

researchTM

CONFERENCES

Researching Kids in the 21st Century

Responsibilities and Challenges for Market Researchers



A one-day conference focusing on the critical issues facing those involved in researching children and the challenges involved in finding out what they really think.

Contributors include:

- Barbie Clarke, Family Kids & Youth
- Debrah Harding, MRS
- Matt Hotten & Victoria Hardy, Jetix
- Dave Lawrence, Logistix
- Jeremy Preston, FAU
- Martyn Richards, OPERA
- Juliet Strachan, HPI Research Group
- Anuska Wolfman, QR Films, The Research Shop
- Dr Brian Young, Exeter University

20 February 2006
The Mayfair Conference Centre, London W2
www.mrs.org.uk/conferenceseries

MRSTM

Kids in the UK are becoming ever more sophisticated as consumers - in the way that they buy products, process messages and advertising, and connect with different media. This presents opportunities, as well as challenges, for anyone wanting to understand what children want and how they really think.

At the same time as children become more media savvy, there is increasing concern surrounding the issues of responsibility in marketing and advertising to children. Of growing importance in the 21st Century to government, advertisers, researchers and society as a whole is the relationship between kids and food, fitness and obesity. This is in the context of wider concerns about the health of the nation as a whole.

Researching Kids in the 21st Century focuses on these issues, in particular responsible advertising to children in the context of the 'food debate', the latest guidelines regarding the responsibilities of researchers, and recent developments in researching this age group. In addition interesting findings on kids in the UK and Europe will be presented.

Conference aims

This one-day conference brings together an impressive line-up of speakers and panelists including leading researchers, academics, regulators and providers of products to children.

The programme addresses the critical issues facing those involved in researching children and the challenges in finding out what they really think including:

- Responsible marketing to kids as consumers
- Kids attitudes to food, fitness and obesity
- Latest guidelines on researching this age group
- Developments in research methodology
- The challenge of engaging kids as respondents in different media
- How to make research findings more usable for the client
- The future of researching children

Programme

Registration and Welcome Coffee

09.45 Introduction from Conference Chairman

Martyn Richards, Research Director, OPERA

Martyn has three teenage children. He has given conference papers on the ethics of researching children as well as an award-winning paper at the MRS Annual Conference Research 2005 on neuroscience and the teenage brain. He has also been published in the *International Journal of Advertising & Marketing to Children*.

09.55 Keynote Address

Dave Lawrence, Group Planning Director, Logistix

Dave has been with Logistix since 1999, and opens the conference with an introduction of the main themes of the day: the challenges and opportunities facing clients and researchers in the responsible marketing to children. Logistix is a full service promotional marketing consultancy providing strategic, creative and integrated marketing solutions for family brands.

10.40 Responsible Advertising to Kids as Consumers

Dr Brian Young, Head of Psychology, Exeter University

In light of the recent FSA report, Brian takes a critical look at some of the research that underpins the 'effects of food advertising on children' debate and discusses the role that researchers and marketers must play in making sure that such advertising is responsible and mediated by parents and others.

11.10 Break

11.40 Obesity, Food and Fitness – Attitudes and influences

Juliet Strachan, Senior Partner, HPI Research Group

This fascinating paper from HPI Research Group takes findings from a multidisciplinary study of children across Europe to inform the food advertising debate. They argue that kids are interested and informed about food, nutrition and health and want more information, not less. And that there is therefore a positive role for advertising.

12.10 Update on MRS Code and Guidelines for Researching Children and Young People

Debrah Harding, Director, Policy and Communications and Deputy Director General, MRS

Debrah is responsible for professional standards, professional development, process standards, media and public affairs for MRS. Debrah outlines the main changes to the *MRS Code of Conduct*, their impact on children's research and the subsequent changes to the *MRS Guidelines for Researching Children and Young People*.

Panel Session

Morning speakers are joined by Jeremy Preston, Director, FAU

Jeremy has many years' senior management experience in the food industry with Unilever and RHM, and most recently 13 years as Managing Director of Cereal Partners UK, the breakfast cereal joint venture between Nestlé and General Mills.

13.15 Lunch

14.15 How do we Find Out Who Modern Kids Really Are? Insights from a Pan-European Study

Matt Hotten and Victoria Hardy, Jetix

This joint presentation from Jetix, formerly Fox Kids Europe, looks at the challenges faced in understanding today's kids and shares insights from the in-depth Trend-i study which looks at kids' nascent brand awareness and how they interact with today's technology.

14.45 Developments in Qual – Finding Out What Kids Really Think

Martyn Richards, Research Director, OPERA

Martyn briefly outlines the latest developments in qualitative research in recent years, both in terms of methodology and analysis/presentation. Emphasis is placed on working with children, plus an insight into Immersion Visits, a tool championed by Martyn and OPERA, and seen in his award-winning paper at Research 2005.

15.05 More Effective Debriefing

Anuska Wolfman, Founder, QR Films, The Research Shop

Anuska set up QR Films a year ago and has 12 years' experience in qualitative research. She discusses how the use of short representative films to enhance the standard Powerpoint presentation can bring debriefing of qualitative research up to date.

15.25 Break

15.55 The Future of Children's Research

Barbie Clarke, Family Kids and Youth

A children's researcher for 20 years, Barbie considers the future for the industry. Before setting up Family Kids and Youth, Barbie was Director of NOP Family. A trained therapist, she counsels teenagers in Tower Hamlets. Barbie is Editor of Young Consumers, and is on the Kids' Superbrands Council, and the BBC Children's Editorial Board.

16.25 Panel Discussion

Closing remarks from the Conference Chairman

17.00 Close of Conference

Who should attend?

Researching Kids in the 21st Century is aimed at anyone working for a client-side organisation, research agency, advertising, planning or creative agency who is involved in researching or targeting children.

This conference presents the opportunity to network with managing directors, research directors, research managers, brand managers, planners, and creative and design consultants.

Fees

MRS Members £260 + VAT

Non-members £295 + VAT

About the organisers



With members in more than 70 countries, MRS is the world's largest professional association representing providers and users of market research and business intelligence. All individual members and company partner organisations must comply with the MRS *Code of Conduct*.



Research Conferences take place throughout the year and offer a series of leading-edge one-day conferences, seminars and workshops.

Research 2006, the MRS Annual Conference and flagship event, takes place in London during March and is a showcase for the industry. This multidisciplinary event brings together some 800 executives from client and supply-side companies for groundbreaking papers, discussion and networking.

Attendees of Research Conferences include agency heads, market research managers, young researchers, planners, marketing directors, advertising agency executives, brand consultants and academics.

Booking Form - Researching Kids in the 21st Century

To book

- Call us on +44 (0)20 7566 1875 to provisionally reserve your place ● Fax this booking form to +44 (0)20 7490 0608
- Visit www.mrs.org.uk/conferenceseries ● Email your booking to conference@mrs.org.uk
- Post this form to the Conference Department, MRS, 15 Northburgh Street, London EC1V 0JR

Delegate fee

	Ex Vat	VAT	Total		Ex Vat	VAT	Total		
MRS Member	260.00	45.50	305.50	<input type="checkbox"/>	Non-member	295.00	51.63	346.63	<input type="checkbox"/>

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First name	Last name
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Payment - All fees are to be paid in Pounds Sterling and are subject to VAT at the standard rate of 17.5%, including international bookings.

- Cheque/bankers draft** (made payable to The Market Research Society)
- Bank transfer** (MRS bank details: Barclays Bank PLC, Soho Square, London W1D 3QR
Sortcode 20-67-69. Account no. 20618357. Swift Code BARCGP22)
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Booking conditions: Substitutions may be made in writing at any time. However, we are unable to make refunds or cancel invoices for cancellations received less than 28 days before the conference is scheduled to take place.

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