

# MARKETING TO **STUDENTS**

**A ONE DAY CONFERENCE**

Tuesday 29 June 2004,  
The Dorchester,  
London



**Marketing**

Sponsored by



CAMPUS VISION™

# MARKETING TO STUDENTS

## Conversion or conquest

Students are recognised as being extremely important to brands. With over 2 million students in the UK, this market is worth £13 billion of spending power per annum.

The ongoing rapid development of this group means creating innovative communication strategies and forecasting trends to keep up with new generations of students becomes increasingly vital. The changes get ever faster and often more radical. Generating brand loyalty at this stage is paramount to influencing their future spend.

Marketing to Students aims to provide you with an insight into the current make-up of the student market and how to tackle it. The conference will help you understand the diversity of personas produced by a rapidly evolving student market, and how to make best use of marketing practices to target this complex group.

Is student marketing a case of conversion or conquest? Find out through up-to-the-minute research, practical advice, student opinion and case studies of successful student marketing campaigns.

If you are client or agency personnel currently targeting this age group with products or services through advertising, marketing or PR, put 29 June 2004 in your diary!

## Conversion

To register simply fax back the registration form overleaf to +44 (0)20 8267 4486

Alternatively you can register online at

[www.marketingtostudents.com](http://www.marketingtostudents.com)



## Conference Programme

### 08.30 REGISTRATION AND COFFEE

### 09.00 CHAIRMAN'S INTRODUCTION

Matthew Williams began his career in youth marketing over two decades ago. He organises and continuously develops the National Union of Students' entertainment and marketing unit. Their work includes experiential marketing, promotions, student media PR and ambient media. Prior to this, Matt was a marketing consultant to Levi's for 7 years culminating in his membership of their Global Marketing Team. Currently Matt also acts as a consultant to UK and overseas companies on campaigns integrating music and gaming into their marketing strategy.

*Matthew Williams, National Director, NUS Entertainments*

### 09.15 WHAT ARE STUDENTS MADE OF?

Nick Emms will introduce delegates to the demographics of the student market by focusing on an overview of key data, statistics and information sources. The session will start with an audio and video guide that will showcase student life across the UK.

*Nick Emms, Marketing Manager, NUS Services Limited*

### 09.40 UNDERSTANDING THE STUDENT MARKET: FORECASTING BRAND AND CONSUMER TRENDS

Sean, a high profile youth specialist, will discuss the latest understandings of behavioural, environmental, and societal issues that effect or are likely to affect the modern student. Brand preferences change and develop over time; he will analyse perceptions of what makes a brand credible and how to exploit this for lasting success.

*Sean Pillot de Chenecey, Researcher & Trends Analyst, Captain Crikey*

### 10.05 I AM NOT A TARGET: HOW TO FIND THE RIGHT MEDIA BY TREATING STUDENTS AS PEOPLE

Elusive, cynical, sceptical - that is the media industry's view of students' relationship with marketing communications. Malcolm Hunter will argue that this is a product of traditional thinking. He will show how thinking about students as people rather than a target helps to create media ideas that build a strong connection with them.

*Malcolm Hunter, Chief Strategy Officer, Vizeum Worldwide*

### 10.30 QUESTIONS AND COFFEE

### 11.00 THE POWER OF DIGITAL MARKETING

Any brand advertising campaign with a need to influence a youth audience, specifically students, needs to include online advertising, to maximise its effectiveness. Chris Dobson will discuss the power of digital marketing to reach youth audiences relevantly and creatively in the 21st century.

*Chris Dobson, General Manager, Digital Marketing Sales and Trade Marketing, MSN International*



### **11:25 CHALLENGING THE PERCEPTIONS OF YOUR BRAND**

Case study: KPMG

Attracting the best young bright minds onto your graduate training programmes is a huge challenge in such a competitive market. KPMG designed a three-stage recruitment event, which intrigued and educated students. This session will highlight the opportunities that exist for marketers to use incentives and different methods of marketing as a means of challenging perceptions of a brand and enhancing visibility amongst 18-24 year old audiences.

Paloma Alos, Marketing Manager for Recruitment and Resourcing, KPMG; Lucy Goodall, Senior Account Manager, Virgin D3

### **11:50 INTEGRATED MARKETING: UNLOCKING KEY BRAND OPPORTUNITIES**

Case study: Coca-Cola Enterprises Ltd

Using examples of best practice activity, Coca-Cola will demonstrate how they have increased sales through understanding and activation of key occasions that are relevant both to the brand and to students. Their approach has covered all areas of student interaction with brands, from retail shop to bar to club, with the fundamental emphasis on creating new and engaging ways of driving brand awareness and product sales.

Rob Sutton, Channel Marketing Controller, Coca-Cola Enterprises Ltd

### **12:15 BILLBOARDS ON BONCES**

Case study: Cunning Works

Cunning Works launched foreheADS™ in February 2003 and describes the campaign as a 'medium that alleviates student debt whilst bringing a brand's message to the fore.' Cunning Stunts will discuss how their novel marketing strategy has produced results.

Anna Carloss, Managing Director, Cunning Works

### **12:25 QUESTIONS FOLLOWED BY LUNCH**

### **13:45 STUDENTS AS MEDIA CONSUMERS: ARE THEY AS RADICAL AS THEY SEEM?**

Case study: Channel 4

Television now sits in a media landscape where students have more media opportunities open to them than ever before. This session will look at whether students are radically different in their TV consumption to other 16-24 year olds. Some of the programmes that engage them are not as young and radical as you might think. Are zones and content areas more important than channels or is engagement and interactivity the key?

Mike Parker, Head of Strategic Sales, Channel 4

### **14:10 ENGAGING TO STUDENTS IN THE LONG-TERM**

Case study: The Guardian

Building a brand and keeping a consumer for life is no mean feat. Delegates will hear about innovative marketing techniques for tapping into this highly lucrative market sector. Ensuring that The Guardian's image remains fresh and contemporary has resulted in it's status as the biggest-selling broadsheet amongst students.

Marc Sands, Editor, The Guardian

### **14:35 BRINGING YOUR BRAND TO LIFE**

Case study: Maxxium & Sourz

This session will be based on insights from After Shock and Sourz and through case studies take a closer look at the benefits of experiential marketing in bringing a brand to life and establishing rapport with the youth market. Live events programmes coupled with a comprehensive PR and media campaign have attracted thousands of new drinkers to the brand.

Chris Anderson, Brand Director, Maxxium & Sourz

### **15:00 QUESTIONS FOLLOWED BY TEA**

### **15:25 AMBIENT MEDIA: THE MEDIA IS THE MESSAGE**

Case study: Hewlett-Packard

Ambient and irregular media is becoming an all important part of the marketing mix, used to cut through and carefully target the all too marketing savvy students. Through sharing insight, examples of good practice and by showing all the steps of Hewlett-Packard's successful 'HYPER' campaign the session will show how to look at ambient media with fresh eyes.

Emmanuel Klotz, EMEA Commercial Marketing Manager, Hewlett-Packard; Chris Aldhous, HP Creative Director, Publicis

### **15:50 USING STUDENT RADIO TO BUILD A BRAND**

Case Study: Jack Daniels

Jack Daniel's has utilised a dedicated and pioneering radio show on the Student Broadcast Network to help build the brand amongst students. The status of student radio will be discussed, as well as covering how to make it work for a brand and how to integrate radio into a wider programme of student activity.

Emma Scrafton, Presenter: JD Set, Student Broadcast Network; Kate Kirkham, Director, Get Real!

### **16:15 INFOTAINMENT AS A MEDIUM TO REACH STUDENTS**

Paul Slaughter will analyse how young people interact with new media and technology and how to maximise this to your advantage. Delegates will hear how Campus Vision uses an accessible and dynamic communications medium to make your new media campaign bold, relevant and targeted.

Paul Slaughter, Chairman, Campus Vision

### **17:00 CLOSE OF CONFERENCE**

## How to book

- 1 Please complete one registration form for each delegate.
- 2 Fax it to +44 (0)20 8267 4486 or send with payment to:  
FREEPOST (LON3727), Haymarket Conferences, 174 Hammersmith Road,  
London, W6 7JP.
- 3 For further details or to reserve your place call +44 (0)20 8267 4011.

Name of person completing form if different from delegate:

Please register the following delegate (BLOCK CAPITALS)

Name (Mr/Mrs/Ms/Dr)

Position

Company

Address

Postcode

Tel

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MTS A B C D

## Select option by ticking relevant box

- I wish to book for the above delegate subject to the conditions overleaf  
(price includes speakers' notes\*)
- I wish to book for the above delegate subject to the conditions overleaf  
(price includes speakers' notes and videos\*)
- I cannot attend so I wish to purchase a copy of the speakers' notes/videos\*  
(delete as necessary)

## Signed

I agree to the terms and conditions as stated opposite.

## Please indicate how you wish to pay:

- Enclosed is a cheque for £ \_\_\_\_\_
- I wish to be invoiced
- I wish to pay by credit card

NB We must receive payment prior to the conference date.  
A receipted VAT invoice will be issued once payment has been received

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## Price information

Bookings include conference proceedings, delegate pack, speakers' notes, lunch and light refreshments.

- Early booking price (Before 07/05/04) £495 + VAT (£581.63)
- Standard booking price (After 07/05/04) £575 + VAT (£675.63)
- Group discount – 3 people booking from the same organisation at the same time qualify for one extra place free
- Speakers' notes £95 (no VAT)
- Set of conference videos (non-delegate) £400 + VAT (£470)
- Set of conference videos (delegate) £95 + VAT (£111.63)

To receive a copy simply add £95 + VAT (£111.63) to your booking fee.

## Confirmation

Once written confirmation of a booking has been received, together with a full remittance, you will be sent a receipted VAT invoice. A letter of confirmation and joining instructions will be sent to you within seven days. If you have not received this information two weeks before the conference, please contact the conference organisers, as any invoices issued must be honoured.

By signing up for a conference, Haymarket Conferences will automatically provide you with information relating to your booking and other Haymarket Events related products or services via email, direct mail or telephone.

## Payment Terms

Pre-payments to be made with booking form or, where agreed, payment to be made upon receipt of invoice. Please make cheques payable to Haymarket Publishing Services Ltd.

## Cancellations

All cancellations must be made in writing to the address stated below, and made no later than 21 days prior to conference date. Such cancellations are subject to a handling and administration charge of £75.00 + VAT per delegate, which will be deducted from any due refund or invoice, whichever is appropriate. The company regrets that no cancellations are acceptable within 20 days of the conference date but a substitute delegate can be nominated. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. All cancellations must be made in writing and will be acknowledged in writing by Haymarket Conferences. Haymarket Conferences reserves the right to make changes to the programme, location and/or speakers without prior notice.

## Commercial/Sponsorship opportunities:

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