

## Engaging Kids & Marketing To Parents – Speaker Brief

Tuesday 12<sup>th</sup> October 2021 – Virtual

### Global Insight Conferences Team:

Producer: Stevie Sams

Marketer: Laura Hobson

Sponsorship Co-Ordinator: Natalie Turpin



**08.30** Registration, Morning Coffee & Objective Setting

**09.00** Morning Co-Chairs' Opening Remarks

*Heather Welch, International Brand Manager, Edx Education*

**09.10** Kids Trends & Insights

**How Are Kids Really Feeling Post-Pandemic? Harness Research Into Kids Insights, Trends & Behaviours To Inform Future Campaigns, Remain Relevant & Keep Your Brand At The Top Of The Wishlist**

- After a year of constant change in children's lives, what does the research tell us about speaking to kids and parents in 2022? Which trends could be here to stay?
- Based on insights, research and feedback, what are the trends and topics that matter most to kids and how can we incorporate that into future campaigns?
- Parents, friends, media... what are the biggest influences on kids today?

*Nicholas Brookes, Head of Marketing, Global Publishing, Guinness World Records*

**09.35** Parents Trends & Insights

**Understand Changes In Parental Trends, Purchasing Drivers & Expectations Post-Covid To Propel Brand Awareness, Trust & Sales & Really Hit The Mark With Parents**

- From home schooling to social distancing, how has the pandemic affected parenting? How will these trends progress into 2022?
- Maintain parental trust and consistently exceed expectations for long-term brand advocates
- Pester power! Explore to what extent it is kids or parents who dictate the family purchases – and how can brands capitalise on this?
- Foster brand awareness, engagement and sales with targeted content, channels and campaigns which resonate with your parent audience

*Heather Welch, International Brand Manager, Edx Education*

## 10.00 Family Trends & Insights Panel

### **Understand Changes In The Family Dynamic & Ensure Your Brand Speaks To The Whole Family For Ultimate Cut Through, Engagement & Long-Term Brand Loyalty**

- No two families look the same! Ensure communications are inclusive for campaigns that land and resonate with all families
- How have families adapted to the “new normal”, and what have you done to benefit from on these ongoing trends?
- How can you create the right content, tone and ultimately brand, that appeals to different generations within the family?

1) *Michael Swaisland, Head of Insights EMEA, Mattel*

2) *Samuel Davidson, Marketing Director, Night Zookeeper (Wonky Star Ltd)*

3) *Lydia Sharkey, Marketing Manager, BeWILDerwood Cheshire*

4) *Alice Flannery, Audience Insight Manager, Penguin Random House*

## 10.40 Morning Break With Informal Networking

### **11.10 Exclusive Case-Study: Guide Dogs Share How They Boosted Parent Awareness and Engagement Through A Game Changing Tech Offering**

*Emma Foulds, Director of Marketing & Strategy, Guide Dogs*

## 11.35 Parents On Social Media

### **Get Parents On Board With Your Brand Through Effective & Reassuring Social Media Communications Which Drive Engagement & Brand Success**

- Select the right social media platforms to advance your online engagement with parents and improve targeting based on background, children’s ages and interests
- Explore the role of influencer marketing in reaching and engaging parents; where does and doesn’t this generate high impact?
- Engagement, sales, likes: assess parents’ social media engagement levels and determine channel ROI to inform future strategies

*Lauren Haxell, Global Social Media Director, Family Brands, eOne*

## 12.00 Kids On Social Media

### **Craft Captivating Yet Responsible Social Media Strategies & Interactive Content To Engage With Teens & Kids On Age-Appropriate Platforms**

- From TikTok to Popjam... What’s next? Investigate the latest platforms and how to best incorporate them into your channel mix to grab kids’ attention
- Tailor content for platform-specific and age-appropriate social media strategies which remain innovative, interactive and engaging

- It's no secret there's been a rise in teen screen time and social media use during the pandemic... ensure you're continually innovating existing social media strategies to keep up with the demand

*Sinead Camps, Digital Engagement Manager, WWF-UK*

#### **12.25 Informal Breakout Discussions**

**1) Children's Mental Health**

Stevie Leonard, Head of Marketing

Lisa Cooper, Director of Community & Mental Health Services

*Alder Hey Children's Charity*

**2) Days Out**

Nathan Crouch, Head of Marketing & Communications

*Canterbury Cathedral*

**3) Sustainability**

Dawn Spencer, Marketing, Innovation & Sustainability Director GB&I

#### **12.50 LUNCH**

#### **13.50 PM Chair's Opening Remarks**

*Will Speer, Head of Magic Star, Sony Music Entertainment - Kids & Family*

#### **14.00 Digital Acceleration – Electronic Arts**

##### **Succeed In Our New Online World With Fit-For-Future Digital Strategies & Technology Innovations To Consistently Engage Kids**

- Digital trends have accelerated at a rapid pace during these unprecedented times... but what opportunities has this created? How were you able to ensure your digital strategy kept up?
- With more kids online than ever before, ensure you are providing maximum protection for kids to be able to engage with their favourite brands online – safely
- From AI to Alexa: where should kids marketers be looking for the next big digital innovation

*Robbie McCawley, Director, Marketing Strategy, Electronic Arts*

#### **14.25 Bonus Session From Our Event Partner – SUPERAWESOME**

**Exploring the loyalty lifecycle: What is the cost to your brand of not engaging with kids and Young Teens?**

Sam will take you through highlights of SuperAwesome's recently released loyalty and lifetime value research. She will explore the drivers to lifetime loyalty, explain how to survive the "Teen Cull Zone" before loyalty locks at age 16, and pinpoint the key moments and digital channels to safely and effectively engage with Kids and Young Teens.

*Sam Clough, Strategic Insights Director, SuperAwesome*

#### 14.40 Digital Content & the Challenge of Limitless Choice

*Alister Morgan, Director of Data & Insight, Acamar Films*

#### 15.05 Afternoon Break With Informal Networking

#### 15.35 NSPCC Insights

**The NSPCC Share Insights From Childline About How Children Are Feeling Post-Pandemic, and how working with brands has helped transform the lives of children and parents when they need it most.**

- The chance to hear the trends that have developed from listening to hundreds of thousands of children and young people during and after the pandemic. What are their main concerns, and how have they changed? What are the implications?
- To see how the trend of brands and charities collaborating to help customers, parents and children is still making an impact post pandemic. Briefly exploring the NSPCC's work with O2, Deliveroo, and Lidl.

*Laura Murphy, Associate Head of Marketing, NSPCC*

*Ben Swart, Head of New Partnerships, NSPCC*

#### 16.00 Engaging Content & Branding Panel

**Content Is King! Practical Advice & Lessons Learnt For Stand-Out, Authentic Content & Branding Which Engages Both Kids & Parents**

- How have you perfected your tone and message to craft impactful and engaging communications which create a buzz with kids and resonate with parents?
- How have you sought to overcome the challenges of creating targeted content which matches an audience that is constantly changing and growing up?
- Engaging branding to achieve ultimate cut-through through unprecedented times for long-term brand advocates

**1) *Samuel Davidson, Marketing Director, Night Zookeeper (Wonky Star Ltd)***

- 2) *Robbie McCawley, Director, Marketing Strategy, Electronic Arts*
- 3) *Abby Worth, Head of Copy & Content, Wonderbly Books*
- 4) *Sarah Woods, Director of Fundraising & Marketing, Starlight Children's Foundation*
- 5) *Melody Small, Head of Brand, Content & Campaigns, My 1st Years*

16.40 PM Chair's Closing Remarks & Close of Conference

### **Instructions & Advice for the Day:**

- Use the same link you used for your tech test to log in to the online platform. I will be re-sending this in the next couple of days just in case.
- Please head to your session in the schedule 10 minutes before it is due to start – this is to make sure everything is in working order and solve any issues if there are any.
- When you come to the backstage area, you will see myself or my colleague Jasmine who will be helping me run the event – we will then be joined by the chair once the previous session is over, and we will then launch your session live.
- If you have headphones or a headset with a microphone, I would highly recommend using them as it makes a big difference on the audio quality.
- During the tech test you should have run through some quick fixes in the unlikely scenario of tech problems. As a reminder, to minimise any problems, use Chrome as your browser if possible and use a personal device instead of a work one.
- You will also need a good internet speed – please check your WIFI ([www.fast.com](http://www.fast.com)), if your speed is below 15mbps you will not be able to broadcast in good quality. If this is the case, I would suggest using an ethernet cable or broadcasting using our platform app on your phone or tablet with 4G to minimise disruption to the panel.
- If you are struggling with internet speed on the day, there is an option on the platform to change your setting to 'low definition' instead of HD.
- However, as a backup we recommend that you download the platform app on a phone or tablet device (see instructions below).
- We will do our best to keep the agenda timings accurate, however we ask that you are prepared for any small tech issues (we very rarely get these, however these are the biggest cause of delays). We also make sure our speakers get the full amount of time to speak.
- Outside of your speaker sessions, you will be a delegate for the day! Interact with the feed, join breakout sessions, and make the most of our networking opportunities!

### **DOWNLOADING THE PLATFORM APP TO YOUR MOBILE DEVICE**

- For Apple – Go to the App store – Search “Airmeeet” – then choose the right event and log in with your password details as per your joining instructions.
- For Android – Visit the Play Store – Search “Airmeeet” – then choose right event and log in with your password details as per your joining instructions.

Finally, my mobile number is **07947 858 293**. Feel free to save it and call me if there are any issues. I will be in a separate room in the office so this is the fastest way to reach me on the day.

### **PANEL PROMPTS**

(You can ignore these if you are not participating in one of our panels)

These Prompts outline the agenda of the panel and the discussion points. It will be a mixture of these, some ideas that our chair may have, and delegate questions on the feed. These are an initial guide if you wanted to think of a few answers before the panel begins.

### **FAMILY TRENDS & INSIGHTS PANEL (40 MINS)**

**AIM: To discover what the latest trends are for families to make sure that brands can adapt to the changes they face post COVID and new channels of engagement. Making sure that products are future-proofed and will stay the first choice.**

- Look in depth into what the latest family trends in their demands and spending patterns to make sure your brand is as good as it can be.
- How have family trends changed throughout the last couple of years through the COVID journey?
- How should you prepare your strategy for the future? Do you think these trends will stay?
- What strategies have already been effective to adapt to these sudden changes?
- How can you adapt to every type of family across the board? How can you appeal to both kids and parents?

### **ENGAGING CONTENT & BRANDING PANEL (40 MINS)**

**AIM: To maximise the potential of the content and branding for kids and family products and services to enhance engagement and stand-out from competitors**

- How do you best communicate your brands and message to your audience, both kids and parents?
- What tone is best? How have trends affected this tone?
- What do kids and parents look for when comparing competing brands? What stands out to them?
- How have you adapted to the changing kids and family trends to create engaging content?
- How do you balance the tone of your content, so it appeals to both parents and kids?
- Prompt for both kids and parent focus
- Ask them to refer to specific examples and case studies