fagan, Public Affairs Manager, Girlguiding UK

Rosemary Duff, Research Director, Childwise



CREDIT CRUNCH KIDS

12.20 **The impact of the recession on the next generation**

- Examining how 16-24 year olds currently view their lives
- The impact of the recession and credit crunch on how young people think of the future
- Outlining differences in outlook within this demographic – from elder teens to young adults
- Drawing out implications for brands – how should we interact with, and talk about this demographic?

Andrew Needham, Founding Partner, Face

Sharmila Subramanian, Research Manager, Face



12.50 **Networking lunch**

KIDS ON KIDS

14.00 **Young people panel session**

Hear honest and frank feedback from a panel of young people on how researchers can better engage with them to gain more accurate insights into their behaviour and interests.

Moderator: Yasha Estraiikh,

Senior Research Executive, Opinion Leader



THE DIGITAL APPROACH

14.30 **Ethically engaging young people with digital marketing**

- Examining what works
- Why is the youth segment so much more responsive to digital marketing than other media channels?
- Debating the ethics of infiltrating communities and developing young online advocates

Peter Robinson, Head of Research, Dubit

Sue Eustace, Director of Public Affairs, Advertising Association



CUTTING EDGE CASE STUDY

15.00 **Even better than the real thing**

- The components of brand authenticity: The origin, history and heritage
- Defining a modern interpretation of authenticity for young consumers, aka. the brand- and marketing-savvy Generation Y
- Levis Strauss case study: The ultimate original jeans – Levi's 501 model

Joeri Van den Bergh, Director, InSites Consulting – On Sneakers

Levi Strauss speaker to be confirmed



15.30 **Afternoon refreshments**

FOCUS ON SOCIAL RESEARCH

16.00 **Optimising youth social research approaches**

- Engaging young people in research using a range of qualitative methodologies
- Examining methodologies that reflect the diversity of how young people communicate nowadays
- Identifying methodologies to research sensitive subjects such as anti-social behaviour and alcohol use

Polly Hollings, Associate Director, Qualitative, GfK NOP Social Research

Jodie Smith, Senior Research Officer, Department for Education



AN ETHNOGRAPHIC APPROACH

16.30 **Understanding street drinking by young people in Tower Hamlets**

- Why kids drink and why they drink in the street
- Do they understand the consequences of their actions?
- Youth street drinking in the borough from a public health perspective
- Tower Hamlets case study: Using a social marketing approach to guide researchers through life where kids live

Oliver Sweet, Research Manager, The Ethnography Unit - Ipsos MORI

Paul Collins, Social Marketing Manager, NHS Tower Hamlets



17.00 **Chairman's closing remarks**

Research partner





Booking form

How to book

Visit www.research-live.com/events

Or send this form to: Kulvir Dhillon, Research Conferences, MRS, 15 Northburgh Street, London EC1V 0JR

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Where did you hear about this conference?

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

Delegate fee

	Until 22 October	From 22 October
MRS Member	£315 (£370.13 inc VAT)	£415 (£487.63 inc VAT)
Non-Member	£445 (£522.88 inc VAT)	£545 (£640.38 inc VAT)

Please note. Early Bird fees **must** be paid in full by 22.10.10

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