

research.

One-day conference  
16 November 2011  
Crowne Plaza – The City  
London  
EC4V 6DB

Case studies from **Nickelodeon, BBC, PR Week, Unilever, Egmont Publishing Group, Sky Sports, DC Thomson & Co, National Young Volunteers' Service** and **New Media Age**

**Join your industry peers and**

**identify** current youth trends and understand young people's lives and choices

**improve** your engagement with kids, young people and their families

**understand** what's cool and position brands to fit

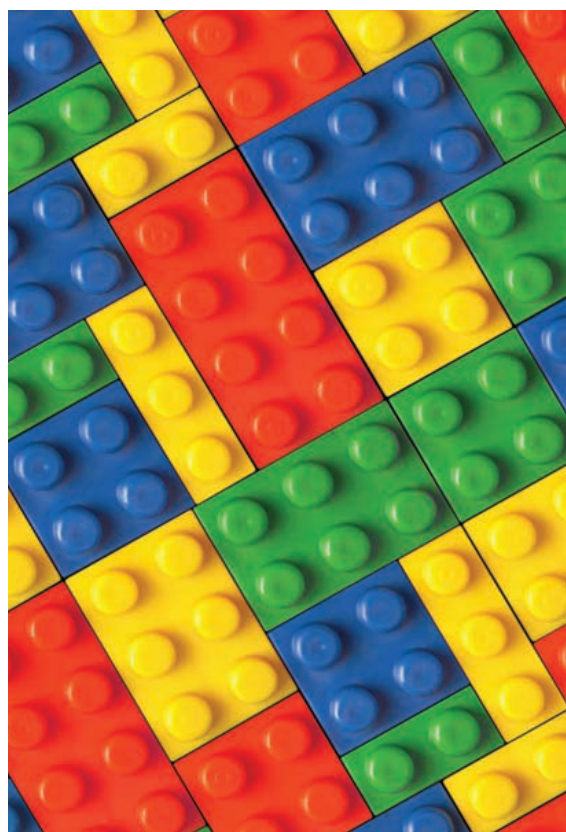
**compare** child and family development between countries to tailor global communication strategies

**debate** the ethics of kids research and define best practice

# KIDS AND YOUTH RESEARCH

New insights on the next generation

Book before 14 October and save £100



**Speakers include**

**Stephanie Cooper**  
Editor & Education Adviser  
BBC Worldwide



**Justin Pearse**  
Editor  
New Media Age Magazine



**Cathy Bussey**  
Deputy Editor  
PR Week, Haymarket Publishing



**John Conlon**  
Senior Director of Research  
Nickelodeon



**Jack Eatherley**  
Community Investment Manager  
Sky Sports



**Siobhan Galvin**  
Publisher, Magazines  
Egmont Publishing Group



**Helenor Gilmour**  
Head of Consumer Insight and Brand Development  
DC Thomson & Co



**Tracey Herald**  
Director of Knowledge & Innovation  
The National Young Volunteers' Service



**Catriona Ferris**  
Senior Consumer Insight Manager  
Unilever



**Nicki Karet**  
Managing Director  
Sherbert Research



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## SIX REASONS TO BOOK TODAY

- **Egmont Publishing and the BBC on how they gained insights that helped them launch magazines for tots and teens**
- **Nickelodeon and Unilever on understanding family dynamics and comparing child development between countries and cultures**
- **Sky and the National Young Volunteers' Service on how they are reaching out to young people to get them more involved**
- **New Media Age on the how, what and when of youth media consumption habits**
- **DC Thompson & Co on its unique approach to disseminating child-based insights throughout its organisation**
- **SAVE £100 when you book before 14 October with the**

Researchers are continually looking for innovative research methodologies that will help get them closer to young people in order to understand what it's like to be young today. Hear how to use social media, gamification and peer-to-peer research effectively and ethically to gain insight into the behaviour, attitudes and actions of young people.

**research.** | **MRS.**

Research products and services are provided by MRS

Aimed at researchers from agency and clientside, these 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.

08.00 **Registration and refreshments**

08.30 **Chairman's opening remarks**  
**Nikcki Karet**, Managing Director, Sherbert Research



### THE KIDS MEDIA AND BRAND LANDSCAPE IN 2011

08.40 **Trends: How kids are consuming media**

- What media content are kids viewing – and how?
- Examining smart phone usage in the youth market: How access to unrestricted content affects content consumption
- How much media content is viewed via a second screen? How does that affect levels of engagement?
- What does this mean for brands, advertisers and researchers?



**Alan Hathaway**, Director, Discovery Research  
**Justin Pearce**, Editor, New Media Age Magazine



09.10 **The first UK kids' brand index: A comparison of 160 brands in 12 categories**

- The key drivers for building a kids' brand index
- Identifying the benefits for brand owners and the industry
- Unpicking the methodology: Metrics and diagnostic measurements

**Steve Mellor**, Director, T-Poll  
**Cathy Bussey**, Deputy Editor, PR Week, Haymarket Publishing



### ONLINE GAMING AND RESEARCH

09.40 **Gamification as an innovative technique to engage young people**

- Understanding how to apply the concept of gamification successfully to kids and youth research. Good and bad game designs and common pitfalls
- How gamification maximises audience engagement: Reward, status updates, respect, self-expression

**Betty Adamou**, Founder and CEO, Research Through Gaming



10.10 **Coffee break**

10.35 **Tapping into new online gaming crazes for children and young people**

- How the online gaming scene is evolving
- Rethinking the skills required for researchers in new forms of digital media
- New cross-media strategies in children's media
- Evaluating new brand merchandising models being born from online gaming crazes

**Claudio Franco**, Head of Gaming, Dubit Research



### INTERNATIONAL FAMILIES AND CHILD DEVELOPMENT

15.55 **Growing up in emerging markets: What it's like to be a child in fast-growing urban cultures**

- How acceptable is messy play within different cultures, especially emerging markets?
- Differences in family life: Analysing child development in different cultures
- How are emerging cultures adapting to western middle-class life?

**Dr Barbie Clarke**, Managing Director, Family Kids and Youth  
**Catriona Ferris**, Senior Consumer Insight Manager, Unilever



### 11.25 Pre-school magazines: Breaking the mould

- What pre-school readers and their parents want: Launching new and different magazines into the market
- What are parents' expectations?
- How children use magazines to learn through play

**Stephanie Cooper**, Editor & Education Adviser, BBC Worldwide



### 11.55 How market research fed into the launch of We Love Pop! for teenagers

- Researching what's cool for the 10-15 age group
- The techniques Egmont used to engage with their audience and mine insights
- Feeding teenage insights into the magazine's language, tone and look

**Siobhan Galvin**, Publisher, Magazines, Egmont Publishing Group



### 12.25 Networking lunch

#### GETTING YOUR COMPANY CLOSER TO THE YOUTH MARKET

### 13.30 Embedding insight into your organisation: Driving real understanding of your audience

- How Kids Industries and DC Thomson worked together to use childrens' research in the client teams
- Innovative approaches to bringing childrens' research and insights to life for users of the information
- How sharing knowledge across the whole organisation affects brand alignment and audience engagement

**Dominique Peters**, Research Director, Kids Industries

**Helenor Gilmour**, Head of Consumer Insight and Brand Development, DC Thomson & Co



### 14.00 Sky case study: Corporate social responsibility educational programmes and how they change young people's behaviour

- Designing schools-based programmes to influence young people's attitudes and values
- Developing multi-channel approaches to engaging young people through initiatives
- Measuring the effectiveness of a CSR programme

**Jo Cliff**, Managing Director, Platypus Research

**Jack Eatherley**, Community Investment Manager, Sky Sports



### 14.30 Panel: Ethics, risks and boundaries when researching with children

- The ethical implications of using children as recruiters and researchers
- The ethics of recruiting young people as brand ambassadors
- Key findings from the Advertising Association's Children Panel on child-brand ambassadors
- Best practices for peer-to-peer and social networking research

**Ian Douthwaite**, CEO, Dubit

**Emma Worrollo**, The Pineapple Lounge @ Firefish

### 15.00 Coffee break

#### YOUTH AND SOCIETY

### 15.25 Youth social action in the 21st century

- Amplifying the voices of children and young people through social research projects
- Optimising community engagement, particularly among marginalised young people

**Tracey Herald**, Director of Knowledge & Innovation, The National Young Volunteers' Service



#### OPTIMISING BRAND POSITIONING FOR KIDS AND TEENAGERS

### 11.00 Defining cool and fitting the mould

- What does *cool* mean in different age groups?
- Using qualitative and quantitative techniques to uncover tangible traits relating to coolness
- Maintaining brand coolness across age boundaries and time

**Emma Worrollo**, The Pineapple Lounge @ Firefish



### 16.25 Exploring the modern UK family in a global context

- What fuses families together?
- Examining the web of family relationships and the role technology can play in creating closer connections
- What parents think they know versus what their kids say they know: The gap between perception and reality
- Do kids' hopes for the future meet their parents' aspirations?

**John Conlon**, Senior Director of Research,, Nickelodeon

**Christian Kurz**, Senior Director, International Research and Insights, Nickelodeon Kids & Family



### 16.55 Through the keyhole: Georgina and Tobi share the change

- What's really going on for 11-year-olds? A look at life through the eyes of Sherbert's star bloggers and their friends
- Changing schools, puberty/adolescence, friendship and families: The role of technology in helping self-expression

**Nicki Karet**, Managing Director, Sherbert Research  
**Marnie Freeman**, Director, Sherbert Research

### 17.25 Chairman's closing remarks

Research partner



# Booking form

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

## Delegate fee

|            | Until <b>14 October</b>    | From <b>14 October</b>     |
|------------|----------------------------|----------------------------|
| MRS Member | <b>£335</b> (£402 inc VAT) | <b>£435</b> (£522 inc VAT) |
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