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CONFERENCES

Youth research 2009

Get closer, engage and communicate

One-day conference, 7 May 2009, Sadler's Wells, London



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

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Welcome

Youth research 2009: Get closer, engage and communicate

One day conference
Thursday May 7th,
Sadler's Wells, London

Have things really changed that much since we were young? Have we forgotten the thoughts, feelings, pressure and suspicions we experienced as teenagers and young adults?

The answer to these questions is YES and that is why researching, engaging and understanding youth audiences is notoriously difficult.

Youth subculture has evolved rapidly over the past few years. There has been a shift from youth audiences simply observing different media, brands and products to actively participating in their development, content and messages. Consequently research methods to engage youth audiences must also adapt to **Get closer, engage and communicate** with this important segment.

Research Conferences one day event on **Youth Research 2009: Get closer, engage and communicate** will analyse current and future youth trends, assess innovative research methods and showcase successful youth focussed product, brand and behavioural change campaigns.



Marc Brenner
Editor, *Research* magazine

Key themes to be explored include:

- Understanding youth drivers to develop appealing content and messages
- Developing innovative research methods to optimise engagement and communication with youth audiences
- Tapping into the online youth culture of communities, co-creation and gaming
- Analysing youth interactions with different media and brands
- Reaching hard-to-reach youth segments and gaining sensitive insights
- Driving behavioural and attitude change among youth audiences

Who should attend?

This is a must attend event for youth focussed research, analysis, insight and strategy managers from the following sectors:

**Market research ▪ Consumer insights ▪ Planning and Advertising ▪
Branding and Public Relations ▪ Marketing**

**For booking information visit www.research-live.com/conferences
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Youth research 2009 programme

Stephen Phillips,
Managing Partner,
Spring Research

09.00 Chairman's opening remarks

Douglas Dunn,
Managing Director,
Tuned In Research

09.15 Exposing youth myths and understanding real teenage psychological drivers

- Distinguishing between youth myths and realities
- Looking beyond youth tribes and understanding the "pic 'n' mix" generation
- Examining youth relationships, anxieties, attitudes and key influencers
- Understanding youth spending patterns and habits

Beth Corte-Real,
Senior Planner,
Coca Co la (Great Britain)

09.45 Developing online market research communities to engage the youth market

- Assessing the key ingredients for establishing a successful online community for the youth segment
- Understanding how young people interact and respond in communities and how to drive responses
- Assessing the changing role of the researcher in collaborative community based environments
- Comparing the results achieved through community based research with traditional methods

Andrew Needham,
Chief Executive,
Face

Nadia Zohhadi,
Axe/Lynx Global & European
CMI Manager, Unilever

10.15 Embracing co-creation and collaborative approaches for generating creative ideas and driving new product development

- Web 2.0 and beyond: sowing the seeds for more collaborative approaches
- Understanding how young consumers want to engage with brands and inviting them to co-create
- Determining how researchers should adapt existing market research techniques for young people who are more involved with shaping brands
- Observing and learning from interactions between brand/insight teams and consumers

10.45 Networking break

Nick Gadsby,
Associate Director,
Lawes Consulting

11.15 Understanding and exploiting the youth social gaming phenomenon

- Sizing and segmenting the social gaming market
- Examining the merging of online communities, media brands and gaming activities and understanding how to exploit this
- Researching the value of extending your brand into this medium
- Determining the effectiveness of product placement in social gaming sites

Sam Buckley
Associate Director
Firefish

11.45 Panel session - Getting closer to the youth market: innovative approaches to understanding and appealing to the youth segment

- Moderated by Barbie Clark, Managing Director, Family Kids and Youth
The point of market research is to get into the minds of your target audience. However, there is a big disconnect between the youth market and organisations trying to appeal to them. The most successful youth campaigns tend to be developed by organisations that have successfully bridged this gap. This session examines a range of techniques for getting organisations closer to the youth segment.
- Exploring ethnographic research techniques to bring clients closer to the youth market
 - Youth researching youth: making it work
 - Blurring the lines between market research and marketing to engage the youth market
 - Talking the same language with video blogs, gaming and communities
 - Driving improvements of online presence using usability and eye tracking testing

Douglas Dunn,
Managing Director,
Tuned In Research

Dr Peter Nuttal,
Lecturer in Marketing,
University of Bath

Dr Julie Tinson,
Senior Lecturer,
University of Stirling

12.30 Networking lunch

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Bob Haynes,
Sales & Marketing Director,
Freewire (Inuk Networks)

Kate Reeve,
Head of Market Research,
OFCOM

Stephanie Drakes,
Regional Director,
23red

Bob Hayes,
Sales & Marketing Director,
Freewire (Inuk Networks)

Scott Thomson,
Global Head of Evaluation,
Naked Communications

Joceline Jones,
Director,
Define Research & Insight

Anna Thomas,
Research Director,
Define Research & Insight

Clare Deahl,
Senior Research Manager,
COI

Sara Jones,
Customer Insight,
DCSF

Jim Hawker,
Co-founder, Threepipe

- 13.40 Engaging students by delivering compelling content via multiple channels**
- Examining what students are watching, spending money on and doing in their spare time
 - Understanding what they want and what they are prepared to pay for now and in the future
 - Engaging students with relevant content and using relevant platforms
 - Blurring the boundaries between online and offline media consumption

- 14.10 Panel Session: Examining evolving youth interactions with different media**
Moderated by Barbie Clark, Managing Director, Family Kids and Youth
- Overview of print, broadcast and online media trends
 - Examining the evolving relationship between the youth market and traditional print and broadcast media
 - Moving from broadcast to personalised media and the implications on the youth generation
 - How are youth tribes consuming mobile content?
 - Understanding how to tap into the youth market: what do they want and expect from different types of media interactions?

- 14.40 Establishing online word of mouth campaigns and researching the effectiveness of these campaigns among young people**
- Making existing content viral by breaking down barriers to access
 - Identifying key online and offline environments where word of mouth recommendations take place amongst young people
 - Identifying, recruiting and tracking results from online influencers
 - Determining the key research methodologies and metrics for measuring the effectiveness of online and offline word of mouth marketing
 - Comparing the effectiveness and credibility of online and offline word of mouth

15.10 Coffee break

- 15.30 Breaking down barriers to sensitive youth issues and driving behaviour change**
- This session looks very practically at how research can work with young people to uncover real behaviour. It will use case studies including 'Underage Drinking' research to show the research pipeline – and how sensitive methodologies and insight have formed the heart of recent successful communication campaigns.
 - Feeding research findings into behavioural change campaigns – from commission to research to implementation
 - Examining the effectiveness of different research approaches towards sensitive youth issues
 - Overcoming bravado and shyness in youth respondents
 - Assessing how to uncover the extent of taboo, illegal or immoral behaviour

- 16.00 Vodafone 'Cut it Out' Anti bullying Campaign**
- Outlining the background, scope and objectives for the cut it out campaign
 - Defining the strategy for the campaign and determining key methods for engagement
 - Selecting appropriate content to engage the youth audience
 - Brand issues
 - Campaign feedback and Lessons learnt

16.30 Closing remarks from the Chairman

16.40 Close of conference

For sponsorship opportunities email jennifer.sproul@mrs.org.uk

Organisers and future events

Participating companies



Organisers

research. CONFERENCES

Research Conferences, organised in association with MRS, take place throughout the year and offer a series of leading-edge one-day conferences, seminars, workshops and the Annual Conference, which takes place in London during March.

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



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www.mrs.org.uk

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



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Booking form



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- Or fax it to +44 (0)20 7490 0608
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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 7 April	From 7 April
MRS Member	£345 (£396.75 inc VAT)	£395 (£454.25 inc VAT)
Non-Member	£500 (£575.00 inc VAT)	£550 (£632.50 inc VAT)

Please note. Early Bird fees **must** be paid in full by 07.04.09

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