



# BRUM YOUTH TRENDS

Influence & Identity

City & Me

Action & Choice

Content & Connection

# Welcome To The First Edition Of Brum Youth Trends

This is the first of its kind, a Brum Youth Trends report, allowing young people to have a platform to share their opinions.

Do you really want to know what young people's opinions are of Birmingham? The type of pressures that affect them? Their passions? How they are shaping their future?

We asked. They answered. Now what will you do?

## 4. Influence & Identity

How are young people using their resources to shape their identity?

## 7. City & Me

Should I stay or should I go? With an age range of between 11 - 26, are they including Birmingham in their future plans?

## 9. Action & Choice

With the rise of political awareness on social media, are young people becoming activists from their very own bedrooms?

## 11. Content & Connection

Memes, apps and social media; is this what young people are using their phones for in 2017?

## 13. Trends

We've unearthed Brum's biggest trends for young people for 2017.

## 16. Recommendations

After analysing the results, we're giving you 8 tangible ways that you could implement in your workforce.

## 19. Learnings

This is only the beginning, here's what we can do and will do to make this report even better for 2018.

## Introduction

Brum Youth Trends 2017 is a pioneering report which asks young people what they think, whilst at the same time sharing insight with people who can make significant change. This is about better designed products, services, spaces, programmes and ideas that benefit the lives of young people in our city for the better. And it's about time. Put perfectly by one of our 643 respondents:

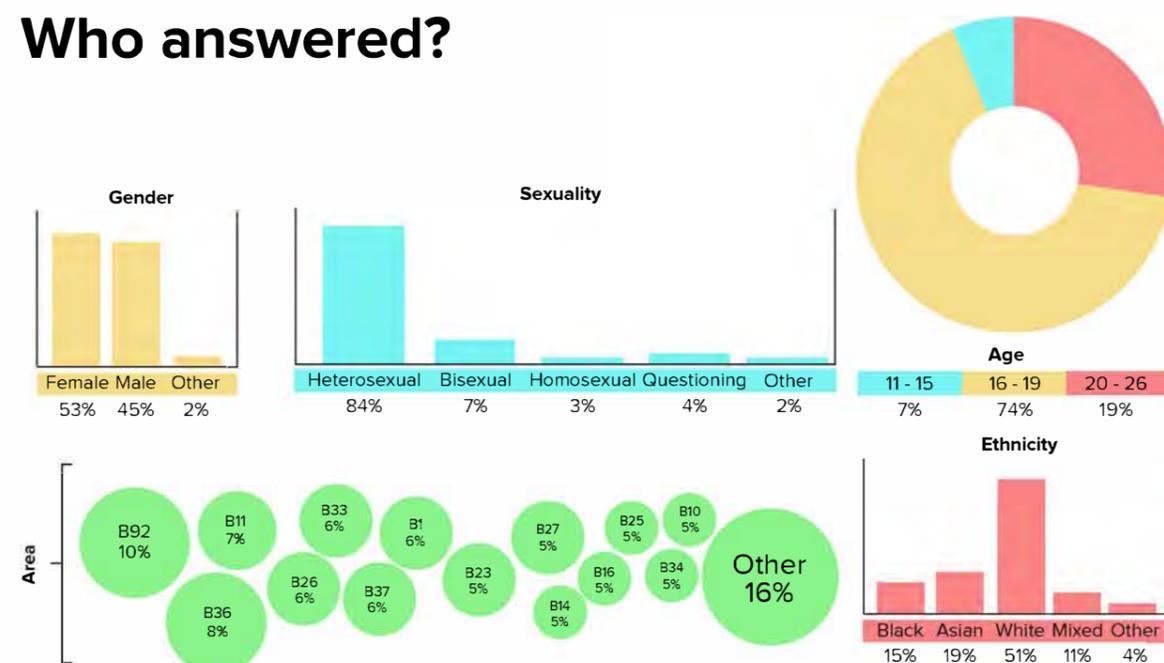
***"Birmingham being Europe's youngest city isn't a good thing if youth have no future."***

We want to turn the stats into a purpose; a reason for being. It's our mission to build better bridges between our young people and our institutions so that together they can unlock better solutions. This report was conceived in line with a wider strategic review supported by Arts Council England to focus our plans over the next three years. Brum Youth Trends is a key strand to this work. Uncovering deep insight that you can trust in a 'fake news' world is like catching a unicorn on a full moon. That's impossible. However, gaining the trust and unleashing the potential of young people can be done, with a bit of help. We're trying to make it that little bit easier for you.

We've tried to avoid jargon where possible, but we do love a good long word now and again just to exercise those dictionary muscles. A couple of terms that you'll see repeatedly are Millennial and Gen Z. According to CPCC, a millennial, loosely, describes anyone born between 1982 and 2002. That means anyone from the age of 15-35. That is a lot of people. Yet, typically when people refer to millennials, they are referring to 18-25 year-olds. Gen Z were born 1995-2001.

Brum Youth Trends 2018 will be a further developed report, and we aim to launch a wrap-around symposium from the perception of young people's minds and imaginations, plus access to the region's top experts in youth. Do you want to get your brand ahead of the curve by sponsoring Brum Youth Trends 2018? A whopping 643 people responded showing the thirst from young people to have their say. The question now is, what will you do with it to make it count?

## Who answered?

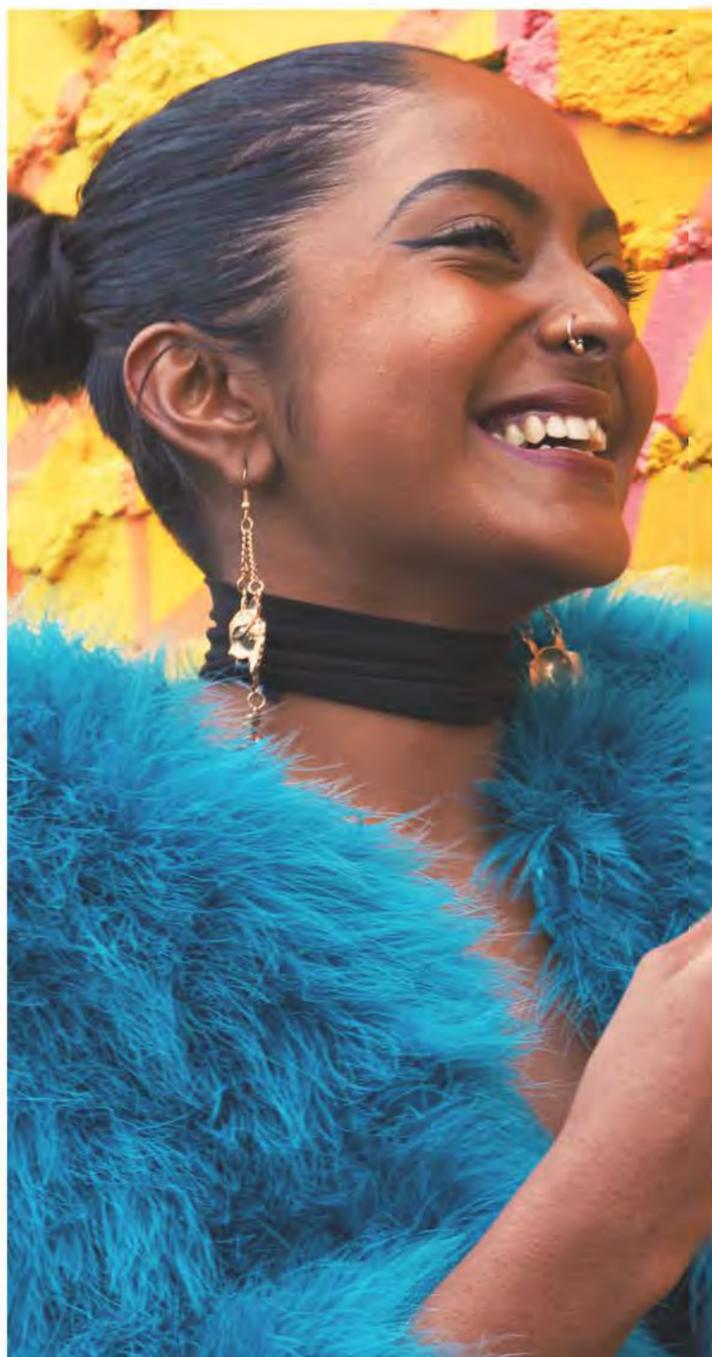




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# Breaking Traditions

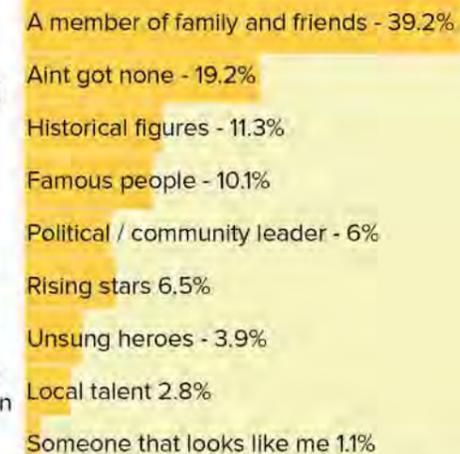
There is an increased emphasis on traditional values for young people when it comes to figuring out who they are and what they aspire to be. They are highly opinionated social butterflies. With a click of a button, they have the tools to use their voices to reach multiple groups of people. Contrary to what we're told about young people breaking away from home, they are seeking influence from family and friends. This doesn't stop them knowing how to challenge the status quo, accepting change, having a strong sense of independence and forging their own path.



## Influence & Identity

### Who are your role models and who influences you the most?

It's official. Traditional values have made a comeback. 39% of young people are seeking influence from families and friends, as opposed to 6% from political leaders or 10% from celebrities. Editing the playbook as they go, 40% of those asked believe being a part of a family is a major priority while buying a place is considered a mid-low priority by 43%. Does this indicate a trend towards localism and family values? Is the vision of success changing because owning a house by the age of 25 is no longer realistic? As preparing for the future becomes increasingly uncertain with regards to employment stability, people are relying on their own initiative, as 19% state that they don't have a role model. Now they are trusting their gut, crafting their own personal brand and focusing on personal relationships over relying on external influences in decision making situations. Brum's youth are rejecting homogenisation and are becoming more self-reliant and in control of their own identity.



With the rise of political uncertainty and shifting leadership landscapes, as well as the the lack of knowledge around Birmingham's 2017 Mayoral elections, there is an explosive sense of frustration around local politics. They are now beginning to disassociate local politics in their identities. There is an increased distrust around structured governmental authority. Interestingly, although traditional values are on the rise, seeking community influence does not appear to be as strong. Young people are now challenging the idea of leadership within their communities. With 6% seeing a political / community leader as a role model as opposed to 1% being influenced by someone who looks like them. We can no longer rely on conventional models of 'outreach' to influence and shape young people's engagement.

### How do you identify yourself?

There are many labels that people choose to identify with; they can offer a sense of identity or provide a feeling of belonging to a community. Other people view labels as restrictive. It is important to understand that some young people take ownership of their chosen labels and can be very sensitive around how they identify themselves. As identities are evolving so are labels. It is absolutely imperative for organisations to start recognising these identities and begin to build inclusive working and social environments. They know who they are, do you? It's time to start updating data capture forms, application forms and call out's. Gen Z are more aware of their identities than ever.

The majority of young people surveyed identified the most with their passions and their religion as the least. There's a strong sense of what they want, yet there are many cultural factors that shape and influence how they identify themselves. There is a clear sense of how ethnicity can be a large factor with regards to pursuing passions. Those who were Black, Asian and Minority Ethnic (BAME), and from areas of high deprivation such as B11 and B10 were more likely to identify strongly with their religion over their passions. Yet passions still ranked as their second highest priority, meaning we must work harder, and deeper and not make assumptions that all young people are starting from the same place in terms of what they are interested in. Are you providing the opportunities that knock on everyone's door?

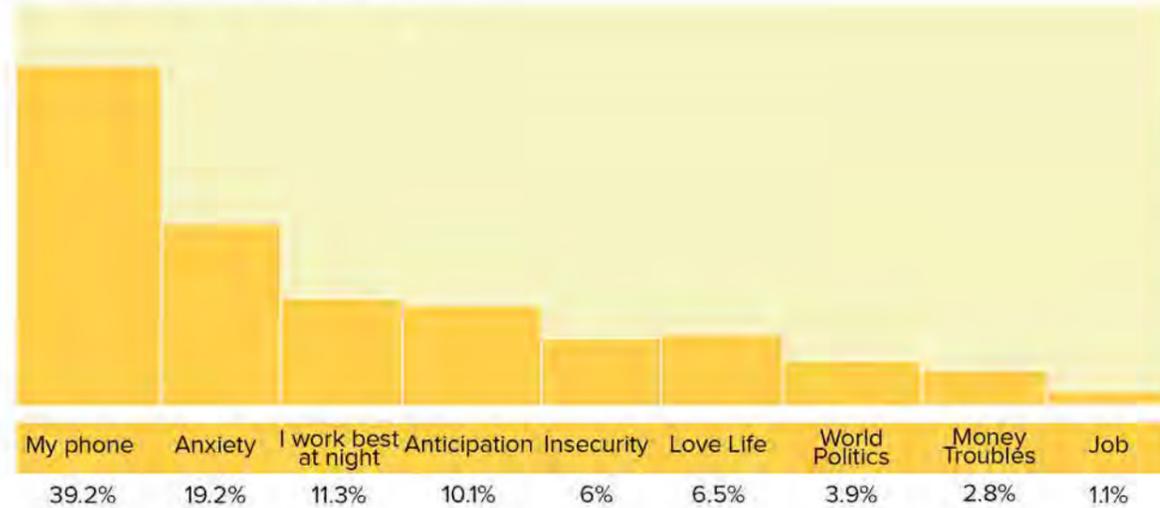
Our mixed heritage respondents were the least decisive in how they identified themselves varying from their gender, to their sexuality to ethnicity. This group are fighting to have an identity of their own and as the fastest growing ethnic group in Britain, more should be done to help them navigate these complex identities.

Our top postcodes for white young people came from both middle class and working class areas. They associate their identity with their passions and occupations over their ethnicity and religion. When it comes to pursuing their passions there is a sense that there's no boundaries when it comes to future aspirations. In comparison to BAME and other groups who are more aware of their ethnicity and put it at the forefront of their identity before pursuing their passions. In a wider global awakening around race, this is incredibly important to take notice of and steer away from communications which negate or ignore critical parts of anyone's identity-building.



**"I go to bed, try and set my alarm, see the Youtube app and get distracted..."**

**What keeps you up at night?**



**What are your priorities?**

There is an expressed interest in being a part of a family, building a career and developing relationships and love. As these traditional values come to a popular consensus, in contrast, finances are seen as much less important. They are looking to craft a world that caters to them; as they are craving a better understanding of their identity, they are pursuing genuine connections with communities defined on their own terms and opportunities for career progression and fulfilment. They know what they want out of life but are unsure of how to get there.

There's mixed feelings towards savings - with results ranking it as the highest priority and not being a priority at all. They are largely not interested in buying new things. Surprisingly earning a good salary ranked as the 4th highest whilst buying their own place came out low. This poses questions around a lack of financial literacy and security. Building a career was the second highest priority overall showing that young people are no longer associating a career with just financial gain. Moreover, cultural factors and religion may play a part here as BAME communities see having savings as a low priority and white communities see having savings as a high priority.

In terms of gender, views on traditional values oppose massively. Males stated being a part of a family as a higher priority than females did. People who do not conform to gender also voted that being a part of a family is a high priority. Females stated that building a career that they are proud of is the 2nd highest priority whereas males put this as their lowest priority. Women in Birmingham appear to have higher aspirations than their male counterparts, not just financially but in terms of making a difference.

- 1st  
Being a part of a family
- 2nd  
Building a career
- 3rd  
Developing relationships
- 4th  
Experiencing new things
- 5th  
Buying my own place
- 6th  
Earning a good salary
- 7th  
Making the world better

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# The Second City

Birmingham is the youngest city in Europe... but for how long? Birmingham's identity as a city will have a major impact on retention of its young people. Brum's youth are looking to put their own stamp on the city, however they also want a Birmingham that caters for them now. With equal responses exclaiming that there's not enough opportunities and there's not enough to do. For now they are looking beyond Birmingham to develop themselves further. But there's still some fight left with 17.5% saying "nothing is holding us back!". There is a frustration in what Birmingham has to offer - whether this is through a lack of exposure to interesting activities or a sense that it's just not for them.



## City & Me

Those who are currently in post 16 education are the largest category of responses looking to leave Birmingham for more opportunities depending on future decisions. With 47% of these young people aged 16-19 in the process of making up their minds. Now is the time to invest in this age category so that they can see their futures in Brum. 31% of millennials aged 20-26 have stated that they are committed to the city and see their potential here but only 6.5% of 16-19 year olds are in it for the long run; it's time to start crafting the next generation of Brum's brilliant minds.

"Everything is too city centre centric" was a popular belief amongst all age ranges. So how can young people around Birmingham see their future here if the seed of opportunity is only being planted at the door of the City Centre? 40 wards represent a multitude of communities in Birmingham and should have their own individual identities (think Camden and Shoreditch) but instead are becoming increasingly isolated and disconnected. As most BAME young people felt strongly that there's nothing to do here. Is our cultural offer reaching all types of young people and is it reaching them in the right places? White young people stated that there is too much inequality.

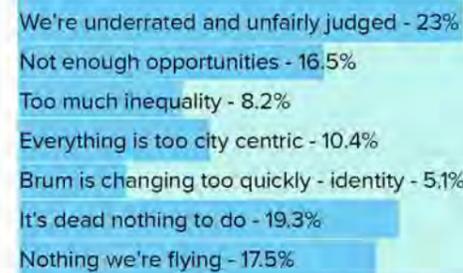
6% felt that grassroots organisations run Birmingham. Out of this low percentage, half were from areas of deprivation including Sparkbrook. Young people who said that local government are running Birmingham are less likely to be leaders and make things happen within their communities; as were young people who said that Birmingham is run by 'big bosses' (banks and corporates). Young people who said that Birmingham isn't run effectively are less likely to vote; as are young people who said felt that grassroots groups and leaders were accountable for guiding the city. This demonstrates that a young person's view of leadership is a key factor in their likelihood to engage in social action and civic participation.

**"I would like to see young people off the streets, I don't feel like there is a lot of things for young people to do"**

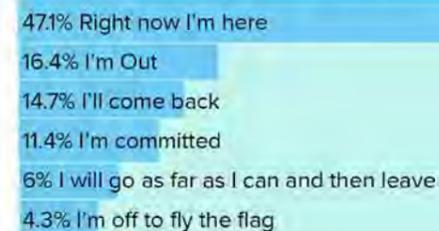


Local Government	It Isn't Run	Big Bosses	Grassroots	Other
62.7%	18.7%	11%	6%	2.8%

### What's holding Birmingham's identity back?



### How do you see your relationship with Birmingham evolving?



# 9

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## Taking A Stand

Time, ideas and 'giving back' to the world through 'planet-power'. These are the resources young people have in abundance and the tools they are employing to actively address issues within their communities with 22% giving their time, 20% giving back through recycling and 18% giving their ideas to causes and issues. Unsurprisingly, donations are an unpopular vote. How could your organisation create a valuable offer to work with this trend for young people to contribute their ideas and invest their time?

## Action & Choice

### What gets you out of your house?

Prices of things to do in the city pose a barrier for young people, even free events can occasionally prevent young people from attending as the cost of transport can be pricey. There's a higher retention rate with consistent events and opportunities as 22.9% choose regularity over 14.7% that prefer one offs. When the trust is built, they are more aware of the value and the worth of the opportunity. That feeling of exclusivity and 'pop up' doesn't work as they are always re-evaluating what they want to associate themselves with. For everyone, investing in longer, consistent series of events will be the difference between a one-off audience member and creating loyalty and eventually a network of young people.

- If I've got the money - 27.4%
- If it's regular - 22.9%
- If it might not happen again - 14.7%
- If the weather is bearable - 16.4%
- Get away from life - 13%
- Mental health - 5.4%

### What makes you go back to an event?

Make sure your events will have a lasting impact, free wifi will help too. Young people are looking to expand their social circles and create new memories rather than picking up freebies or seeing interesting performances. Enjoying the night is what will make them talk about it to all of their friends and spread it online, whether an event is crafted to perfection or a bit rough around the edges - put your heart into it. Authenticity is key. Involve them in the process and give them something to be proud of. Socialising and building communities were a high priority for respondents highlighting the need, even in an increasingly digital world, to create meaningful physical connections and friendships from similar interests which are bonded through the initial experience they shared.

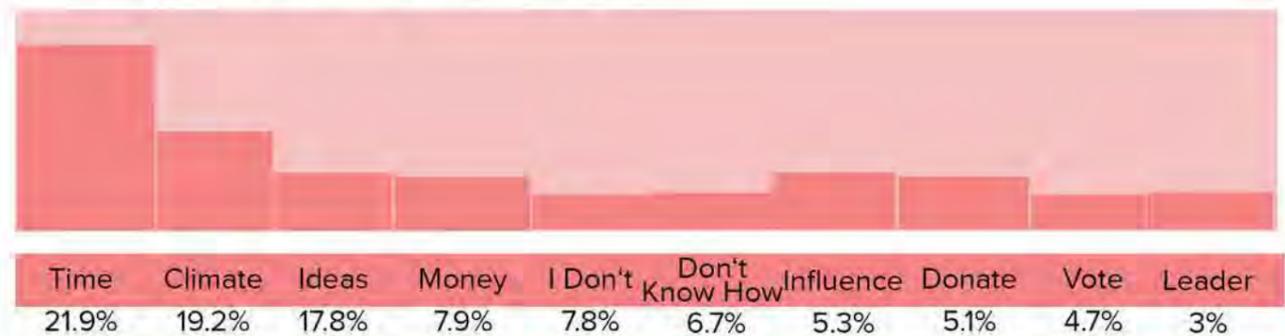
- Experience & vibes - 27.4%
- Socialising - 25.3%
- Content - 15.8%
- Value for money - 14.2%
- Cheap tickets & discounts - 9%
- Exclusivity - 4.9%
- Generosity - 1.7%
- Loyalty - 1.7%

### What's most important when choosing a brand to purchase from?

54% of who chose "Is it cheap?" also picked "Is it easy to buy and get?" Brum's youth are looking for value for money and convenience over brands investing in them and online reviews. In their quest for independence and individuality, they are more interested in taking ownership of their identities by choosing items that make them look and feel different. Peer influence is a major factor so creating ways of sharing how young people feel about a brand socially and publically can make a huge difference in influencing a purchase.

- Is it cheap - 19%
- Is it easy to buy and get - 19%
- Does it make me stand out - 12.4%
- Do my friends rate it - 16.4%
- Do they do good things - 15.1%
- Is it exclusive - 6.6%
- Are there extra perks - 5.4%
- Have I had it before - 2.1%

### How do you give back to community?



## #nofilter

More than ever, young people in Birmingham are seeking influence from a traditional perspective. With 39% relying on family and friends or looking to themselves. With the second highest statistic of 19% stating that they haven't got a role model. They are now using their own initiative rather than relying on external influence in decision making situations.

## Content & Creation

When consuming content online, half of the millennials we asked and a third of Gen Z focus on the topic of the content is. 15% (aged 16-21) of respondents were interested in the length; emphasising the desire for shorter, snappier content. Brum's next generation of minds are looking to get through information in far less time than their millennial counterparts. So how does this affect you? As Gen Z are looking for quick information, they are looking for top level information first and the details later. Millennials that we spoke to (aged 22-26) are far more interested in who's in the content and how easy it is to access.

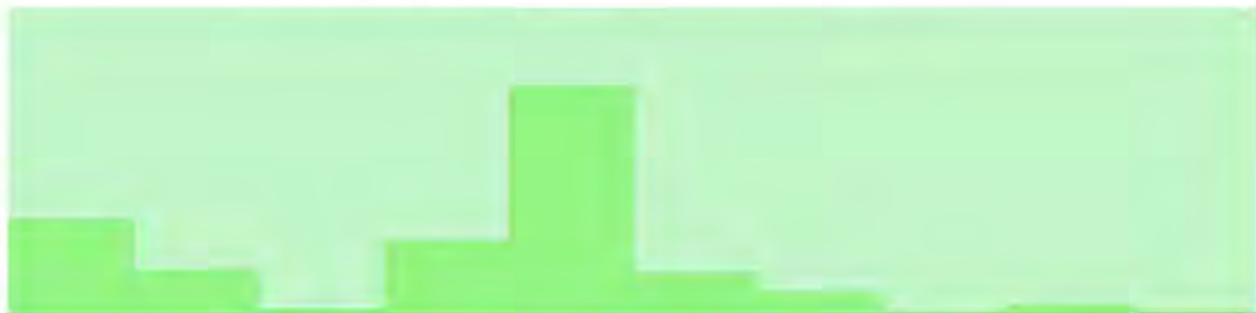
Keeping up to date is a major priority. The vast majority unsurprisingly choose to do this online and on social media, rather than through family and print media. They are looking for ways to learn about themselves online. Young people are researching into their heritage, and watching tutorials; rather than reading detailed reports and white papers. They're doing bite sized accessible research which is available through interactive videos and memes. This is becoming a necessity in online culture for Millennials and Gen Z to gain a better understanding of how to maneuver the ever changing world before them.

### What kind of content do you consume? How do you consume it?

Films - 18.4%  
 Series 17.3%  
 Memes And Pics 11.9%  
 Streaming Apps 15.2%  
 Vlogs & Blogs 13.7%  
 Documentaries 9.2%  
 Books 6.5%  
 Theatre & Gigs 3.8%  
 Live On TV 3.5%

What's the topic about? 34%  
 How long is it? 13%  
 How easy is it to access 12%  
 Is it bingeable 11%  
 Who made it and who's in it 9%  
 Who recommended it? 7%  
 How much do I have to pay 5%  
 Is it viral 6%  
 I got lost in a clickhole 3%

### How do you stay up to date with the world?



Friends	Family	Local Community	I Learn As I Go	Social Media	Blogs	Print Media	Educational Leaders	Courses	Networking
15.3%	5.6%	0.8%	10.1%	58.4%	5.4%	2%	0.6%	1.4%	0.5%



## Trends

We've unearthed Brum's biggest trends for young people aged 11 - 26 in 2017. We're demystifying the rumours and tired old platitudes that are spat out again and again keeping us numb to the realities of young people's needs and desires.

Through our questionnaire, focus groups, regular contact with young people and our experience in the field for the last 4 years, we've condensed our findings into 8 top trends that you can use to get a competitive advantage, drive your purpose as a brand and most importantly, to serve the young people of Birmingham.

We're here to give you the juice so that you can make the lemonade.

## Stand Out and Fit In

Young people desperately want to fit in whilst standing out. Can you imagine how confusing and liberating that is all at the same time? Needing to feel individual and personalised, taking control of their own personal story and how they are seen by the world is balanced by a deep-seated urge to belong and feel a part of a collective movement. There is an art in striking this balance, as individuals and as brands enabling this discovery.

## Influence the Influencers

Peer networks and family's opinions still play a huge role in a young person's decision making process. A young person is more likely to attend an event if they know who is going. They are more likely to buy something if their friends like it or have recommended it. Influencing the influencers (parents, teachers, friends, family) has never been so important. Your strategy needs to reach them, and allow them to contribute and enable a dialogue, as well as reaching the young person directly. Yep, slightly more work, but better results.

## (Re)Traditional Values.

Family values and a desire to belong are back on the rise. This is being reworked to allow for a wider interpretation of sexuality and a dismantling of gender roles which shows young people are feeling more comfortable to be themselves, decide their own futures and play with normative, dominant narratives.

## Mo' Money Mo' Problems?

Our research shows that there is a lack of financial literacy in young people with few knowing how to navigate banking services (let alone the banking scandals) or the benefits of savings or having a good credit rating. This of course intersects with a young person's socio-economic background as they are most likely to get this support from home. On the flipside, young people are desperate to learn and understand how to get ahead of their finances. They know it's a barrier to not have money but don't necessarily see it as a motivator or incentive to earn it with few people prioritising earning lots or buying nice things. Money and financial health will be increasingly important as young people sometimes don't leave the house if they don't have the money to get around.

## Stay woke

Staying woke references a movement of staying aware and conscious of the inequalities and injustices in the world such as police brutality against black men in America or structural influences of oppression such as white privilege. This is a trend set to increase and grow. With most young people using the internet to stay informed a growing lack of trust in mainstream media and a rising global consciousness around equality, brands more than ever need to be transparent and self-aware. They must re-juvenate their integrity, putting values in the driving seat of decision making. This trends forges opportunities to tie your brand values into wider social issues, but this must be done from an authentic place. *Remember when Starbucks tried to launch #RaceTogether?* They didn't discuss why a white billionaire probably isn't best placed to lead a conversation on race. This works well when it's grounded in your own insight, your own experiences and you can intentionally commit to the cause. Or bring someone in who knows what they are doing otherwise, steer clear.

***"I used to use Twitter as entertainment, but now I use it to follow political trends and keep up to date with what is going on..."***

## Generation Point

16-24s have the expectation that everything is available right now. This age of instant gratification means people want to know now, buy now, do now. This will increase with more people wanting instant access to content, brands and events. A counter-culture is building, going back to hand-made tailoring, the slow-food movement, even 'digital sunsets' where young people completely come off social media to detox. Getting creative, and intentional, in how you provide young people the alternative here is a really exciting prospect. In light of wellbeing and mental health being such a key topic and source of anxiety for young people, what role could your brand play in giving young people respite from a busy, relentless world? Equally, how do you make sure when they switch on their digital sunrise that you are ready to cope with their demands. A balanced strategy of switching off, and switching on will keep you firmly in the good books with Generation Point.

## Ideas + ownership = loyalty

Playing with levels of responsibility and accountability will allow for a more fluid approach to collaboration with young people. Linear, formal, traditional engagement programmes are becoming outdated and don't allow for the complexity that being a young person brings. Finding a more nuanced way to initiate young people into leadership positions will place your organisation in a much stronger position long term, even though it might be tempted to put a one size fits all approach into play. Young people are more likely to contribute ideas and opinions than money. These ideas can only be taken alongside you giving them ownership - that could be recognising their involvement by naming their contribution, it could be through skill-swapping or giving some of your resources, or simply, by asking what they want. This will build a more loyal and invested community.

## Storms Make Trees Grow Deeper Roots

Political turmoil, broken promises, shifting rules, no rulebook and waves of self-love crashing into confidence crisis means that young people have been through one hell of a storm since the financial crash in 2008. They are digging deeper and looking further than material or surface interactions and wanting more spiritual, philosophical foundations on which to build their values and identities. Coupled with a mass awakening into systemic oppression has birthed a newfound respect and longing to find out about our past, our families, our ancestry and heritage. Hugely unpredictable futures means that people are looking to the past for guidance and wisdom. Put short, history is kind of cool again.

## Glocalism for the win.

Are we on the brink of the collapse of globalisation? We wouldn't go that far. But it's clear that a trend towards localism is back on the rise. Echoed in our respondents wanting deeper connection to local areas and communities, we know that city-centric treatments to a huge city such as ours just won't wash. Young people are calling out for smaller more purposeful, tailored interventions alongside the big shiny stuff. They want to be global citizens, with friends across the world and unlimited work and travel prospects, whilst belonging to their local community and gathering around the issues they face. Find ways to restore civic pride. Help local to find their own identities and share their own narratives. Be 'Brand Brummie' in an authentic way that challenges and champions the city. Find your balance on this Glocalism spectrum and watch how it delicately shifts over the next year...



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# Recommendations

Now's the time to use this knowledge.

Let this be your toolkit, not just for an interesting read but a chance to make real and effective impact in the city through implementing little changes that can go a long way.

## Go Against Your Instinct

We think in four year election cycles, in China they think in terms of centuries. Their governance documents lay out 100 year plans. As a CEO or senior staff member you might be thinking in the next 4 - 5 years or in terms of next promotion, step up the ladder. As a Founder you might be on a longer term trajectory. But, what could we learn from this approach when the playbook is being completely rewritten. How can we think beyond our leadership cycles, and make the shift to get future facing, rather than future-proofed?

## Think Anti-Brand

What would it look like to feel the principles and values of your brand but to intentionally step outside of the constraints of your logo or social media and work authentically with young people to help them create their own work, own identity, own ideas, own brands? This step is a beyond user generated content and step back from investing in anyone but yourself for purely philanthropic reasons. Find that sweet spot. Being anti-brand is a new-age form of branding so be transparent for fear of being caught out. Think of the recently unbranded Waterstones bookshop which was accused of appropriating independent culture for its own gain. Think Anti-Brand, but be transparent in doing so.

## Get Rid Of Outreach. Bake It Into Your Approach.

Outreach gives the impression you are stood still in your place, your office, your brand with an arm stretched out hoping to pick up a few young people. Get rid of it. Radically redefine how you reach out to young people and find a way to bake the approach into all of your work. Check your language, what about venturing strategy? Making the effort to go into a place rather than waiting for them to pop up in arms reach? We're not saying to sack your outreach staff, instead see them as facilitators and hosts, not where the buck stops, to making your work more relevant and accessible to new audiences.

## Diversity Isn't A Strategy, It's A Philosophy

Diversity isn't about getting brown faces in high places. It's about decolonising our attitudes and facing our imperialist past. Getting a few more people into to your workplace or onto the front of a flyer won't shift the institutional biases that hinder people of colour or different abilities progressing. We need short term wins to shift the state of play and deep long term interventions which catalyst a seismic shift towards a fair, equal, inclusive world. That means, even as the most progressive and open of people, facing our unconscious biases and questioning our motives. Are our spaces, brands, products, services open to everyone? Are we using diversity as a branding exercise because it's the new done-thing? Are we committed to the long-haul, and the deep reflections we must start to get there? Put bluntly, young people are increasingly more aware, sophisticated and won't be taken for fools. Start to ask for help, admit where you're out of your depth, accept where you might have got things wrong. *And please don't say diverse, when you really mean 'brown'.* Don't codify diversity for race. Let's get open and real on ability, sexuality, gender, religion and ethnicity.

## Community Isn't A Commodity

Brand communities are hugely valuable and quite often are the value of a company. Giff Gaff exemplify the extreme of this actually making the community do their work! Genius. But most brands if not all have a community, people that consume or champion their work and most often, keep the brand regulated. If you're not aware of this community and nurturing it, you're not making the most of your value. What's more, you're probably damaging incredibly important relationships. Your community is your lifeblood. Put emphasis, care and resource into crafting and supporting it.

***"This is where I grew up, I would like to see young people off the streets and do something more productive"***



## **Stop Thinking B2B Or B2C But Instead P2P.**

Young people are not homogenous beings. Even across age categories, as we so often segment young people, their behaviours are not the same. The generational gap is widening and attitudes of 23 year olds aren't shared with 26 year olds in the same way they might have been in the past. Segmenting your groups into 'tribes' will get you closer to understand common traits and belief systems, but to really influence customer and audience behaviours, you must think P2P. Think Ideo's Human Centred Design; get youth-centric. Put the person, the specific person or groups, at the heart of your communications or strategy. And on your end, bring your people to the forefront. Tell the stories of your team (particularly the young and accessible ones!) and let their success and behaviours champion the values of your organisation.



## **Build The Thing That Builds Things**

We're not just saying this because our CEO coined the term in a TEDxBrum talk. There is only so much 'stuff' you can produce. Only so many products, programmes, events before a) you're burnt out, b) you're growing just to keep the beast fed, or c) you stop being relevant. How can you shift your work towards a platform-approach? How can you stop making stuff but how can we redefine stuff and find new ways of solving the same problem? This is what Twitter did to news. Instead of creating more trained journalists and papers, it enabled anyone to become a journalist by giving them the platform to share news. How can you build the thing that won't just keep making stuff, but will go onto build more things?



## **Stay Relevant Or Die**

Millennials and Gen Z crave cultural relevance. There's shed tonnes of insight but no fast and firm rules on to how to make a meme go viral or what the next crazy trend will be (seriously, who predicted that the 'Get Out' challenge would go so crazy - it's just running at a camera!). You don't need to become a snapchat superstar to stay relevant or interesting to your audience. But you will need to take risks, join and add value to conversations and most importantly talk to your audiences to stay relevant to them. Ask these 3 questions: (why) would they consume it? (why) would they share it? (why) would they have an emotional response to it?

# **Making This Almost Perfect**

Hacked over a couple of months and bound together by the love and sweat of our team, Brum Youth Trends has the potential to be a flagship event and report in the city driving a deeper understanding in Millennials and Gen Z in a way not previously preceded in the region.

We've already learnt so much and you can read more about that in our "Research Hits and Misses: Learn From Our Mistakes!" blog post at [beatfreaks.com/blog](http://beatfreaks.com/blog).



## **2018 #BrumYouthTrends Priorities**

1. Reaching more young people. And a wider range.
2. Asking questions driven by industry and demand. Opening out questions to stakeholders, companies and influencers to get the answers to the burning questions you have, not just the ones we think are important.
3. Complementing the report through better recommendations and application. Basically an awesome conference-fest. The feeling of a festival with the learning & development of a conference, we'll bring you speakers, panels, creative workshops, performances and human libraries - chances to dig deeper, ask better questions and grow your network whilst growing your insight.



## **There are so many ways you can get involved in Brum Youth Trends 2018**



Sponsor the report or a question



Contribute to the findings



Speak or suggest a speaker / topic / panel



***"Schools never push the creative side of a child, they always push the academic side. I failed my English GCSE... but now I have a poetry book out. I thought I was a failure because that's what they told me, but as the years go on, you realise that's not the case."***

This report is made up of the voices of young people. Now it's your turn to spread the word.

Talk about it on social media with #BrumYouthTrends.

Download our Brum Youth Trends Poster at [beatfrees.com/brum-youth-trends](http://beatfrees.com/brum-youth-trends).



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