

Objectives of the workshop

The Workshop's four primary objectives are to assist the delegates:

- ◆ Understand why the 50-Plus are so important and the reasons they have been ignored.
- ◆ Recognise how each part of the marketing mix needs to adapt to the UK's changing demographics
- ◆ Appreciate the marketing benefits and dangers of not recognising the 50-Plus's growing importance
- ◆ Audit their own company's readiness to exploit the opportunities of this age group.

Workshop Contents

The one day workshop has four sessions. The style of teaching is highly interactive with delegates encouraged to contribute their own experiences. The following is a brief outline of each session.

Session 1

- ◆ Why the 50-Plus market is so important. An explanation of the demographic, social and economic changes that are increasing the importance of the over 50s.
- ◆ Marketing's blind spot. The reasons why older people tend to be ignored in the design of communications strategies. Why myths rather than sound research justifies this situation.
- ◆ Why and how to segment the 50-Plus age group. The over 50s covers a large group of people and their needs. Why it is essential to divide this group into different segments and the best techniques to use.

Break

Session 2

- ◆ What, if anything, is different about a 50'something and a 30'something in their brand and purchasing behaviour?
- ◆ What do we know about older peoples' reaction to marketing, use of media and willingness to change brand allegiance?

- ◆ Why and how each factor in the marketing mix is affected by the demographic shift
- ◆ How “age neutral” marketing can be used to improve the way organisations communicate with their markets

Lunch

Session 3

- ◆ How to make all of the customer touch points within the organisation “50-Plus friendly”
- ◆ The interaction between usability, aging and accessibility.
- ◆ Content, language and imagery. The importance of creating content that is relevant and understandable by the older person. The style of language, choice of words and imagery must all be suitable for a 50-Plus audience.
- ◆ Case studies of how companies have responded (good and bad) to the 50-Plus challenge

Break

Session 4

- ◆ How to audit your company’s readiness to exploit the aging population. What are the critical questions to ask?
- ◆ What impact will the aging population have on marketing over the next five and ten years?
- ◆ What are the best sources of information to keep informed about developments?
- ◆ How do you encourage your organisation understand and respond to the challenges of the aging population?