

# INTERACTIVE KIDS 2006

- Interpret the unique language of kids online to ensure your brand stands out
- Explore how the gaming medium can be used to increase brand awareness & discuss the interaction between an online gaming presence & TV Channels
- How innovative mobile marketing content can boost your business

Sponsor:



Two Day Conference 26th & 27th September 2006  
Post-Conference Expert-Led Tutorial 28th September 2006  
Holiday Inn Bloomsbury , London, W1

## Engaging with today's 'Plugged In & Switched On' kids in the modern media convergent world

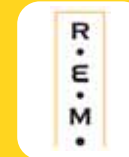
### Post-Conference Expert-Led Tutorial

9:45-16.00, 28th September 2006, Holiday Inn Bloomsbury, London W1

#### Life after regulation

Taking your brand to the next level;  
Above & beyond the expectations of regulations

Facilitated by **R.E.M. UK Ltd**



Official Media Partners:



Tel +44 (0) 20 7970 4777 | Fax +44 (0) 20 7970 4335 | email [conferencebookings@centaur.co.uk](mailto:conferencebookings@centaur.co.uk)

Featuring key kids  
experts including:



## MarketingWeek

CONFERENCES

HOW TO BOOK:  
Tel 020 7970 4777  
Email:  
[conferencebookings@centaur.co.uk](mailto:conferencebookings@centaur.co.uk)

## How are you ensuring that your brand becomes the natural habitat for a generation of digital natives?

**Interactive Kids 2006** will take you on a journey to discover exactly who the 21st century kid is. Through industry case studies, interactive panels, kids' insights & parents' perspectives, we will ensure you get right inside the mind of today's kids, giving you the head-start your brand needs to become fully immersed in modern kid culture.

## Unmasking the face of today's Digital Youth:

- Over 1 million mobile phone owners<sup>1</sup>
- Savvy media multi-taskers, packing in an equivalent of 8.5 hours media exposure time into 6.5 hours per day<sup>2</sup>
- 40% using 5-8 digital & electronic devices between returning from school and going to bed<sup>3</sup>

1 Age of the techno tweens, The Sunday Times, April 16, 2006

2 Kaiser Family Foundation Survey, USA, 2005

3 Aline van Duyn, Financial Times, March 2006

## The industry's hottest issues tackled by leading kids' brands:

- **Aardman Animations** uncover how to make innovative content for mobiles that boosts business
- **MSN** lead the way in deciphering the unique online language of kids & explore why this audience drives innovation
- **BBC Worldwide** look to the future & examine the interaction between online gaming & TV
- **Beat Bullying** explain how they teamed up with **Fox** for the launch of X Men 3 & created a marketing strategy that links multiple communication channels & maximises market penetration

## Featuring 3 fully interactive sessions:

- Presenting a unique panel giving you the opportunity to quiz the **ASA** on what increased regulations & restrictions really mean to your brand
- Discuss with your peers the qualities attributed to great content – content that makes your product fly regardless of the communication channel used
- Hear from real life **parents**, how they really want you to connect with their kids

**Plus: Don't miss the chance to catch real & candid insight from your target audience – What do kids actually think of your brand?**

## SPONSORSHIP OPPORTUNITY

Sponsoring and Exhibiting at our conferences provides a fast track to:

- Building a quality customer base
- Launching new products and services
- Gaining competitive advantage
- Increasing market share
- Generating sales

We will create a solution that ensures your company's brand engages the right people at the right time, helping you meet and influence the people who are going to ensure the growth of your business now and in the future.

To find out more, call Jon Clark on +44 (0) 20 7970 4305 or email [jonathan.clark@centaur.co.uk](mailto:jonathan.clark@centaur.co.uk)

# Exploiting new opportunities as they arise to stay connected with today's kids

## Day One – 26th September

08.45 Registration & morning coffee

09.15 Chairman's opening address  
**Mark Young**  
Managing Director, Children's  
**BBC Worldwide**  
President & CEO  
**BBC Worldwide America's**



09.30 **Examining kids' lifestyles from the language they speak to their key influences, to create communications that reach them on their level & in their style**

- How to use kids' language in a non-patronising way; what works & what doesn't
- What do kids want? Communicating with them in their own language, in their own space & on their terms
- Recognising the key influences over the modern child so that you can leverage these for maximum impact

**Barbie Clarke**  
Managing Director  
**Family Kids & Youth Ltd**



10.10 **Appreciating the unique language of kids online to ensure your brand stands out in this heavily saturated marketplace**

- Using the kids' online native language to fully engage with them
- How & why do Instant Messaging (& webmail) appeal to kids? What can be learned & applied?
- Why this audience drives innovation

**Phillipa Snare**  
Head of Communication Services  
**MSN UK**



10.50 Morning coffee & informal networking break

11.10 **Looking to the future: Discussing the interaction between an online 'gaming' presence and TV channels**

**UNIQUE INSIGHT**

- Exploring the business model that commercially supports the maintenance of the Persistent World
- How the online presence can persist beyond the life cycle of the TV show & remain commercially viable

**Dave Anderson**  
Head of Development  
BBC Multi-Media  
**BBC Worldwide**



11.50 **Vox Pops: Placing you directly inside the mind of the 21st century child to understand which channels hold the greatest impact**

**KID'S PERSPECTIVE**

Sit back & listen as the kids you're targeting talk to you in their language about the products you're offering and the media channels they consume...

- Find out what media kids are consuming & how much time they are investing in this
- What channels are they using most often & what products are they noticing?
- Which channels are most commonly used?

**Diane Earnshaw**  
CEO  
**Vox Pops**



12.30 Lunch

13.45 **Exploring the minefield of regulations surrounding kids marketing & advertising so that your communications are engaging, exciting & ethical**

**INTER-ACTIVE PANEL**

- Pushing your brand to the next level by pro-actively engaging with regulations to enhance your brand profile
- Discover how to maximise & harness your creative energy to ensure that all the regulatory 'i's' are dotted & 't's' are crossed
- Preventing further restrictions by implementing an effective self-regulatory strategy

The morning's speakers are joined by:

**Guy Parker**  
Director of Complaints  
& Investigations  
**ASA**



14.25 **Driving results by partnering with the charity sector and linking all your communications channels to maximise market penetration**

- Identifying the media consumption appetite of the under 12s and their parents in relation to good causes, so that you can sell the business case internally & receive the budget you need to become a fully integrated multi-media, multi-channel brand
- Recognising your ethical responsibilities and the power of the charity sector in being able to communicate with kids 24 hours a day & building strategies that capitalise on this level of access in an ethical & accountable way

**Niall Cowley**  
Head of Communications  
**Beatbullying**



15.05 Afternoon tea and informal networking break

## 15.30 The big kids TV habit: The videogamer demographic and videogames as media communication & advertisement mediums

- Discovering how to ensure that your brand appears when & where it needs to by exploring the demographics of gamers
- Examining the emerging technology platforms to uncover the latest trends in console purchasing
- What are the in-game advertisement solutions?

James Binns  
Group Publisher  
**Future Publishing Ltd –  
Edge & Games Radar**



16.10 Chairperson's summing up

16.30 Close of day one

## Day Two – 27th September

09.00 Registration and morning coffee

09.15 Chairperson's welcome back  
Mark Young  
Managing Director, Children's  
**BBC Worldwide**  
President & CEO  
**BBC Worldwide America's**



09.30 **Red button technology: Exploring TV as a holistic entertainment package, offering kids the chance to fully engage with the show, the characters and your brand**

- Consumer insight – the key to content success in iDTV
- Creating exciting, engaging & informative interactive options to ensure maximum uptake to offset the initial set up costs

Andy Goodhand  
VP Planning & Presentation Director  
**Nickelodeon**



10.10 **How to create innovative content for mobile phones to ensure this works for your business**

- Extending a brand through existing characters  
– Wallace & Gromit, Creature Comforts, Angry Kid
- Creating original content for mobile phones  
– Big Jeff, Morph
- Regulatory environment, investment and reward expectations

Heather Wright  
Executive Producer  
/ Head of Commercials  
**Aardman Animations**



10.50 Morning coffee and informal networking break

11.10 **Getting digital media right for the youth market to enhance brand connection**

- Examining what young people want
- Exploring how to get the message & the content right
- Establishing approval without alienation

Jonathan Attwood  
CEO  
**Swapits**



11.50 **Learning how to communicate with parents & how they want you to communicate with their kids**

**PARENT'S  
PANEL**

An exclusive line up of real-life parents developed in conjunction with Green Light International; come face to face with the parents of your target audience.

With the modern kids' insatiable appetite for all things digital, discover what the parents really feel about you accessing them through multiple channels at multiple time points

Fiona Jack  
Managing Director  
**Green Light International**



12.30 Lunch

13.45 **Recognising that in the kids' world, great content sells: Getting the content right so that products fly whatever channel you use**

**ROUND  
TABLE  
DISCUSSIONS**

When the content is spot on, 90% of the work is done. Discuss the qualities of great content with your peers in this informal brainstorming session.

Share ideas & swap best practice before reporting back as a team to the delegate audience.

“ **... Great content & speakers** ”

**Michael Ghash,**  
Head of Sales, **Jetix**, UK  
Delegate Interactive  
Kids 2005

## 14.25 Balancing what kids want with what parents expect

- Exploring the needs and wants of both parents and children
- How to develop responsible websites that attract a broad audience across different age groups

Myles MacBean  
VP, Technology & Operations  
**Walt Disney Internet Group**



## 15.05 Exploring the social & emotional development of kids in a digital marketplace: Connecting with the connected consumer

- What are the real technological capabilities of children?
- How are kids' socialisation and emotional development changing to adapt to their digital environment?
- The best use of the digital space to make lasting connections

Gary Pope  
Partner  
**Kids Industries**



15.45 Chairperson's summing up

15.55 Afternoon tea and informal networking break

16.30 Close of conference

# Post-Conference Expert-Led Tutorial

28th September 2006, Holiday Inn Bloomsbury, London W1

## Life after regulation:

Taking your brand to the next level; Above & beyond the expectations of regulations

- Engaging with the regulatory authorities to create marketing strategies and multi-media campaigns that embrace rather than dodge the authorities
- Enabling you to push your brand to the forefront of the industry by standing out as a wholly responsible & innovative brand

Robyn Ketteringham, Director, **R.E.M. UK Ltd**  
Mark Emmott, Founder, **R.E.M. UK Ltd**



09.45 Registration

10.00 **Who the hell are these people?**  
Introductions and coffee

10.15 **One small step for man...**  
Why traditional marketing approaches are not working as they used to

11.00 Tea & sympathy

11.15: **Just doing it!**  
Real problems and solutions to the kid/leisure marketing conundrum

12.00 Lunch

13.00 **What did he say, Elmer?**  
Recap

13.15 **I don't know what it is, but I love it!**  
Tackling delegates' marketing challenges

14.00 **Get your hands dirty**  
More interactive workshop action

15.00 Afternoon Tea

15.20 **Get your hands dirty continued...**  
With a Q&A session & summary of day

16.00 Carriages

## Your Tutorial Leaders

Mark Emmott, Founder, **R.E.M. UK Ltd**

Graduating in Law with Honours from Hull University, Mark worked for Mills & Reeve, Lovewell Blake and the NCL group before leading an MBO for part of the NCL group. Aged 26, he became Managing Director.

With clever marketing the company, which had three consecutive years of losses, was turned around to profitability within 8 months. Subsequently the company was very successful.

The power of good marketing in business fascinated Mark, who then founded the business that is now R.E.M. out of frustration at not being able to find "commercially astute" agencies to help his businesses.

Robyn Ketteringham, Director, **R.E.M. UK Ltd**

Born, raised and educated in Africa, Robyn's first job in industry, was reporting directly to the MD of one of the largest paint manufacturers in Africa. Leaving for the UK in 2000, Robyn joined the team at R.E.M. shortly thereafter.

Working with a large array of clients from expensive jewellers to vacuum pump manufacturers, her experience and understanding of how to put a different spin on a campaign to get the best results is what keeps her excitement for the industry alive.



Two Day Conference  
26th & 27th September 2006  
One Day Tutorial  
28th September 2006  
Holiday Inn Bloomsbury  
London, W1

## HOW TO BOOK

TELEPHONE on +44 (0)20 7970 4777

EMAIL conferencebookings@centaur.co.uk

FAX the completed form to +44 (0)20 7970 4335 to secure your place and then post a copy of the form together with your payment.

## DELEGATE RATES PLEASE CHOOSE ONE

**Conference only** code: 2522

**£1199+VAT (£1408.83)\*\***

**Tutorial only** code: 2623

**£699+VAT (£821.33)\*\***

**Conference & Tutorial** code: 2625

**£1798+VAT (£2112.65)\*\***  
**Attend both and save £100**

I am unable to attend but would like to purchase the CD Rom\*\* **£299** \*Discounts can not be used in conjunction with any other offers \*\*Included In Conference Price

## CONFERENCE VENUE INFORMATION

DATE: **CONFERENCE:** Tuesday 26th & Wednesday 27th September 2006  
**TUTORIAL:** Thursday 28th September 2006

VENUE: Holiday Inn Bloomsbury,  
Coran Street, London, W1

TEL: +44 (0)20 7923 6651

FAX: +44 (0)20 7923 5954

WEB: <http://www.ichotelsgroup.com>

TUBE: Russell Square

## YOUR DETAILS PLEASE USE CAPITAL LETTERS / FOR FURTHER DELEGATES PHOTOCOPY FORM

TITLE: Mr/Mrs/Ms/Miss/Dr/Other

FORENAME:

SURNAME

JOB TITLE:

COMPANY:

APPROVING MANAGERS NAME:

APPROVING MANAGERS JOB TITLE:

NATURE OF BUSINESS:

TELEPHONE:

FAX:

MOBILE:

EMAIL:

ADDRESS:

POSTCODE:

SIGNATURE:

DATE / /

### DATA PROTECTION

We would like to keep you informed of Centaur Conferences International products and services including information about this event. Please write to the Head of Marketing, Centaur Conferences International at the address below right if you specifically do not want to receive this information. We may also from time to time make your details available to carefully screened companies who have offers that may be of interest to you. Please tick if you do not want to receive information from Marketing Week Sponsors  Other 3rd parties

### TERMS & CANCELLATION CONDITIONS

If you cancel your registration more than **ONE** month before the event, we will charge an admin fee of £75 + UK VAT. For cancellations received **LESS** than one month prior to the conference date, **14th August 2006** or in the event of non attendance, a 100% cancellation fee applies, in these circumstances **NO** refund can be given. All cancellations **MUST** be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue.

Centaur Conferences will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

In the event of a terrorist alert or incident that prevents the running of the conference Centaur Conferences International reserves the right to retain up to 50% of the fee as a contribution to delegate registration, all location, marketing and central administrative costs.

## PAYMENT PLEASE TICK APPROPRIATE BOXES AND COMPLETE DETAILS

Payment must be made in advance of the event. If payment is not received before the conference, you will be asked to pay by credit card before entering the conference. Your fee includes documentation on CDROM, refreshments and lunch.

### CREDIT CARD:

Please debit my Credit Card: Access | Visa | American Express | Mastercard  
Delete as appropriate. Note: We do not accept Diners cards

AMOUNT €

Note: All credit card transactions will be processed in UK Sterling only

CARD NUMBER:

NAME ON CARD:

START DATE: / /

EXPIRY DATE: / /

SIGNATURE:

DATE / /

### CHEQUE:

**NOTE: IF SENDING A CHEQUE, PLEASE ATTACH IT TO THE BOOKING FORM**

I enclose a cheque made payable to Centaur Conferences International for:

AMOUNT €

### BACS: **!!! IMPORTANT PLEASE QUOTE REFERENCE:2522**

We must receive cleared funds prior to the conference date.

Note: We do not accept purchase order numbers.

BACS payments made after the event will not be accepted.

A copy of the BACS Payment **MUST** be attached to your Booking Form and faxed or mailed to us to ensure appropriate allocation of funds can be made to your booking.

Account name: Centaur Communications Ltd Conferences  
National Westminster Bank, 20 Dean St, London, W1A 1SX  
Acc No: 26023539 Sort Code: 60 30 03

MY CODE IS: TS1

Centaur Publishing Ltd. A Centaur Communications Company.  
St Giles House, 50 Poland Street, London W1F 7AX.  
Registered in England No.2634392

