Empower Your Brand Marketing By Engaging With Changing Consumer Attitudes Towards ‘Healthy’ Food

Grasp Insights Into Food Consumers’ Purchasing Drivers And Deterrents, From Brand Perceptions And Trends To Nutritional Labelling, Supplements And Indulgence

Nutritious, low-fat, organic, superfood? Explore today’s consumers’ KEY HEALTH ISSUES AND DRIVERS with PepsiCo UK and Mars Europe

Ensure POSITIVE HEALTHY BRAND PERCEPTIONS through an informed consumer understanding and communications strategy – hear from McCain

Join Marks & Spencer and Waitrose to discuss the debate over NUTRITIONAL LABELLING and identify the impact it has on consumers

WHO SHOULD ATTEND?
Boost your understanding of what consumers want from their food and how they perceive a balanced diet:

✔ Marketing, Product, Brand
✔ Communications
✔ Consumer Insight
✔ NPD, Innovation

For all FOOD & FMCG COMPANIES


CHILDREN’S FOOD AND HEALTHY EATING WORKSHOP

ASDA will focus on the crucial issue of educating parents about what is healthy: what role does the industry play in this?

www.healthyfoodmarketing.com
If you don’t identify what motivates today’s food consumer to buy, how can you know what will sensationalise your brand marketing?

Is it organic products, low-fat brands, indulgent treats or straight nutritional sense that drive consumer purchases? Marketing is bringing leading brands together to ask, and answer, what it is that consumers want and what they understand ‘healthy’ to mean.

**CONSUMER MINDSET:** Hear Mars Europe examine what it is that ‘healthy’ means to consumers, and what confuses them with regard to healthy eating

**NUTRITIONAL LABELLING:** Waitrose, Marks & Spencer and PepsiCo UK will debate the issues around traffic light, GDA, and mixed labelling, and how these methods are accepted by consumers

**PLUS**

Children And Healthy Food

Focus on children’s health and the role of the food industry in the Separately Bookable Half-Day Workshop following the conference, led by Asda.

**08.30**  Registration & Coffee

**09.10**  Chair’s Opening Insights

GAINING INDUSTRY INSIGHTS INTO TODAY’S CONSUMERS’ CONSCIOUSNESS TOWARDS FOOD, HEALTH AND A BALANCED DIET AND EXPLORING THE MERITS OF NUTRITIONAL LABELLING

**09.20**  Understanding Consumers’ Rising Consciousness And Changing Attitudes Towards Health And Food

- Exploring the rise in consumer awareness around healthy eating and healthy lifestyle
- Identifying the key health issues and drivers particularly affecting consumers now
- What are the key attributes of health from a consumer point of view, and how can you improve your marketing and products to reflect this?

Simon Michaelides
Innovation Director
PepsiCo UK

**10.00**  Exploring The Consumer Mindset:
Identifying Consumer Perceptions And Understanding Of What ‘Healthy’ Food Is And What Consumers Consider A Balanced Diet

- Nutritious, organic, superfoods, wholesome, low-fat? What do today’s consumers consider ‘healthy’ to mean?
- Discussing consumers’ confusion around what foods are, or are not, ‘healthy’ and what they should or shouldn’t be eating
- Examining whether consumers understand what a balanced diet is, and discussing whether retailers and brands should provide education to ensure they do

Klaske de Jonge, Director Corporate Communications Europe & CIS
Mars Europe

**10.40**  Exploring How The Industry Has Responded To Consumers’ Current Focus On Healthy Food

- Examining how industry has responded to the focus on health, and whether it has an obligation to educate consumers in this area
- Are consumers totally confused with what is/isn’t healthy? Do they know what they should/shouldn’t be eating? Are we just confusing consumers by putting more information on packaging and advertising?

Julian Hunt
Director of Communications
Food and Drink Federation

**11.20**  Refreshments And Informal Networking

**11.50**  GDA Versus Traffic Lights: Weighing Up Which Route Is Most Useful To Consumers And Whether They Are Impacting Sales Or Causing Confusion

- Exploring the merits of the GDA nutritional labelling route versus the traffic light route: why are some manufacturers backing one system as opposed to another?
- Debating the most useful, helpful, informative food labelling scheme going forward
- Is there any evidence that nutritional labelling will have an impact on sales?
- Does consumer feedback so far tell us whether the labelling is making healthy purchasing decisions any easier – or is it just confusing?
- What nutritional labelling do you have to have on packaging, and what is voluntary?

Speakers include:

Claire Hughes, Company Nutritionist
Marks & Spencer

Simon Michaelides, Innovation Director
PepsiCo UK

Johnny Stern, Director
mySupermarket.co.uk

Moira Howie, Nutrition Manager
Waitrose

**Book online @ www.healthyfoodmarketing.com**
Driving Positive Healthy Brand Perceptions Through An Informed Communication Strategy: Emotional Versus Factual Benefits Of Food

• Discussing how the way your consumers think about food can be used as a platform for a communications strategy
• How do you decide whether to use nutritional facts and figures versus an emotional slant (how food makes you feel) when positioning your product?
• Exploring the perceptions that consumers have of certain brands and foods: how can you challenge flawed perceptions, or continue to shape them for brands that are perceived to be doing a good thing?
• How can brands overcome perceptions?

Simon Eyles, Marketing Director
McCain

What Does Healthy Mean? Guarantee Your Brand Marketing Reflects Today’s Consumer Attitudes Towards Food

Sponsorship And Exhibition Opportunities

Benefit from our range of promotional opportunities, including association with the *Marketing* brand and face-to-face interaction with key players in this field.

If you have a message you would like to convey to the decision makers attending the conference, via pre-event branding, exhibition stands, promotion, interaction, thought-leader positioning and more, please contact Anne-Marie Sheedy on 020 8267 4002 or email anne-marie.sheedy@haymarket.com for tailor-made packages to meet your needs.
**3 WAYS TO BOOK**

Please complete one registration form for each delegate.

1. **Book online** at [www.healthyfoodmarketing.com](http://www.healthyfoodmarketing.com)
2. **Fax** this completed registration form to +44 (0) 20 8267 4486
3. **Post** the booking form with payment to FREEPOST (LON3727), Haymarket Conferences, 174 Hammersmith Road, London, W6 7JP

If you have any problems registering please call +44 (0) 20 8267 4011

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**Name of person completing form if different from delegate:**

**Please register the following delegate (BLOCK CAPITALS)**

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<th>Organisation</th>
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**Tel** | **Fax** |

**Email**

How did you hear about this conference?

**Industry Type**

Name of Department Head

Job Title of Department Head

I agree to the terms and conditions as stated opposite.

**Signed**

Please indicate how you wish to pay:

- Enclosed is a cheque for £
- Cheques made payable to Haymarket Publishing Services Ltd
- I wish to be invoiced
- N.B. Purchase orders will be required
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- Please charge my: **AMEX**  **Visa**  **Mastercard**

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Cardholder’s signature

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**INFORMATION**

**Exhibition Stand Package** *(Includes 2 Delegate Places)*

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**Conference + Workshop** *(Children & Healthy Eating)*

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**Conference Only** *(Children & Healthy Eating)*

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**Conference Only** *(Children & Healthy Eating)*

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**Group Discount**

- 3rd Attendee Receives 50% Discount

**Speaker Presentations**

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* Only one discount can be used per registration.

**Note:** Please note that speakers’ presentations are accessible via a password protected internet site and are not supplied in a printed form. These will be available to download a week after the event, subject to speaker disclosure.

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**Conference Code:** SPK

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**Accommodation**

Overnight accommodation is not included in the registration fee. However, a limited number of rooms are available at the Meridian Piccadilly.

Please click on [www.starwoodhotels.com/london/GA1](http://www.starwoodhotels.com/london/GA1). Alternatively, there are also limited rooms at the Thistle Marble Arch hotel. To book please call 0870 414 1516.

For both hotels always quote ‘Booking reference GA2’. Please book early as all rooms and rates are subject to availability. For further rooms nearby hotels and information on how to book please visit [www.cityhotelaccommodation.com](http://www.cityhotelaccommodation.com).

**Confirmation**

Once we have received confirmation of your booking in writing, we will send you an email confirmation. An invoice will be sent to you shortly after. Your VAT receipt will follow once full payment has been received. N.B. We must receive full payment prior to the conference date.

If you have not received confirmation of your booking within fourteen working days please contact the Customer Service team on +44 (0) 20 8267 4011. We cannot be held responsible for the non-arrival of information.

**Delegate Access And Additional Requirements**

We always provide a vegetarian lunch option. If you have any other dietary requirements please inform our Customer Services team at the time of booking. We make every effort to ensure that our events are accessible and enjoyable for all our delegates. Please contact our Operations team on 020 8267 4011 or conferences@haymarket.com to discuss any access or specific requirements that you may have.

**Data Protection**

By registering for a conference Haymarket Conferences can provide you with information relating to your booking and other Haymarket related products or services via email, direct mail, fax or telephone. Please write to the Head of Marketing at the address above if you do not want to receive this information. We may also make your details available to carefully screened companies (excluding email addresses) who have offers that may be of interest to you.

- Yes, I would like to receive carefully screened and work related emails from third parties.
- No, I specifically do not wish my details to be made available to third parties.

**Cancellations**

All cancellations must be made in writing to the address above, and made no later than 9 January 2008. 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. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Haymarket Conferences reserves the right to make changes to the programme, location and/or speakers without prior notice. Haymarket Conferences will not offer refunds to delegates due to a terrorist alert or incident unless the conference is cancelled. In this instance, Haymarket Conferences will retain up to 50% of the conference fee to cover marketing, administration and delegate registration costs.