

The Conference Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals and last minute changes. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Registration Opens

08.30 Coffee, Breakfast & Informal Networking

GIC Welcome & Interactive Voting

09.00 Find Out How To Get The Most Out Of Your Day, Including An Introduction To Today's Interactive Voting

- On your smartphone or tablet, visit ra.ombea.com
- When asked for a Session ID, enter the word **global**



Morning Co-Chairs' Opening Remarks

09.20

Florence Symington
Head of Marketing
Eureka! The National Children's Museum



Kids Trends & Insights

09.30 What Makes Kids Tick? Get To Grips With The Latest Trends & Insights To Understand How Kids Engage With Campaigns To Produce Fantastic Advertising Which Appeals, Excites & Ultimately Sells

Helenor Gilmour
Director of Insight
Beano Studios



From Tune-In To Check-Out

09.55 Connecting The Dots Between What Kids Want & What Parents Decide To Get Them

Ruth Clement
Founder & Global Insights Director
Consumer Fluent



Break

10.10 Morning Refreshment Break With Informal Networking

Family Trends & Insights

10.40 Get The Thumbs Up From Kids, Parents & Grandparents Alike To Ensure Your Brand Speaks To The Whole Family For Ultimate Brand Cut-Through & Long-Term Loyalty

Marius Lang
Head of Marketing UK/Ireland
LEGO

Dawn Spencer
Marketing & Category Director
Kerry Foods



Jamie Reece
Senior Marketing Manager
Culture Mile



Catherine McLaughlin
Strategic Lead
Sport England



Anna Bond
Sales & Brand Director
Pan Macmillan



Marianne McGoldrick
Sales & Marketing Director
Legoland Windsor Resort
Merlin Entertainments



Lynne Barcoe
MD
The Family Panel



Parents Q&A

11.20 Get The Full Details From Our Panel Of Mums, Dads & Parental Gatekeepers On How They Feel About Your Brand Message & What They Look For In A Brand To Decide If It's Right For Their Family

The White Space

12.00 The Untapped Potential Of Schools In The Media Mix

Winton Rossiter
Managing Director
Jazzy Media In-School



Resonate With Parents On Social Media – Double Perspective

12.15 Get Parents On Board With Your Brand Through Effective Communication Which Drives Social Media Engagement & Brand Success

Perspective One:
Emilie Stephenson
Head of Brand
innocent drinks



12.35 Perspective Two:
Nicola Jenkins
Head of UKI Marketing
Tomy



Round Up

12:55 Morning Round Up & Announcements

Lunch

13:00 Lunch & Informal Networking for Speakers, Partners & Delegates

Peer-To-Peer Discussions

13.30 Informal Peer-To-Peer Discussions On Industry Topics

A) Teen Audiences

Jamie Dodds

Head of Marketing BBC Children's

BBC



B) Experiential Marketing Campaigns For Families



Jon Fish

Group Partnerships Director

Merlin Entertainment

C) Responsible Digital Engagement

Unfacilitated Discussion

Afternoon Chair's Opening Remarks

14.00

Paul Simmons
Head of Marketing
Marwell Wildlife



Channels & Conversions

14.10 Optimise Your Channel Mix By Understanding Your Audience To Ensure Campaigns Reach Children & Parents Alike For Greater ROI & Conversions

David Lawlor
Brand Marketing Manager
WaterWipes (Irish Breeze)



Liveclicker Case Study

14.30 Email Is Forever

Dave Holland
Regional Director
Liveclicker



Engaging Kids On Social Media

14.45 Reach Kids On Social Media By Perfecting Your Channel Mix With Insights Into Creating Captivating Yet Responsible Messages

Marnie Winter-Burke
Senior Digital Marketing Officer For Childline
NSPCC



HarperCollins Case Study

- 15.05** How To Successfully Market Heritage Brands To A Cross Generational Audience, Considering How To Ensure Relevance To Contemporary Families Whilst Maintaining Classic Status, What Makes A Heritage Brand Evergreen & How To Leverage Your Content Across Multiple Touch Points & Channels To Engage Your Audience

Alison Ruane
Brand Strategy Director
HarperCollins Children's Books

HarperCollinsChildren'sBooks

Agile Marketing Strategies

- 15.25** Maximising The Performance Of Your Marketing Strategies By Ensuring They Are Agile And Relevant To This Generation Of Kids And Parents

Jonathan Watson
Chief Product Officer
The Insights People



Break

- 15.40** Afternoon Refreshment Break With Informal Peer-To-Peer Discussions On Industry Topics

E) Influencers
Chris Lock
European Marketing Director
The Collective UK



Bookabees

F) Brand Partnerships
Joanna Pacey
Head of Marketing
Bookabees

G) Top Mistakes To Avoid When Marketing to 13-16s
Daniel Rossall Valentine
Head of Campaign
Royal Academy of Engineering



Advancing Audience Segmentation

- 16.10** Ella's Kitchen Present On Their 'Outside-The-Box' Approach To Audience Segmentation, Correlating Behaviours With Attitudes To Create Personas & Ultimately Develop Growth Platforms To Target From

Michelle Green
Group Product Manager
Ella's Kitchen



5 Things Every Kids-Marketer Must Know About Advertising On YouTube

- 16.30** For Those Brands Looking To Safely Reach An Under 13s Audience, YouTube Is Prime Real Estate - And By Understanding The Possible Pitfalls And Steps To Overcome Them, There's No Reason Why Brands Can't Advertise Safely And Effectively To Kids. In This Talk, Christian Dankl Will Examine These Challenges & Demonstrate How They Can Be Overcome

Christian Dankl
Co-Founder & Chairman
Precise TV



Digital & Tech Advances & Innovations

- 16.45** Times Are Changing! Keep Up With The Kids & Discover How To Use New Technologies & Innovations To Go Beyond The Latest Trends

Joshua Davidson
Co-Founder & Managing Director
Night Zookeeper



Chair's Closing Remarks & Official Close Of Conference

17.10