



YOUTH MARKETING STRATEGY

5-6 JUNE 2024
OLD TRUMAN BREWERY
BRICK LANE
LONDON



The world's largest youth marketing conference

YMS offers the latest insights, freshest ideas and invaluable networking opportunities ready to drive your GEN Z marketing strategy forward. Startups are pioneering solutions to many of our world's greatest challenges, and solving the challenges in marketing and advertising using digital and tech. Today corporates are looking for unique solutions to use as a foundation to successfully continue running their business effectively, YMS is passionate about these global brands to find, engage and scale innovation in this space.

The YMS programme is for anyone looking to better understand, engage and target the GEN Z audience. The audience is made up of marketers from brands in all sectors, agencies and non-profit organisations as well as colleges/universities.

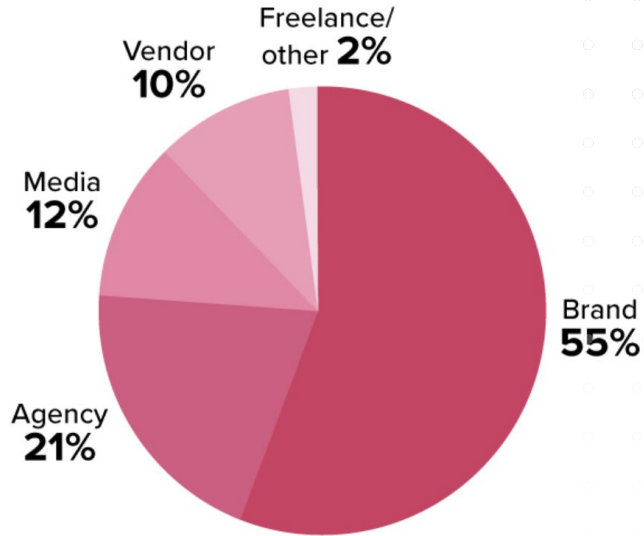
This pack contains all the details you need to understand what your involvement would look like in this showcase as well as a rundown of all the deliverables incentivised to you.

Bringing together over
200+ Brand Leaders for 2
days

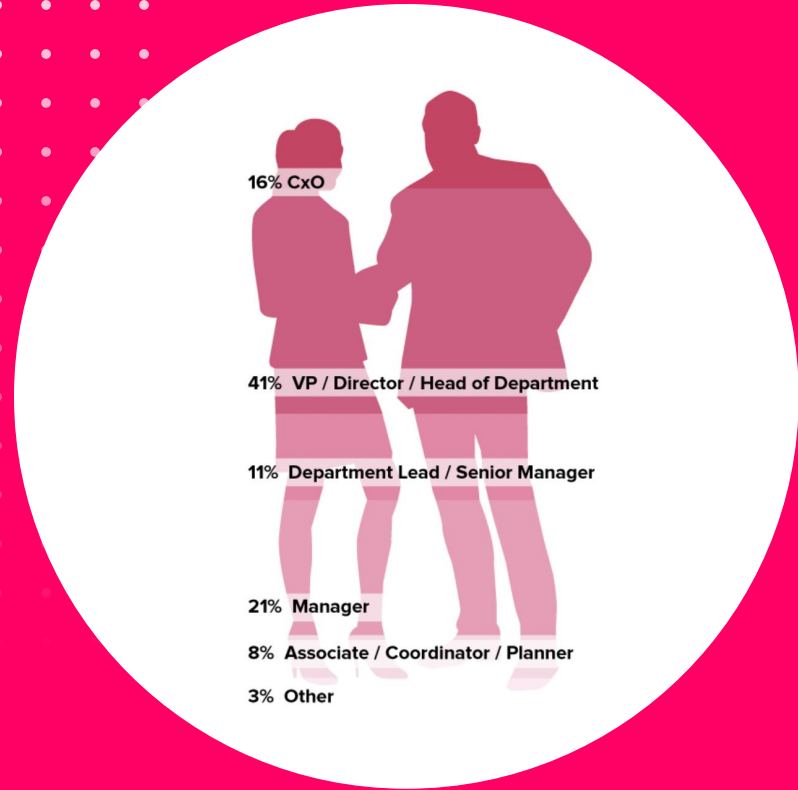
Representing
100+ brands

Responsible for
Billions in revenue

Attendance by industry



Attendance by title



Connect with decision makers

Brand activation manager

Director of brand strategy.

Brand manager

Chief of Growth

Brand marketing manager

Director of brand marketing

Brand strategist

Head of client engagement

Business Directors

Head of Business Development

JUST EAT



unicef



HARIBO

amazon



SONY

ASOS

Sainsbury's

SAMSUNG

Microsoft



Coca-Cola



FCA

next



airbnb

Dixons
Carphone

Expedia

L'ORÉAL

Nestlé

PUMA

TESCO

VISA

ESTÉE LAUDER

YMS will welcome leaders and their wider teams from leading brands that are looking for the most innovative solutions that are going to help them stay ahead of the technology explosion.

Brands are aware that they cannot keep up with the pace of change alone and are constantly looking for startups who are vital in not only executing their strategy but playing a role in helping shape it. This is the place to position yourself as a critical partner to the industry

If you have a solution that is changing the face of global brands we will help you use this platform to connect strike commitment with the leaders.

Pitch on stage

Speed-Date Networking

Select & Connect



Pitch to brand leaders via global showcase

This is where innovation is launched into the industry. This pitching showcase truly brings the 'who's who' of this space.. You'll have a unique opportunity to present your solution to all 100+ brand leaders. Giving you unprecedented opportunities to drive awareness and connections across the industry.



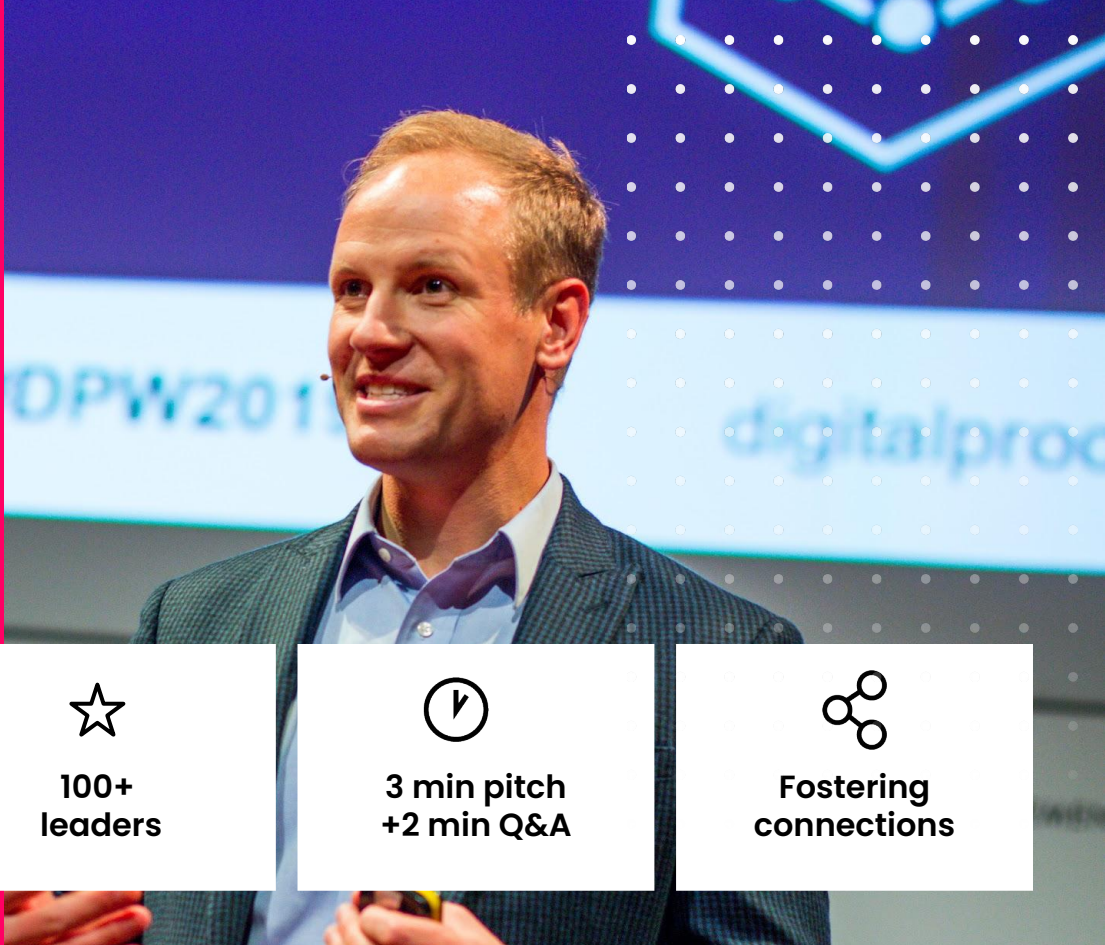
**100+
leaders**



**3 min pitch
+2 min Q&A**



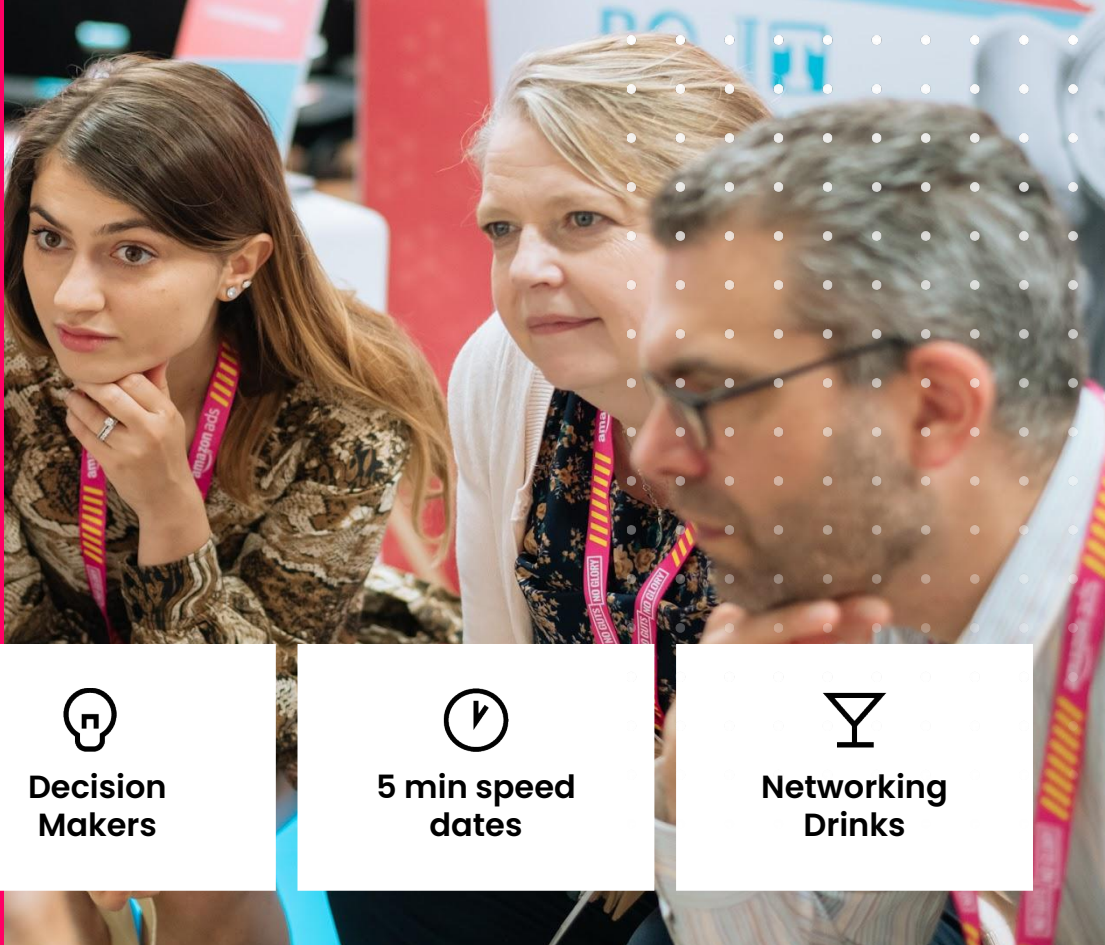
**Fostering
connections**



In-person speed dates with brand leaders

This is an amazing opportunity to get up close and personal with brand leaders as they meet in person in the UK.

You'll have the opportunity to connect with every one of the brand leaders via 5 minute speed dates. Make connections, swap business cards, then carry on the conversations with those most relevant over networking drinks.



**Decision
Makers**



**5 min speed
dates**



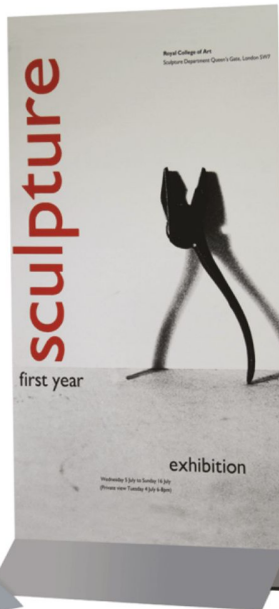
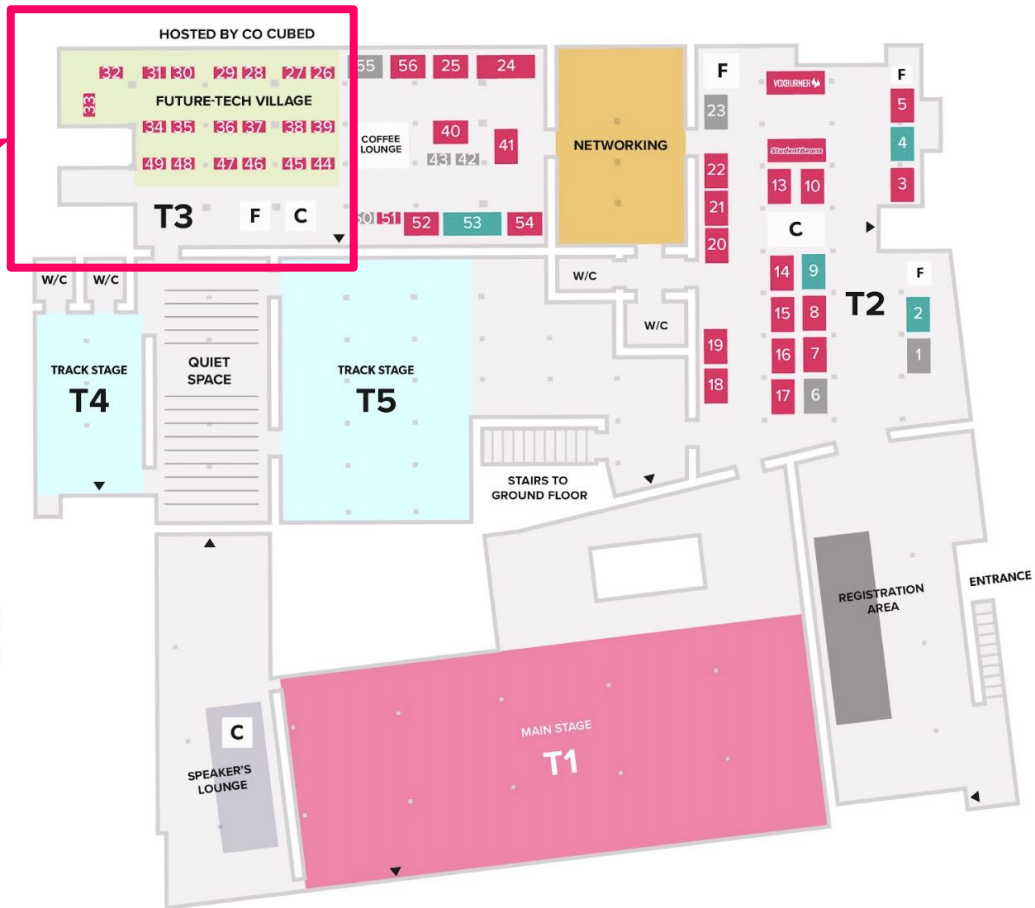
**Networking
Drinks**

Floorplan



Old Truman Brewery
Brick Lane

- Available
- Reserved
- Sold
- F** Food stall
- C** Coffee stall
- Exhibition stands 2x1
- Exhibition stands 3x2
- Exhibition stands 5x2
- ◀ Fire exit



Your questions answered

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**How does the pitch session work?
Do you provide support in helping us to prepare for our pitch?**

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The pitch session in June is the primary element of the programme for 20 participants. The 2- innovators will present their solution to 100+ brand leaders in a 3 minute presentation followed by 2 minutes of questions.

To prepare for this pitch session, we recommend you avoid using a generic pitch for your solution and focus on a more tailored presentation for the brands focused on your sub category. Your presentation will need to be in a PowerPoint format and uploaded to a Google Drive ahead of the pitch session. If you have specific questions that you would like asked, we can seed them.

Your questions answered

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How do the speed dating sessions work? What are your Top Tips for these sessions?

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Speed Dating is an in-person networking format that enables you to have an exclusive pitch with brands. We will have a number of brands attending and 10 innovations pitching. The decision makers will cluster in groups of 2-3 and rotate around a room to each innovation. You will have 3 minutes to pitch and 2 minutes for Q&A. After this has happened 10 times, we will then have a general networking session with all the decision makers and innovators together.

This is a popular format for the brands and innovators.

Your questions answered

“ How do the speed dating sessions work? What are your Top Tips for these sessions? ”

Tell a story

Bring to life the 'why' behind your company before you launch into the 'what'. Come armed with your ideas and ambitions for the 'how' i.e. how you could partner with and bring benefit to a brand. Your story should have a strong beginning and a strong end. Remember, the more you can tailor your pitch to brands, the better.

Experience over words

Think about how you can allow a retailer's representatives to experience your product/tech/service simply and easily, while being mindful of space and time constraints. You'll have 5 minutes (3 mins pitch + 2 mins questions) and a poseur table. Wherever possible, tailor your demo to a brand in a way that is relevant to the brief and showcase how your solution can address the challenge.

Key questions to prepare for

If you had up to £20,000 to pilot your technology, what would you run with a brand, what resources/access would you need, and what outcome should the brand expect? Why would they benefit from your solution and why is it better than alternatives that exist today? What do you foresee to be the biggest challenges when working with a global brand?

It's a date...

Keep in mind that this particular network session is set up as a date, which means you can invite the leaders to engage in a two-way conversation and understand their challenges and opportunities they have. Do make sure you leave enough time for questions at the end of your pitch too.

Top Tips

The Co:cubed team supporting the programme

Neal Tantisukrit
Innovation scout for
YMS Longlist

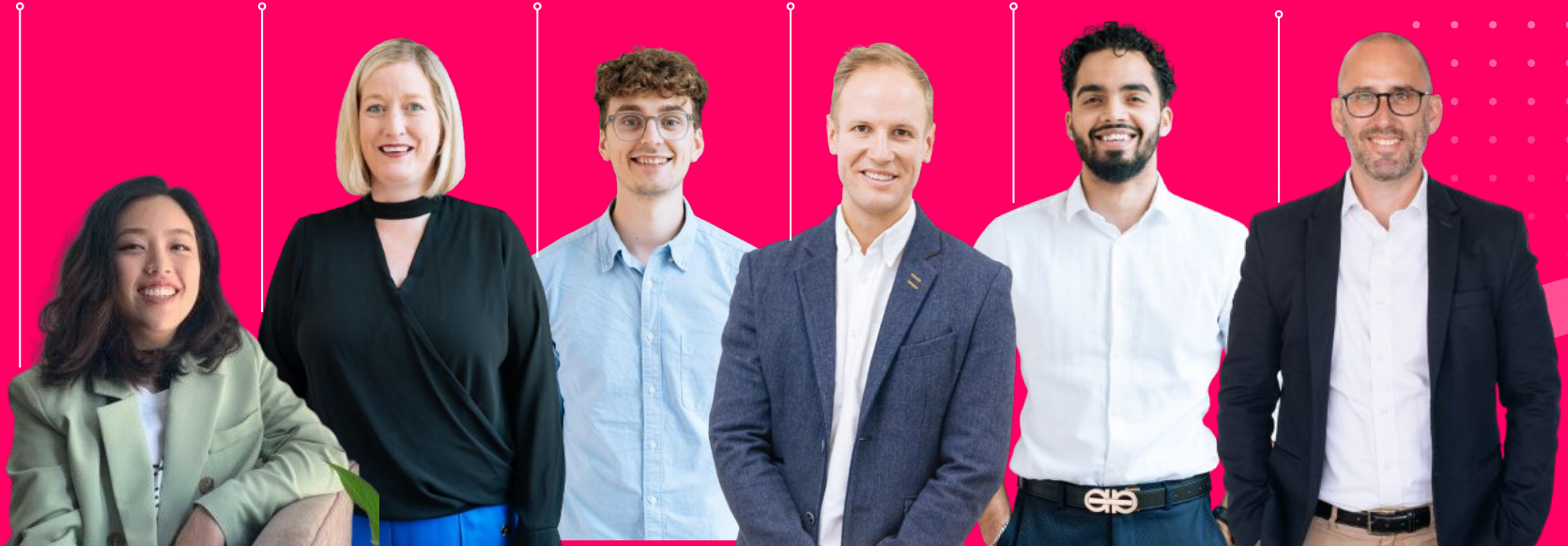
Denise McQuaid
Scouting Director for
YMS longlist

Mark Janes
COO

Jeremy Basset
CEO

Ahmed Tahir
Partnerships and
Events Manager

Mark Cheney
MD, Events



ABOUT YMS

The world's largest youth marketing conference. YMS offers the latest insights, freshest ideas and invaluable networking opportunities ready to drive your GEN•Z marketing strategy forward.

<https://yms.co.uk/>

ABOUT CO:CUBED

Co:cubed is a London-based innovation agency that works with Fortune 500 companies to make sure they work with the world's best startups. Co:cubed is working with YMS to manage and facilitate the Challenge.

<https://www.cocubed.com/>

The logo for YMS LDN, featuring the letters 'YMS' in a stylized, white, handwritten font above the letters 'LDN' in a bold, white, sans-serif font, all set against a red rectangular background.The text 'YOUTH MARKETING STRATEGY' in a bold, white, sans-serif font, arranged in three lines and set against a red rectangular background.