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Children: Seen and heard

A showcase for new insights, research methodologies and emerging trends
27 January 2010, 15 Hatfields, London SE1 8DJ

Now in its fourth year, this event showcases cutting-edge case studies, airs insightful opinion and hosts stimulating debate. Marc Goodchild (BBC Children's) and Wassime Achkar (Al Jazeera Children's Channel) deliver the keynotes at this must-attend conference for agencies and clients who want to capitalise on the fast-moving developments in this most challenging of sectors.

- Join us this year and learn more about:
- Building relationships between licensed TV characters and children
 - How brands can capitalise on opportunities within the family structure
 - Co-creation and the power of creativity in research
 - How innovations in virtual worlds can be used to keep up with pre-teens and their web usage
 - Social media monitoring and the rising influence of buzz and word of mouth

Companies sharing their ideas include:



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08.30 Registration and refreshments

Barbie Clarke,
Managing Director,
Family, Kids & Youth

09.00 Chair's welcome

Children today: Getting connected

Marc Goodchild,
Head of Interactive
and On-Demand,
BBC Children's

09.10 KEYNOTE: Examining trends in Web 2.0 for young children

- Generation XYZ: Does this exist any more?
- The use of the internet vs traditional play: Finding the balance
- Examining opportunities for market research professionals
- Using this knowledge: Methodology

Stephen Mellor,
Senior Consultant,
Youth and Kids,
Harris Interactive

09.50 Social media monitoring: The rising influence of buzz and word of mouth

- What are kids saying online?
- Bringing the practice of social media monitoring to life
- What is it, how does it work and what it is designed to do?
- Using this social monitoring tool to understand what young people are talking about
- Sharing research results

Peter Robinson, Head
of Quantitative Research,
Dubit, and **Julie Adair,**
Director, Online Operations,
Europe, Disney

10.20 Trends in online entertainment for kids

- Overview of youth media landscape (TV, cinema, radio, online)
- A look at media consumption across age groups from 3 to 12
- Special focus: Kids' online entertainment
- The use of virtual worlds, games, social networks and apps
- Online needs and motivations: What attracts kids and keeps them coming back?
- Audience segmentation: Profiling typologies of users
- Disney case study: Developing online products to satisfy kids' varied entertainment needs

10.55 Morning refreshments

Changing attitudes and behaviours: The family and young children

Pete Maginn, Head
of Child and Youth,
Illuminas

11.15 Family influences: Who's the Daddy? An exploration of British dads and their role in the family

- How much involvement do dads have in purchasing for their children?
- Are all fathers the same?
- What do fathers actually do in helping out with the children?
- How brands can capitalise on opportunities by targeting dads and children

Carrick James, MD,
Carrick James Market
Research, and **Marie Laver,**
Insight and Strategy Manager,
Children's and Licensing,
formerly of the BBC

11.45 The impact and future of licensed characters

- The growth of licensed characters as brands
- Characters and the licensed market today
- Media convergence and the creation of characters
- What is the future of character creation and how will this affect children's programming, children as consumers and the licensing industry

Joanne Cliff,
Managing Director,
Platypus Research

12.20 Children and the credit crunch

- The credit crunch effect
- Impact on family life
- Credit crunch tactics and implications

12.50 Networking lunch

Putting children into sharper focus: Ethical market research

Agnes Nairn,
Marketing Professor,
EM-Lyon Business School

14.00 Rights and wrongs of research with children: Today's challenges

- Ethically, how old is a child anyway?
- The online ethical challenge: Who am I talking to?
- Getting parents involved: Pros and cons, online and off line
- The fine line between market research and marketing
- Balancing two children's rights: participation and protection

Moderator:
Barbie Clarke
Panellists: Agnes Nairn,
Marketing Professor,
EM-Lyon Business School;
Laura McClarty,
Head of Research, Dubit;
John Mayes, Associate,
K&L Gates; **Barry Ryan,**
Standards and Policy
Manager, MRS

14.30 PANEL DISCUSSION: The ethical issues in using children in market research in the online environment

- The question of age and the independent safeguarding forum
- The legal issues and relevant EU and World Health Organisation initiatives
- The disparity in codes of conduct
- A UK view, a US view and a continental European view

15.00 Afternoon refreshments

Using market research to get results

Andrew Therkelsen,
Director, Discovery
Research, and
Richard Maskell,
Managing Director,
Hothouse Fiction

15.20 Co-creation: The power of creativity with children in researching successful publishing formulas

- Case study: Demonstrating how qualitative research allowed children to feed into the creative development process and ultimately shape the outcome
- Showcasing the methodologies employed over a number of stages of research to engage children in the process
- How the Darkside series of books was then commissioned and how its commercial and literary success was based on a template designed by research
- The way in which research will be used increasingly in the artistic world, and the questions that surround how best to engage children in these processes

Lucy Goodman,
Director and Producer,
Happy Films

15.55 Gaining great inspiration from great research

- Understanding how to create relevance for children
- The brief for a great idea comes from great research
- Case study: Film industry

Wassime Achkar,
Research and Audience
Supervisor, Al Jazeera
Children's Channel

16.25 CLOSING KEYNOTE: Children around the world

- Describing audience diversity in geography, culture, economics, dialects
- Challenges in dealing with this diversity: Uniform language, representation, content
- Using research to understand audience preferences and needs
- Using the internet to reach out the community: Children, teachers and families

17.00 Chair's closing remarks and close of conference

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Delegate fee

	Until 18 December	From 18 December
MRS Member	£345 (£396.75 inc VAT)	£395 (£454.25 inc VAT)
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