

Westminster Media Forum Keynote Seminar: Children in the commercial world

Timing: Morning, 17th March 2010

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

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 Chairman's opening remarks
Tim Loughton MP, Vice-Chair, All-Party Parliamentary Group for Children and Shadow Minister for Children & Young People
- 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, University of London, and Director, Centre for the Study of Children, Youth & Media
- 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?
Dr Agnes Nairn, Author and Professor of Marketing, EM-Lyon Business School and RSM Erasmus University
Rosemary Duff, Research Director, Childwise
Martin Finn, Managing Director, EdComs
Olive Boles, Director, Strategic Relations, International Business Leaders Forum
Questions and comments from the floor with Professor David Buckingham
- 10.15 - 11.10 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?
Wes Cuell, Director of Services for Children and Young People, NSPCC
Dr Ian Twinn, Director of Public Affairs, ISBA
Dave Lawrence, Senior Consultant, Value Engineers
Sue Eustace, Director of Public Affairs, Advertising Association
Ian Douthwaite, Managing Director, Dubit
Dr Richard House, Senior Lecturer, Research Centre for Therapeutic Education, Roehampton University
Questions and comments from the floor
- 11.10 - 11.15 Chairman's closing remarks
Tim Loughton MP, Vice-Chair, All-Party Parliamentary Group for Children and Shadow Minister for Children & Young People
- 11.15 - 11.40 Coffee
- 11.40 - 11.45 Chairman's opening remarks
Senior Parliamentarian
- 11.45 - 11.55 Children in the commercial world: policy options
Themes: What progress has been made through Government initiatives and policy regarding children, the commercial world and the media? Has the UK Council for Child Internet Safety been successful?
Senior speaker to be announced
- 11.55 - 12.55 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?
Patrick Barwise, Emeritus Professor of Management and Marketing, London Business School
Cary Bazalgette, Chair, Media Education Association and Member, European Commission Media Literacy Experts Group
Celia Dignan, Principal Officer, Education, Equalities and Professional Development Department, NUT
Dr Aric Sigman, Biologist and Author of *The Spoilt Generation*
Simon Bates, Director of Standards & Communications, Phonepayplus
Questions and comments from the floor with senior speaker to be announced
- 12.55 - 13.00 Chairman's and Westminster Media Forum closing remarks
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum

Seminar supported by

