

## Westminster Media Forum Keynote Seminar: Children in the commercial world

Timing: Morning, 17<sup>th</sup> March 2010

Venue: Hall of India, Over-Seas House, Park Place, St James's Street, London SW1A 1LR

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 Chairman's opening remarks  
David Cairns MP, Chair, All-Party Parliamentary Scottish Broadcasting Group
- 9.05 - 9.25 Key points from the 'Impact of the Commercial World on Children's Wellbeing' Assessment  
Professor David Buckingham, Chair, Panel of Independent Experts, DCMS/DCSF consultation; Professor of Education, Institute of Education, and Director, Centre for the Study of Children, Youth & Media, University of London
- 9.25 - 10.15 The effects of the commercial world on children  
*Themes: Key stakeholder reaction to the Buckingham Assessment – does the review accurately portray the extent to which children are 'commercialised'? Are young people's interactions with the media positive or negative experiences? Which types of children are most likely to be affected by the media? How do children use the media? How 'savvy' are they in their decision making and exercising their buying power? Does the commercial world foster 'premature adulthood', violent behaviour and materialism amongst children? To what extent are these factors attributable to other societal factors?*  
Rosemary Duff, Research Director, ChildWise  
Martin Finn, Managing Director, EdComs  
Dr Agnes Nairn, Author and Professor of Marketing, EM-Lyon Business School and Visiting Professor of Marketing, RSM Erasmus University  
Olive Boles, Director, Strategic Relations, International Business Leaders Forum  
Questions and comments from the floor with Professor David Buckingham
- 10.15 - 11.15 Children, advertising and new marketing techniques  
*Themes: What is the effect of advertising on young people's attitudes and aspirations? How are commercial organisations using techniques that extend beyond traditional advertising, such as online marketing, sponsorship, advergames, behavioural targeting and peer-to-peer marketing? What issues do these new approaches raise including personal data and privacy, parental consent and 'potential deception'? Should all forms of product placement be allowed in children's programming? What has been the effect of the high sugar, salt and fat advertising ban on children's wellbeing? How has the ban affected advertising revenues?*  
Dave Lawrence, Senior Consultant, The Value Engineers Kids  
Dr Ian Twinn, Director of Public Affairs, ISBA  
Sue Eustace, Director of Public Affairs, Advertising Association  
Wes Cuell, Director of Services for Children and Families, NSPCC  
Ian Douthwaite, Managing Director, Dubit  
Dr Richard House, Senior Lecturer, Research Centre for Therapeutic Education, Roehampton University  
Questions and comments from the floor
- 11.15 - 11.20 Chairman's closing remarks  
David Cairns MP, Chair, All-Party Parliamentary Scottish Broadcasting Group
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 Chairman's opening remarks  
Robin Blake, Head of Media Literacy, Ofcom
- 11.50 - 12.45 Policy options, media literacy and future steps  
*Themes: What steps can policy makers and regulators, business, schools and parents take to protect and prepare young people for interaction with the commercial world, without unnecessarily restricting positive engagement? Where is the balance of responsibility and who needs to do what? Should restrictions placed on TV advertising to children be extended to content online? Is there a case for reining back regulation across more traditional media in favour of voluntary codes? How can media literacy and 'savvy' practice online best be promoted for both children and their parents?*  
Cary Bazalgette, Chair, Media Education Association and Member, European Commission Media Literacy Experts Group  
Simon Bates, Director of Standards and Communications, PhonepayPlus  
Celia Dignan, Principal Officer, Education, Equality and Professional Development Department, NUT  
Dr Aric Sigman, Biologist and Author of *The Spoilt Generation*  
Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School  
Questions and comments from the floor
- 12.45 - 12.55 Moving forwards and reflections  
Professor David Buckingham, Chair, Panel of Independent Experts, DCMS/DCSF consultation; Professor of Education, Institute of Education, and Director, Centre for the Study of Children, Youth & Media, University of London
- 12.55 - 13.00 Chairman's and Westminster Media Forum closing remarks  
Robin Blake, Head of Media Literacy, Ofcom  
Peter van Gelder, Director, Westminster Media Forum

Seminar supported by

