



Engaging Kids & Marketing to Parents Conference - Agenda

8.30 Registration, Informal Networking & GIC Welcome

09.00 Morning Chair's Opening Remarks

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



Kids Insights & Trends

09.10 Deep-Dive Into The Latest Kids Trends & Behaviours To Remain Relevant & Stand Out In The Market

- From toddlers to teenagers, what are the macro trends we are seeing emerging? And how are we differentiating strategies based on more than just age?
- How are kids' behaviours, interests and expectations changing in a post-pandemic landscape?
- How can we accurately translate trends, feedback and demographic insights into actionable product and campaign strategies? Especially when trends can change overnight?
- Body image, climate change, politics... what are the hottest topics concerning kids today and how can you adapt and innovate future products and campaigns for meaningful engagement which resonates?

Amanda Azeez, Director of Communications, Marketing & Fundraising, Girlguiding



KIDS Q&A

09.30 Our Panel Of Schoolchildren For Their Honest Opinions About Future Trends

- Find out what truly matters in the playground! What's cool and what's school? How do kids really feel about climate change? The biggest trends and toys? Your branding and products? Don't hold back because they won't!

Future of Digital

10.00 New Digital Frontiers? Explore Exactly How New Digital Tools Can Further Your Online Strategies For Next-Level Engagement With Younger Audiences

- Excite and engage young audiences with the latest advancements in tech to refresh and propel your digital strategy to the next level!
- How can you communicate to 'digital immigrant' parents what 'digital native' kids intuitively know, to dispel fears and educate on safe usage?
- Embed accessibility and inclusivity into your digital design from day dot
- "Technology hinders kids' social interaction", "children and technology shouldn't mix" ...: Bust myths around tech to alleviate parent's digital woes and increase their confidence in your brand online
- To what extent has linear TV disappeared from kids' routines? From YouTube to on-demand content and subscription services, which digital channels and platforms best reach your target audience and deliver digital ROI?

10.20 Bonus Session; Reserved For Exclusive Conference Partner

10.35 Morning Refreshment Break With Informal Networking

Social Media Marketing

11:05 How To Win Over Parents With Stand-Out Social Media Campaigns! Leverage The Current Hottest Trends, Content & Platforms To Remain Relevant & Drive Conversions In The Digital Age

- Harness the power of social data analytics to identify the latest popular social media trends for social strategies which resonate with parents for unstoppable/sky-rocketing sales

- Create a brand presence on social media that is entertaining, interactive and authentic to boost recognition, engagement and trust and inspire purchasing
- Leverage cookies, browsing history and user demographics to strategically target ads, content and offers towards parents and increase conversions
- What do parents care about? Align parental interests with brand values to create social media presences which increase brand reputation
- With the drive towards ecommerce, how can we tangibly measure the positive impact of social media on ROI?

Gareth Turner, Head of Marketing, **Weetabix**



SuperAwesome Gaming

11.25 Bonus Session; Nick Walters, Managing Director, **SuperAwesome**



Parents Q&A

11.40 Run It Past The Parents With An Exclusive Opportunity To Pose Those Burning Questions & Obtain Critical Insights

- Discover directly what parents value most when choosing brands and products for their families

Multichannel Success

12.30 Bonus Session; Reserved For Exclusive Conference Partner

12.45 Lunch & Informal Networking For Speakers, Delegates & Partners

13.45 Afternoon Chair's Opening Remarks

Partner's Insights and Trends

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13:55 It's The Parents With The Purchasing Power! Anticipate & Respond To Evolving Parent Behaviours & Expectations To Deliver Straight-To-Basket Products & Engaging Campaigns Which Resonate

- How can you establish what is important to parents when parents come from all ages and backgrounds? Who are your key audiences and how can you tailor strategies by interest, values and age of child?
- Effectively identify parents' purchasing motives and maximise shopper data to shape future campaigns, embed brand values and foster parents' loyalty
- Beyond pester power... how can you authentically communicate the value your brand or products can add to kids' lives and win over not just the children but their parents too?

Spotlight: Health and Wellbeing

14.15 The Stamp Of Parental Approval! Respond To Rising Concerns Amongst Kids & Parents Around Health & Wellbeing With Sensitive, Educational Campaigns & Welfare-First Product Design

- With parents reaching out to Dr. Google on kids' health, how can brands cut through the noise with factually-accurate and informative campaigns around health which mitigate fears, increase parental engagement and increase loyalty?
- Mental health, wellbeing, education, socialisation... what are key concerns of the impact of the COVID-19 pandemic on children and how can we support families?
- In a cynical world, how can we communicate real benefits and convey authenticity around health and wellbeing claims to increase parental confidence and ensure you are their regular go-to
- With kids' online activity sky-rocketing, how can we respond to screen-time concerns and demands for increased offline play and social activities in a way that works for parents and actually encourages children away from the screen?

Alexandra Minzey, Head of Category Strategy, Yoplait



14.35 Bonus Session; Reserved For Exclusive Conference Partner

Family Insights and Trends – Panel & Q&A

14.50 Understand What “Family Time” Means Now & Ensure Your Brand Appeals To All Family Portraits To Deliver Exciting Experiences & Lasting Family Memories

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- With more families recognising the value of spending quality time with kids, tap into experiences, interactivity and sociable rather than solitary play in products and campaigns
- From Boomers to Gen Alpha... how can your brand create a fresh campaign to capture and inspire the interests of all generations in the family?
- There is no one family make-up! Demonstrably increase visible inclusivity with a wide range of family dynamics in your campaigns and customer profiles

Mahesh Ramachandra, VP Digital Preschool, **Entertainment One**



Lucy Roberts, Head of New Business, **Achieving for Children**



Joshua Davidson, Founder & Managing Director, **Night Zookeeper**



Heather Welch, International Brand Manager, **Edx Education**



Cleo Graham, Senior Partnerships Development Manager, **Save the Children**



15.20 **Bonus Session; Reserved For Exclusive Conference Partner**

15:35: Afternoon Refreshment Break With Informal Networking

Impact of COVID-19 & Digital Acceleration Case Study

16.05 Stagecoach Performing Arts share the journey of COVID-19 and digitalisation

Jo Scalpello, Group Marketing Director, **Stagecoach Performing Arts**



16.25 **Bonus Session; Reserved For Exclusive Conference Partner**

Engaging Content and Branding - Panel

16.40 **Create Show-Stopping, Market-Leading Campaigns Which Engage Kids & Parents Alike To Drive Interactivity & Sales**

- Best-practices and lessons learnt to build a strong and memorable cutting-edge campaign in a busy, ever-changing world
- Video, podcasts, reels, TikTok dances... what is the content hitting the mark right now?
- Stay woke! Ensure your brand stays relevant by recognising key social issues and improving inclusivity for consistent messaging about your brand for wide-spread brand loyalty
- Develop a cost-effective and future-proofed formula to ensure that the content kids consume from your brand is always compliant

Hayley Moore, Head of Brand & Marketing (Children's), **BBC Studios**



Lana Quilty, Brand Marketing Manager, **New Look**



Rob Goodchild, Commercial Director, **Aardman**



Jo Trigg, Director of Communications & Engagement, **Royal Academy of Engineering**



Tom Austin Niel, Head of Brand & Social, **Penguin Random House**



The Green Generation

17.10 Develop Responsible, Future-Proofed & Agile Marketing Strategies Which Keep Pace With Evolving Social Consciousness To Remain Relevant, Protect Your Brand's Reputation & Maximise Customer Loyalty

- Mapping and influencing the digital channel journey: establish a dynamic and integrated multichannel approach to best understand the performance of each channel that drives engagement
- Pinpoint specific parts of the online shopper journey online to determine the most effective touchpoints for enhanced engagement and boosted sales
- Refresh your channel strategies to ensure tailored communications and content across your channel mix to best suit your target customers for maximum engagement

- Perfect your digital channel strategies and deliver real customer-orientated results which drive efficiencies, prove ROI and value to inform future strategies

Heather Welch, International Brand Manager, **Edx Education**



17.30 Afternoon Chair's Closing Remarks & Close Of Conference