

research.

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

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

# KIDS & YOUTH RESEARCH

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



Book now at [research-live.com/events](http://research-live.com/events)

## 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.** |  MRS.

**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**

**GREAT WORKS**

09.10 **Chairman's opening remarks**  
**Saher 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

 Family Kids and Youth

**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  
**Dirk Van Kemseke**, Consumer Insight &  
Market Research Manager Europe, Asia and  
Middle-East, Levi Strauss



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

**Ella Fryer-Smith**, Senior Research Executive,  
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](http://www.research-live.com/events)

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

Or fax it to +44 (0)20 7490 0608

Company Partners – please call +44 (0)20 7566 1853 or email [kulvir.dhillon@mrs.org.uk](mailto:kulvir.dhillon@mrs.org.uk)



## Where did you hear about this conference?

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

## Delegate fee

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

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

## Delegate details

First name \_\_\_\_\_ Last name \_\_\_\_\_

Company \_\_\_\_\_ Job title \_\_\_\_\_

Email address \_\_\_\_\_ Tel \_\_\_\_\_

Total fee    £  + VAT    £  =    £

Booking query contact \_\_\_\_\_ Company name \_\_\_\_\_

Email \_\_\_\_\_ Tel \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

## Payment method Please tick as applicable

**Payment** All fees are to be paid in pounds sterling and are subject to VAT at the standard rate of 17.5%, including international bookings.

**Cheque/banker's draft** (made payable to The Market Research Society)

**Bank transfer** (MRS bank details: Barclays Bank PLC, 27 Soho Square, London W1D 3QR

Sortcode 20-67-59. Account no. 20618357. Swift Code BARCGB22. IBAN no. GB23 BARC 2067 5920 6183 57)

**Invoice** (Please note that all invoices must be settled prior to the event)

Address for invoice (if different) \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

**Credit card** Please charge my     Visa     Mastercard     Amex Maestro/Switch – issue no: \_\_\_\_\_

Start date \_\_\_\_\_ Expiry date \_\_\_\_\_ Amount (inc VAT) £ \_\_\_\_\_

Card No \_\_\_\_\_ Validation code (last 3 digits) \_\_\_\_\_

Cardholder's name \_\_\_\_\_ Signature \_\_\_\_\_

Cardholder's address (if different) \_\_\_\_\_

Postcode \_\_\_\_\_

**Speaker confirmation and changes:** We cannot guarantee that any particular case study or presentation will take place as our speakers themselves cannot guarantee their attendance to us. We endeavour to find suitable replacement speakers of the same calibre, but this is often difficult at short notice.

**Booking conditions:** Substitutions may be made in writing at any time. However, we are unable to make refunds or cancel invoices for cancellations received less than 28 days before the conference is scheduled to take place. *Payment must be received before the event to ensure entry.* Please note that for overseas delegates payment is required with the booking.

**Data Protection:** The Market Research Society processes the information provided by members and non-members to enable it to carry out its activities in accordance with its objectives and for its administrative purposes. We may use the information to tell you about our other products and services.

We may also make it available to any person on request to enable them to contact you for any purpose other than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing. The Society is occasionally approached by other organisations who wish to engage in direct marketing to its customers. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.

**I accept booking conditions** (please sign) \_\_\_\_\_

The Market Research Society, 15 Northburgh Street, London EC1V 0JR.

Registered in England No 518685. VAT No. GB 239 8954 04.