

## Ted Mininni Invited to Chair at IIR Youth Marketing Mega Event

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Agency: **Design Management Resources, Inc.**



Design Force President to Lead off Each Day of Conference with Opening Remarks.

HUNTINGTON BEACH, CALIFORNIA: 27-28 March, 2007: Ted Mininni, president of Design Force Inc., Marlton, New Jersey, will be conference chair for the “Tweens Track”, on March 27 and 28 at this year’s Youth Marketing Mega Event, to be held at the Hyatt Regency Huntington Beach Resort + Spa in Huntington Beach, California. As chair, Mr. Mininni was invited to make an address at the beginning of each day’s “Tweens Track” session.

The Institute for International Research’s Youth Marketing Mega Event is a must for all marketing executives who are challenged with developing successful corporate branding initiatives aimed at today’s sophisticated kids. IIR is a respected producer of conferences in numerous industry sectors, across the United States and abroad. IIR brings the most sought-after experts together to give business leaders access to newest thinking, proven strategies and the “edge” they need over their competitors.

The Youth Marketing Mega Event is popular and heavily attended by companies in all sectors who market products and

services to kids' demographic groups. Mr. Mininni: "By understanding the factors that motivate brand loyalty in kids, savvy marketers can begin to create a life-long relationship with the next, viable generation of consumers."

Mr. Mininni will be leading off the Tween Tracks on both days with opening remarks centered on today's sophisticated Tween as consumers. "Tweens have huge discretionary purchasing power. They also exert tremendous influence over their families' purchases, to the tune of almost \$250 billion dollars. This demographic, aged between 8-13 years of age is a key focus of marketers today. These are tomorrow's adult consumers; developing positive brand experiences with kids at this stage could cultivate lifetime relationships with them, even as they progress into adulthood."

In his remarks, Mr. Mininni will touch on several key factors that marketers must know when trying to reach tweens. These include: tweens' core values, tweens as multi-taskers in a media-rich environment, tweens' responsiveness to interactive marketing initiatives, tweens' favorite communications platforms, and the role of viral marketing and mass personalization in regard to this demographic group.

Mr. Mininni: "I look forward to participating in the Youth Marketing Mega Event, and meeting my peers and clients at this important conference. For all of us who are involved with designing experiences for kids that connect them in a positive way to brands, this truly is a must-attend event. "

#### About Design Force

Design Force, Inc. is a metro New York based brand identity and package design consultancy to the global brand leaders in the toy & entertainment and food & beverage industries. Over their 16 year history, they've developed a brand expertise that helps their corporate clients gain a significant competitive advantage in their respective categories. They are deeply committed to building global brand leaders through strategic design.

To contact Design Force, please call 856.810.2277, or visit [www.designforceinc.com](http://www.designforceinc.com)

Design Management Resources offers core consulting, strategic marketing and public relations, exclusively to design businesses. We also offer our clients great intangible assets that represent real value to them. Our management team has years of combined experience in business management, accounting, recruiting, purchasing, advertising, sales, marketing, PR, copywriting, Customer Relationship Management, and more.

Design Management Resources' outsourced services to design firms put us in the position of delivering RESULTS. Our broad-based experience in the design industry and other major industry sectors puts us in a unique position. Continuous corporate research yields very valuable insights that enable us to assist design businesses with marketing strategies and PR in a unique way. Due to increased competitive pressures in the marketplace, globalization and economic challenges, this kind of information has enormous implications for the design business.

Design Management Resources' thorough grasp of new business philosophies, sustainability and trends make our insights invaluable to our design firm clients.

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