

08.30 Registration, Informal Networking & GIC Opening Remarks

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

10.05 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?

GENERATION MEDIA BONUS SESSION

10.25 Rules Of Engagement

- Content is the primary medium to engage with kids and their parents
- The ever-growing proliferation of platforms means more opportunities to reach audiences anytime and anywhere: across social media, linear and SVOD viewing and cinema. But how does a brand or an IP owner select the optimum combination of touchpoints and what is the right type of content to be produced and showcased?
- In our session we share our experience on how to grow an IP into a successful long-term franchise. We also reveal how to deliver authentic audience engagement, to achieve competitive advantage and growth.

Greta D'Este-Donelan, Director of Entertainment, **Generation Media**

10.40 Morning Refreshment Break with Informal Networking

SUPERAWESOME GAMING BONUS SESSION

11.10 SuperAwesome Gaming Bonus Session

Nick Walters, Managing Director, **SuperAwesome Gaming**

PARENTS Q&A

11.25 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

JAZZYMEDIA IN-SCHOOL BONUS SESSION

11.55 The White Space: The Untapped Potential of Schools in the Media Mix

- Children's media increasingly fragmented, noisy, and hazardous
- Brand communication in schools has distinctive advantages
- In-school communications is self-regulated
- A number of routes into schools (case studies)

Winton Rossiter, Managing Director, **JazzyMedia In-School**

12.10 Lunch & Informal Networking For Speakers, Delegates & Partners

13.10 Afternoon Chair's Opening Remarks

SPOTLIGHT: HEALTH & WELLBEING

13.20 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**

KIDSKNOWBEST BONUS SESSION

13.45 Why Listening Is Better Than Asking

- The world moves fast, trends rise and fall before brands have chance to react. And one of the reasons for that is that research is often following trends, not amongst them. And this is because research has for many years been a space of asking questions - the word validation, has become synonymous in research firms. And of course validation can commercialise, but it doesn't allow you to lead the way. Brands that take chances, stay fresh. And that is most apparent in the worlds of kids and youth, where social currency is key motivator for engagement.
- We have been trialling research methods that allow us to observe and hear trends as they happen, not ask about them afterwards. This aligns with our brand visions of valuing young people's voices and that that listening will lead to global innovation and change. Our presentation will demonstrate:
 - how to listen better
 - how to listen at scale
 - how to spot and act on trends early
 - what this means to brands and content makers operating with kids and family brands
 - case studies of brands that are doing this best

Peter Robinson, Chief Strategy Officer, **KidsKnowBest**
Zamil Zareen, Strategist, **KidsKnowBest**

FAMILY INSIGHTS & TRENDS – PANEL

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

- 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

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- 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

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

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

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

STRAWBERRYSOCIAL BONUS SESSION

14.35

Rebecca Fitzgerald, CEO & Founder, **StrawberrySocial**

14.50 Afternoon Refreshment With Informal Networking

IMPACT OF COVID-19 & DIGITAL ACCELERATION CASE STUDY

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

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

ENGAGING CONTENT & BRANDING – PANEL

15.45 **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

16.20 **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**

- Evolution of Green has all of a sudden hit another level with companies

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- It's not just about the content brands are showing developing context and depth of brand
- Are you being relevant to the core values of the brand in your green marketing or pleasing an audience?
- Sustainability and being eco-friendly isn't just about manufacturing with recycled materials; it is an evolution with manufacturing, design, ethos and company strategies which requires are education of the whole companies standards and practices... many lesson learnt on the way and many mistakes!

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

16.45 Afternoon Chair's Closing Remarks & Official Close of Conference