

Some of Speakers and attendees

Barbie Clarke , Managing Director, **Family Kids & Youth UK**
Geoff Goodwin, Project Leader, **BBC**
Graham Brown, CEO, **Wireless World Forum**
Tim Hussain, Head of Mobile Monetisation, **AOL UK**
Marc Goodchild, Head of Childrens' Interactive, **BBC Interactive**
Giovanni Maruca, Director Interactive & Mobile EMEA, **Paramount Digital**
Patric Ugeux, Commercial Director, **ITV**
Johan Winbladh, Mobile Channel Editor, **Danish Broadcasting Corporation**
James Davis, Head of Mobile Commercial Development , **News International (Owner of mySpace)**
Michiel De Gooijer, Business Development Manager , **Endemol**
Mark Linder, Global Client Leader, **WPP**
Mike Burgess, Creative Director, **FHM**
Nick Rhodes, Course Director of Industry Design, **Central Saint Martins College**
Xavier Hesse, Senior Sourcing Media Director, **Cadbury Schweppes**
Richard Miller, General Manager for consumer convergence, **BT**
Milan Haba, Senior Head Of Market Segment - Prepaid, **T-Mobile**
Derric Heng, Director, Segment Marketing and Communications, **Singapore Telecommunications Ltd**
Alexander Koppel, Director, Products & Commercial Development, **Hutchinson3G Austria**
Freek Roovers, Marketeer Retention, **KPN/H**
Siobhan Lynch, Prepay Youth Revenue & Experience Manager, **O2 Ireland**
Julius Stoback, Marketing Communications Manager, **Telenor ASA Regnskap**
Truels Brodtkorb, Director, djuce International, **TelenorASA Regnskap**
Heide Cohu, Communications Director, **Redbull, UK**
Ella Etran, Research Specialist, **Avea**
Jane McFadzean, Group Head of Client Sales, **Orange**
Christophe Fajs, Product Manager, **Youth, BASE NV**



What is this workout about?

mobile music content

youth TV

behaviours **media**

lifestyle youth

Advertising operators

brands consumer

future what do youth

marketing want branding

youth market networking

Youth spend
\$ 1.1 billion
a year
on mobile



“Mobile, Media and Youth”

mobileYouth Trends Workout 2007

Le Meridien Piccadilly Hotel, London. 09 November, 2007

mobileYouth Trends Workout 2007

Le Meridien Piccadilly Hotel, London. 09 November, 2007

08:30 Registration and tea/coffee

09:15 **Opening Remarks:** Graham Brown, CEO, Wireless World Forum

Session 1:

09:20 **Presentation** "Youth Lifestyle, Today & Tomorrow"

09:30 **Knowledge session (video footage)** by Wireless World Forum

09:35 **Panel Discussion** "Youth Lifestyle, today & tomorrow"

- Economics and influences on buying behaviours
- Latest insights from youth research
- Consumerism, attitudes and lifestyle
- Social dynamics in lifestyle, group behaviour, trends
- What do young consumers value?
- Language of young consumers and its impact on marketing
- Loyalty rates, ARPU

❖ **Barbie Clarke**, Managing Director, Family Kids & Youth UK

❖ **Geoff Goodwin**, Project Leader, BBC

❖ **Graham Brown**, CEO, Wireless World Forum (chair)

❖ **Marc Goodchild**, Head of Childrens' Interactive, BBC Interactive

10:05 Q&A

10:15 **Round Table Discussion**

10:35 **Networking Tea & Coffee**

Session 2:

11:05 **Presentation** "How do youth consume media?"

11:15 **Knowledge session (video footage)** Wireless World Forum

11:20 **Panel Discussion** "How do youth consume media"

- Attention and multitasking
- Fragmentation of media
- Role of traditional centralized media, informing and trends
- Decentralized media, blogging, microblogging, social networks
- Access to content, legality
- Internet and mobile as media
- Consumer generated content

❖ **Johan Winbladh**, Mobile Channel Editor, Danish Broadcasting Corporation

❖ **James Davis**, Head of Mobile Commercial Development, News International (Owner of mySpace) (chair)

❖ **Michiel De Gooijer**, Business Development Manager, Endemol

❖ **Giovanni Maruca**, Director Interactive & Mobile EMEA, Paramount Digital

❖ **Patric Ugeux**, Commercial Director, ITV

❖ **Tim Hussain**, Head of Mobile Monetisation, AOL UK

11:50 Q&A

12:00 **Round Table Discussion**

12:05 **Lunch**



Session 3:

13:20 **Presentation** "How are brands redefining dialogue with youth consumer and building relationships?"

13:30 **Knowledge session (video footage)** by Wireless World Forum

13:35 **Panel Discussion** "How are brands redefining dialogue with youth consumer and building relationships?"

- Successful youth marketing strategies (e.g. Nike, Jones Soda, Toyota Scion, Fluevog Shoes, Threadless.com and Swatch)
- Traditional direct marketing approach and its challenges
- Marketing metrics and buzz. Can Word of Mouth be manufactured?
- Concept of brand ownership by the consumers
- Importance in building dialogue and marketing
- Trust and permission in marketing
- Building communities, how does it work?
- Consumer led innovation, product development and its role in marketing
- Ethical and legal challenges in marketing to youth

❖ **Mark Linder**, Global Client Leader, WPP (chair)

❖ **Mike Burgess**, Creative Director, FHM

❖ **Nick Rhodes**, Course Director of Industry Design, Central Saint Martins College

❖ **Xavier Hesse**, Senior Sourcing Media Director, Cadbury Schweppes

14:05 Q&A

14:15 **Round Table Discussion**

14:35 **Networking Tea & Coffee**

Session 4:

15:05 **Presentation** "What do young people want from operators?"

15:15 **Knowledge session (video footage)** by Wireless World Forum

15:20 **Panel Discussion** "What do young people want from operators?"

- Pricing strategies for youth, paying for content and sharing
- How does the mobile mindset impact our relevance to youth? (e.g. "users", "value chains", "killer apps")
- Subscription services and young consumers
- The role of parents, peers and opinion formers in marketing
- Youth oriented services, mobile brands and what operators mean to youth
Communicating with young mobile subscribers
- Mobile habits and behaviours, loyalty and churn
- Who pays for the services? Parents?
- Loyalty with handset or operator?
- Mobile services bubbling under – Jaiku, Twitter, Dodgeball etc

❖ **Richard Miller**, General Manager for consumer convergence, BT (Chair)

❖ **Milan Haba**, Senior Head Of Market Segment - Prepaid, T-Mobile

❖ **Derric Heng**, Director, Segment Marketing and Communications, Singapore Telecommunications Ltd

❖ **Alexander Koppel**, Director, Products & Commercial Development, Hutchinson3G Austria A.G

15:50 Q&A

16:00 **Closing Remarks:** Josh Dhaliwal, Head of Client Services, Wireless World Forum

16:05 **Networking Event**