

Engaging Kids & Marketing To Parents – Agenda

Tuesday 12th October 2021 – Virtual



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

Kerry Foods

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 – Perspective One

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 Acceleration – Perspective Two

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