



Thursday 19th June, 2008

Diversity in Focus: Marketing innovation through niche and multicultural insights

08:30 Registration and refreshments

09:00 Chairman's opening remarks

Paul Edwards, CEO, Research International UK

Paul joined RIUK in the summer of 2007 from Publicis where he was the UK Chief Strategy Officer and previous to that he had been planning director at BBH, Lowe and Y&R. He is also no stranger to WPP as he has also been CEO of the Henley Centre. Paul started his career as a trainee with Research International and so, twenty five years later, he came home.

THE 'DIVERSITY PERSPECTIVE': NEW CULTURALLY BASED SEGMENTATION

09:10 The demographics of diversity

- What is diversity?
- Which sectors or segments of the population should be included in providing a 'diversity' perspective?
- How are the demographics of diversity in Britain changing and what does this mean for your business?

Caroline Gooding, Programme Director, Diversity Works for London - London Development Agency

Caroline has been director for Diversity Works for London since October 2007. Among her achievements she has launched the Small Diagnostic Tool – a free on-line tool that helps SMEs measure their success in dealing with equality and diversity. The Large Diagnostic Tool for LEs is due to launch on 7th July 2008. She has also effectively promoted DWfL to large businesses in the Capital. Before she joined the LDA she was the Director of Legislative Change at the Disability Rights Commission, responsible for advising on key long-term, crosscutting disability issues, as well as the overall impact of the Disability Discrimination Act.

Caroline also worked as a solicitor and is a published author of a number of books – including Blackstone's Guide to the Disability Discrimination Act (1995); Enabling Acts Disabling Laws, Disability Rights in Britain and the United States (1994); Lesbian and Gay Legal Handbook (1992). One of these books she wrote in just four weeks and as she comments "there is nothing like working to a deadline!"

09.40 Managing diversity: What is the state of the nation and what are organisations up to?

Managing diversity must support the achievement of business goals and take account of

the diverse needs of employees and customers in ways that are fair and ethical in order to sustain high performance. To make progress what does research evidence show regarding:

- The role of law and the influence it has on diversity policies?
- How the business case makes a difference?
- Why managing diversity impacts on reputation management?
- Why it's best to have the support of the board and senior management?
- Why diversity issues should be taken into account in advertising?

Dianah Worman OBE, Diversity Adviser, Chartered Institute of Personnel and Development

Dianah directs the Institute's diversity research programme and leads the development of good practice guidance on diversity to help employers make progress in this challenging and complex field. She also leads the Institute's public policy work on diversity. In particular she has driven specific initiatives on age, disability, equal pay, harassment and bullying, as well as race, work-life balance and employing people with criminal records. She was awarded an OBE for her services to diversity, in the Queen's birthday honours list in 2006.

10.10 Diversity and Discrimination Regulations: Going Beyond the Norm?

- Current legislative and regulatory guidelines for equality and diversity.
- Unlawful advertising under the discrimination legislation vs. positive action.
- Legal liability in terms of advertising. Future legislation – what might the future hold?
- Key areas of liability and what to watch out for.

Audrey Williams, Head of Discrimination Law and Diversity, Eversheds LLP

Audrey has particular experience advising clients on a range of diversity issues as well as undertaking advocacy in large and complex tribunal cases, including on class actions and claims of discrimination. Audrey has represented employees in a number of key discrimination cases, including one of the first transsexual discrimination cases. She has been one of a team of lawyers leading on age discrimination issues within Eversheds. Her work in this area has included advising the CBI on its policy discussions and representations to DTI and DWP on the proposed legislation, training ACAS and working with their diversity on the age discrimination regulation, participating and advising on policy issues, strategy and action plans around retirement, redundancy and recruitment implications to a number of major employers, conducting a number of audits with Eversheds' HR Consultancy team, to identify and advise on risk areas. Audrey has also advised the State of Guernsey on the introduction of new sex discrimination laws and trained their adjudicators, and the Northern Ireland Tribunal members on the age discrimination regulations.

10.40 Delegate Q&A

11:00 Morning coffee break

11:20 INTERNATIONAL KEYNOTE

Diversity and hubs: Driving value creation in 21st century economies

- What is hub culture?
- What's driving the next generation of urban consumers?
- How social networks are creating "digital swarming".
- Previewing a knowledge factory and how it creates economic value.
- How accelerating change can multiply returns.
- The mathematical value of diversity.
- Collaborative social systems in action.
- Hub culture paillions: radical innovation.Global diversity all the time, everyday, everywhere.

Stan Stalnaker, Founder and Creative Director, Hub Culture

A noted commentator on the social impact of globalization, Stan is the Founder and Creative Director of Hub Culture Ltd, a social collective for global urban progressives focused on illuminating, integrating and elevating collective consciousness. Previously at Time Warner, Stan worked from 1996 through 2006 at Time Inc., focused on a variety of titles led by FORTUNE, including Money, Business 2.0, FSB, cnnmoney.com and multimedia platforms, handling international marketing operations first in Asia Pacific, then EMEA and Latin America. In addition to strategic branding projects for a long list of international clients, he has also overseen production of signature events for Time Inc. business properties and strategic planning in over a dozen countries. From 1999 to 2001, Stan curated a web column in Asia Pacific for cnn.com and time.com called Culture on Demand, and he remains a regular contributor to magazines in North America, the Middle East, Asia and Australia. His views on P2P were named the lead Breakthrough Idea of 2008 by the Harvard Business Review, and other writings have appeared in the New York Times online, GQ, Internationalist, Capella, CNN Bespoke, Enigma and other publications. Stan has a B.A. in Economic Development and a B.A. in Economics from the American University in Washington D.C.

12.00 PANEL DISCUSSION

Which channels for which audience? How should marketers capture multicultural and diverse consumers?

12.30 Networking lunch

DIVERSITY CASE STUDIES: KEY EMERGING NICHE SECTORS

13.30 Balancing Britain's Demographics : Examining a Strategy to Understand an Increasingly Diversified Local Audience – Embracing the Poles

- An overview on differentiating your strategy based on the perspectives, thoughts and issues of consumers in different cultures.
- Looking at the statistics on movement of consumers and its impact on Britain.
- Combining research methods and embracing a new set of demographics.
- Findings from client research in over 40 countries -uncovering information about the financial status of immigrant communities as well as detailed information about their lives in their host countries.
- Case studies of successful businesses both targeting the Polish community and using the Polish community to boost other businesses.

Julian Bond, UK Chairman, Research International

Julian is the Chairman of Research International in the UK, the largest of the companies in

Research International Group. Prior to this appointment he was the CEO of RIUK, and before this, Global Managing Director of the Marketing Science Group, an expert community of experienced quantitative researchers based in local Marketing Science Centres around the world. Julian joined Research International in 1982 after graduating from Cambridge University in mathematics. In 1984 he joined Research International's technical development area, dealing with the utilization of computer modelling and advanced statistical analysis in market research. As a director of Research International's Technical Systems he was responsible for the analysis of development models within Europe and worldwide. During this time he developed the MicroTest™ simulated test market model for Research International. Since then he has specialised in multivariate techniques and the development of micro-modelling approaches for product and brand development. He is a regular lecturer for the UK Market Research Society including courses on statistics, pricing, branding and new product development. Julian was awarded the MRS Fellowship in September 2007.

14.00 The business case for marketing to the lesbian and gay community

- The LGBT community - what are the drivers for change?
- Understanding existing and potential LGBT customers and how to support this market potential through clearer marketing and research strategies
- How to achieve and sustain the required senior level buy-in
- New vs. traditional data gathering techniques – how focus groups and interviewing tactics are changing
- Combining new, old and hybrid approaches for enhanced insight

Jo Fraser, Business Change Director, Barclays plc

Born in Nottingham and educated at Lancaster University, Jo Fraser joined Barclays in 1998 and was instrumental in ensuring LGBT issues were included in the Diversity Agenda of the organisation. She set up and has led the LGBT employee network there since its formation. Her day job is Business Change which has enabled her to understand that changing behaviour is as much about engaging hearts as it is about minds. Before Barclays, she led the commercial aspects of the branch transformation programme in NatWest. Her background, though, is in retail including running her own business in the 1980's. Her passion outside work is sailing with her partner. She is actively involved in largest gay sailing group in Europe.

14.30 Wooing the single-woman consumer: Don't marry her off before you've got to know her

- The business imperative for a growing, affluent sector
- Research methods: using cutting-edge qualitative methods to get closer to the real issues
- The single woman in consumer culture: what marketers believe about who she is and what she wants
- The single woman in her own mind: how she sees herself
- Closing the gap: how to target and address the single woman Market opportunities and key product sectors

Rachel Lawes, Principal, Lawes Consulting

Rachel Lawes, PhD, is one of the best-known semioticians in the UK, and the author of *Demystifying Semiotics* (2002). She has campaigned tirelessly to make the newest, sharpest

methods in the qualitative toolbox available for market research. Some of the companies benefiting from Lawes-brand thinking include P&G, HBOS, Hallmark, Nokia, Britvic, John Lewis and the Daily Telegraph. Lawes takes a special interest in women, and has advised clients on better ways to understand and communicate with women about topics such as menstruation, greeting & gifting, decorating the home, experiencing both physical disability and mental illness, managing their private finances alongside the housekeeping, cosmetics, and the nature of pleasure and indulgence for women

15.00 Afternoon coffee break

15.30 Culture clashes and consumer typologies: rethinking the consumer in a world of cultural diversity

- New tools for segmenting culturally diverse consumer groups to help retune brand communication
- Segmentation shaped by the interaction of mainstream and minority cultures - consumers as occupiers and carriers of cultural space
- How emerging segmentation methods can translate into benefits for organisations
- Marketing agendas and the larger cultural and political issues
- CASE STUDY: US Hispanic consumers & application to UK and other markets.

Malcolm Evans, Founder, Space-Doctors

Over the past 20 years Malcolm has run semiotics projects for a wide range of clients including Procter & Gamble, GuinnessUDV, Daimler Chrysler, BT, SAB Miller, Campbell's and Coca Cola. Twice winner of UK MRS Conference best paper awards, and winner of WPP's global Atticus Grand Prix, Malcolm was also nominated for best paper with his P&G client Marina Anderson at ESOMAR's Congress 2006 for their case study on the application of semiotics to understanding US Hispanic culture and to developing more effectively targeted communications for this market. Cultural diversity is a particular focus of interest at Space Doctors, ninety percent of whose work is based on understanding cultures and markets outside UK. Before founding Space Doctors Malcolm was a university teacher, a consultant with Semiotic Solutions and then Director of Semiotic Insight at Added Value.

16.00 PANEL DISCUSSION

Understanding what new minorities need and the 'Latino effect'

16.30 Chairman's closing remarks and close of conference

16.45 Close of conference