



Thursday 2 November 2006 Leeds College of Music

Audiences Yorkshire's Conference is taking place on Thursday 2nd November at Leeds College of Music.

one size fits all? is built around the theme of audience segmentation. The conference focuses specifically on two groups, 11-18 year olds and people over 50 that have long suffered from generalisations about their habits, tastes and motivations.

Keynote speakers are Ian Douthwaite, Managing Director of Dubit, a youth insight agency, and Dick Stroud, author of 'The 50-plus Market' and Managing Director of specialist over 50s marketing agency, 20plus30. Afternoon workshops include topics such as targeting teenagers using new technologies, using the Internet to attract older audiences, and case studies from the British Film Institute and Cornerhouse.

For the full programme, price information, and to book online.

To receive further information in the post, please [email Viki Crummack](#).

