

New generation, new media, new challenge!

Engaging with young people
through social media

Thursday 27 November 2008 – London

A groundbreaking conference looking at engaging young people through social media and how this can be used within local authorities to meet and exceed statutory targets.



This important conference will include:

- ➔ Challenges for local authorities and providers in using social media to reach young people
- ➔ Tools and tips on using new technology to reach and engage with young people
- ➔ Case studies to explore the use of social networks
- ➔ Participatory approaches to delivering positive activity websites
- ➔ Information on engaging with hard to reach groups
- ➔ Lessons learnt from the private sector
- ➔ Findings from the latest research into social media and young people

Knowledge sharing and networking with other colleagues from around the country

Interactive seminars on hot topics offering targeted practical advice and support

How to use new technology to engage young people in meaningful, interactive dialogues

See the rewards of increased engagement, participation and communication from using innovative new media

Overcome the challenges faced in reaching young people through new media



In partnership with:



Speakers include:

Mark Cheverton

Managing Director, Opportunity Links

Mark Weber

Group Director of Client Services, BDP Media and Atticmedia

Tim Davies

Practical Participation

DK

MediaSnackers

Greg Villalobos

Bold Creative

Linda Brooks

Access and Inclusion Team, Activities and Engagement Division, Department for Children, Schools and Families

John Craig

Director, Innovation Exchange, Innovation Unit

Media partner:

Children & Young People Now

New generation, new media, new challenge! – Enga

This conference will look at the challenges in communicating and engaging young people and how these challenges can be addressed through the use of social media. It is a very practical conference with opportunities for local authorities and providers to really see how, by using the internet and new technology, we can engage this huge audience in a meaningful and diverse dialogue.

➤ Plenary speakers

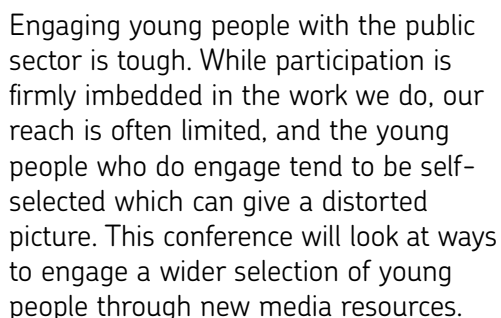
Speakers from organisations at the forefront of new technology, with practical experience of how to communicate and involve young people, will be on hand to help you take forward your plans.

➤ Making it Happen 'What Works' seminars

Our seminar sessions focus on what works in practice. Led by experienced leaders and practitioners in their field, they offer an opportunity to share experiences, discuss challenges and identify solutions and successful approaches in practice.

➤ Networking opportunities

There will be ample opportunities throughout the day to make contacts with others in the field, and share knowledge and experiences.



Engaging young people with the public sector is tough. While participation is firmly imbedded in the work we do, our reach is often limited, and the young people who do engage tend to be self-selected which can give a distorted picture. This conference will look at ways to engage a wider selection of young people through new media resources.

9.30am Registration and refreshments

10.00 **Chair's welcome**
Anne Longfield OBE, Chief Executive, 4Children

10.10 **Positive outcomes for youth through social media**
Linda Brooks, Access and Inclusion Team, Activities and Engagement Division, Department for Children, Schools and Families

An overview of the policy around publicising positive activities and engaging young people.

10.35 **Changing the way we communicate**
Mark Cheverton, Managing Director, Opportunity Links

This session will look at the challenges in communicating and engaging young people and how these challenges can be addressed through the use of new media.

11.10 **Questions and discussion**

11.20 Refreshment break and networking



FOCUS on: Using social media tools for youth participation

11.50 **Plings – promoting positive activities in a web 2.0 world**
Steven Flower, Technology Enabler, Substance

12.10pm **Youth work and social networking, findings from research by the National Youth Agency**
Tim Davies, Consultant, Practical Participation

Further to research by the NYA, this session will look at youth work and social networking and how they can be combined

12.30 **Fear and awe of the digital native**
Mark Weber, Group Director of Client Services, BDP Media and Atticmedia

This session will look at the awe and fear around young people and their use of the internet and new media and how we can understand their use of this medium.

12.50 **Questions and discussion**

1.00 Lunch

2.00 Experiences from the Innovation Exchange

John Craig, Director, Innovation Exchange, Innovation Unit

Hear how Innovation Unit's work will focus on the issue of excluded young people.

2.20

Making it Happen: 'What Works' seminars – Session 1

S1: Participatory approaches to developing positive activities websites

Chris Smyth, Opportunity Links

Looking at involving young people in the development of positive activities websites.

S2: Exploring social networking sites for professionals working with young people: Education, promotion and participation

Tim Davies, Consultant, Practical Participation

Exploring ways in which social networking sites can be used by professionals to engage young people.

S3: Youth work and social media

DK, MediaSnackers

This session will explore the link between youth work and social media and practical ways that this can be taken forwards.

S4: Participation, maps and innovation: Connecting young people with policy makers

Greg Villalobos, Bold Creative

Looking at ways of connecting young people with policy makers through the use of social media and other methods moving forwards.

3.20 Refreshment break and networking

3.35

Making it Happen: 'What Works' seminars – Session 2

Seminars 1 to 4 repeated.

4.30 Conference closes

Who should attend?

- Directors of Children's Services
- Children's Centre and Sure Start Programme Managers
- Extended Schools Remodelling Advisors
- Extended Schools Co-ordinators and Managers
- Head and Deputy Head Teachers
- Youth Offending Services
- National and Regional Youth Organisations
- Youth Workers
- Connexions
- Development Workers
- Community Groups
- Community Development Managers and Co-ordinators
- Strategic Planners within Local Authorities
- Business Support Officers
- Children's Information Services
- Childcare Development Officers
- Children's Trusts
- Inclusion Services
- Healthy Schools Programme Managers
- Out of School Providers
- Strategic Health Authorities
- Primary Care Trusts
- TDA Regional Advisors
- Government Departments
- Web Designers
- Technical Support Officers and Managers
- IT Managers
- Quality Assurance Managers and Officers
- Quality Advisors
- Quality Training Managers and Officers
- Workforce Development Managers and Coordinators

Programme is subject to change, please check www.4Children.org.uk/newmedia08



New generation, new media, new challenge!

Engaging with young people through social media
27 November 2008 – London

Booking Form

Bookings can be made by phone, fax or post

Phone: 020 7522 6970
Fax: 020 7512 2010
Online: www.4Children.org.uk/newmedia08
Post: 4Children
City Reach
5 Greenwich View Place
London E14 9NN
Enquiries: events@4Children.org.uk

Membership offer

If you would like to take advantage of the membership prices below but are not currently a member you can join today. Phone **020 7512 2100** for more information or to become a member.

Select your rate

Full rate Non-members	£260 + VAT <input type="checkbox"/>
Reduced rate 4Children members who are not childcare providers	£200 + VAT <input type="checkbox"/>
Discounted rate 4Children members who are childcare providers	£155 + VAT <input type="checkbox"/>

4Children membership number

Note: You must insert a correct membership number to ensure you get the discounted prices. If you are unsure please phone 020 7512 2100 to check your membership number.

Contact details

To book additional delegates please photocopy this form
Please complete in BLOCK CAPITALS

Name

Job title

Organisation

Address

Town

County Postcode

Telephone

Email

Where did you hear about this conference?

Any dietary or access requirements

How to pay

Enclosed is a **cheque** (payable to **4Children**) for

£

Please **invoice** me for the sum of £

Purchase order number if applicable

I wish to pay by **credit card** the sum of £

Please charge my

Visa MasterCard Maestro (issue no)

Card number

Start date / Expiry date /

Security code (last 3 digits on back of card)

Name and address for invoicing or of cardholder

Name

Address

Seminar choices

Please tick (✓) one seminar choice for each session

SESSION 1	1	2
S1: Participatory approaches to developing positive activities websites	<input type="checkbox"/>	<input type="checkbox"/>
S2: Exploring Social Networking Sites for professionals working with young people: Education, promotion and participation	<input type="checkbox"/>	<input type="checkbox"/>
S3: Youth work and social media	<input type="checkbox"/>	<input type="checkbox"/>
S4: Participation, maps and innovation: Connecting young people with policy makers	<input type="checkbox"/>	<input type="checkbox"/>

We will confirm your booking by email within 72 hours. If you have not heard from us after this time please contact the Events team on 020 7522 6970.

By registering for a 4Children & Opportunity Links event, or purchasing a product or service, your name will be stored on a database enabling 4Children & Opportunity Links to send you information about future 4Children events, products and services by email, direct mail, fax or phone. If you wish to be removed from this database please write to the Marketing Manager at the above address. From time to time, and with your permission, we may also make your details available to carefully selected companies who have offers and information that may be of interest to you. To receive this information please tick below.

Yes, I would like to receive carefully selected information from third parties.

All cancellations must be made in writing and received 14 days prior to the conference. Cancellations will be subject to an administration charge of 25%. We cannot, unfortunately, refund cancellations made after this time.

4Children is registered in England and Wales no. 01789253. A registered charity no. 288285. 4Children (Trading) Ltd is registered in England and Wales no. 02433565. VAT registration no. 524954431. 4Children (Trading) Ltd is a subsidiary of 4Children. Registered offices as above.