

The Engaging Kids & Marketing to Parents Conference
11th October 2023
1 America Square, Crosswall, London EC3N 2LS



Welcome To The Engaging Kids & Marketing To Parents Conference!

Official Event 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, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



Registration, Informal Networking

08.30

GIC Welcome & Morning Co-Chairs' Opening Remarks

09.00

Tom Austin Niel
Head of Brand & Social
Penguin Random House

Will Speer
Managing Director
Magic Star, Sony

Engaging Kids Online

09.10 Leverage The Latest Insights & Avoid Common Pitfalls To Power Online Success & Engage Even The Shortest Attention Spans In A Safe & Protected Online Environment

- It's time to get creative! In an age where kids are bombarded with content, and attention spans are shorter than ever, how can you make sure your brand stands out? When the next video comes along, how can you ensure kids still remember yours?
- Maintain transparent, honest and ethical communications, with content that is fun for kids yet trustworthy for parents in order to ensure the online space remains safe and protected for kids today and in the future
- Young adults – avoid talking down to teenagers by understanding the different online platforms they are drawn to, and what works where
- From games to social media, identify opportunities for punchy high-impact campaigns with huge ROI potential

Athena Witter
Vice President of Digital Content & Programming
BBC Studios

Kids Insights & Trends – Delegate Discussion

09.30 What's Hot & What's Not? Immerse Yourself In The Latest Kids Trends & Behaviour Insights To Dominate The Market, Stand Out From Competition & Remain Relevant In 2024 & Beyond

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

Bonus Session Reserved for The Insights Family

9.50

Rachel Bardill
SVP Marketing & Partnerships
The Insights Family

Morning Refreshment Break with Informal Networking, PLUS Kids Q&A Videos

10.05

How To Successfully Navigate The Family Democracy In Times Of Economic Stress

10.35

We know kids have powerful voices in family purchasing, but do you know where they hold the most sway? Or how they negotiate with their parents? Or why parents listen so intently?

We will be digging into this to help you create & measure successful campaigns that talk to parents and engage children, particularly during economic uncertainty.

Sam Clough
Global Strategic Insights Director
SuperAwesome

Parents Insights & Trends – Double Perspective

10.50 **Be What The Kids Love & The Parents Approve! Obtain Critical Insights Around Parent Behaviours Today To Remain Reactive To Their Needs & Proactive In Responding To Them**

- Get to know your dual audience! Go beyond pester power to develop effective two-pronged campaigns which keep parents as engaged with your brand as their kids are
- Who do you focus on? Is it the parents, is it the kids? Is it the parents through the kids? Debate and discuss where the power truly lies and how you can hit the mark with the marketing tools and strategies guaranteed to succeed
- Explore critical parent shopper data and spending trends to create efficient techniques which maximise parents' purchasing interest and long-term revenue boosts
- What are the modern world's primary parenting pressures? Analyse what truly matters to parents and capitalise on the trends, now and in the future, to ensure brand loyalty from the ones with real purchasing power

10.50 **Perspective 1**

Heather Welch
International Brand Manager
Edx Education

11.10 Perspective 2

Kate Luke
Head of Brand & Marketing
Jaques of London

Live & Interactive Parents Q&A

11.30 Be In The Room Where It Happens! This Is Your Chance To Quiz Our Panel Of Parents From Values & Trust To Purchasing Motives & Brand Loyalty As They Reveal All

Resonating With Parents Through Paid Social Media!

12.00

- A case study rich with creative examples from the BBC on how they used paid social and digital to reach and acquire a new generation of CBeebies families
- The role of influencers in this approach, and the challenges and opportunities they bring
- What worked, what didn't and what's next

Sarah Owen
Senior Head of Marketing – BBC Children's, Education & Charities
BBC

Topic Gen Form

12.25

We would love to hear your thoughts on potential topics or ideas of one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks!

Lunch & Informal Networking For Speakers, Delegates & Partners, Plus Kids Q&A Videos

12.30

Afternoon Chair's Opening Remarks

13.30

Will Speer
Managing Director
Magic Star, Sony

Family Trends & Insights – Panel Discussion & Q&A

13.40 It's All About Experiences, Play-For-All & Family Time! Tap Into The Family Feel-Good Factor With Brand Appeal Which Spans Generations & Has Something For Everyone

- One size doesn't fit all! The classic nuclear family portrait is out of place in the modern landscape – promote diversity and inclusivity at all levels to reflect the wide range of family dynamics today

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- Encourage interactivity, discussion and shared enjoyment with content that doesn't compartmentalise but brings whole families together in order to deliver lasting family memories
- The Pixar effect! Explore how one campaign can generate cross-generational appeal, with streamlined storytelling and messaging with multi-level meaning
- Gift-giving seasons recur throughout the year, so how can you best leverage online opportunities to put your brand at the forefront of shoppers' minds?

Jon Kell
Global Marketing Director
Yoto

Justine Lee
Head of Marketing
BookTrust

Kate Luke
Head of Brand & Marketing
Jaques of London

James Lomax
Fruit Shoot Brand Lead
Britvic

Marketing Success On Social Media – Interactive Workshop

14.10 Showcase Success On Social By Creating Brand Presence Which Is Entertaining, Interactive & Authentic To Boost Recognition, Engagement, Trust & Inspire Purchasing

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Welcome to Generation AI

14.30

AI has arrived and it's changing the way that kids media is created, distributed, marketed and consumed. What are the challenges and opportunities in this new world? How can we fire up kids' imaginations, energise their creativity, and also keep them safe?

Mahesh Ramachandra
VP Digital Preschool
formerly Hasbro

Digital Innovations: Tech, VR & AI

14.50 New Tech Is King! Thrive In The Digital World With Next-Level Engagement, Tech-Savvy Strategies & Tailored Content For Kids & Parents Alike

- Opportunities, challenges and risks... with AI and VR developing more rapidly than ever, what opportunities do they provide? What are the challenges to overcome, and where do the potential risks lie?
- Empower and protect! Explore how safeguarding measures can be best utilised to keep children protected with concrete safeguarding plans
- Creative and eye-catching solutions for implementing fresh tech in kids' engagement to capture their attentions, fire their imaginations and energise their creativity

Jon Howard
Executive Product Manager
BBC

Evaluation Feedback Form

15.10

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

Afternoon Refreshment Break With Informal Networking, PLUS Kids Q&A Videos

15.15

Channels, Content & Conversions – Panel Discussion & Q&A

15.55 Turn Heads & Makes Waves With Attention-Grabbing Content On The Right Channels At The Right Time To Convert Views Into Sales & Drive Conversion Rates

- The new online watercooler! How can you create that perfect short which parents and kids alike can't wait to share with their friends?
- What are the latest online crazes? If they cannot be predicted, how can you react in a swift and timely manner to share the spotlight before it's old news?
- Multichannel mastery – from YouTube and TikTok to podcasts and music, explore how a cross-channel approach can elevate brand recognition and add up to more than the sum of its parts.
- With the fast-moving pace of the online world, where one ad is immediately followed by another, how can you retain long-term engagement and convert views to sales and drive brand loyalty?

Joshua Davidson
Founder & Managing Director
Night Zookeeper

Kate Luke
Head of Brand & Marketing
Jaques of London

Simon Clarke
Digital Director, Bluey
BBC Studios

Responsible Digital Engagement – Delegate Discussion

16.30 Prioritise Safeguarding Measures To Keep Content & Communications Compliant, Ensure Reputational Strength & Secure Critical Parental Trust

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Closing Remarks

16.50

Official Close Of Conference

17.00