

CSFI

CENTRE FOR THE STUDY OF FINANCIAL INNOVATION

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Yoof: How young people relate to communications media, and how it might affect financial services. A (sort of) round-table discussion, to be held on Tuesday, September 1, 2009 at the City of London Club, 19 Old Broad Street, London, EC2N 1DS, from 6:30 – 8:15pm

You may remember that, a few weeks ago, a 16-year old kid, doing work experience at Morgan Stanley for the summer, wrote a research note that stunned his elders by pointing out that email was passé and that Twitter was for losers.

This irritated me, because I had had the same idea of tapping the well-spring of Youth some time before, but had done nothing about it. Well, now – thanks to the generosity of CSFI friends – I have collected a dozen or so stunningly brilliant *Überkids*, who have agreed to tell us old farts how they communicate, how they want to communicate, and how we misread almost every tech move they make. It is up to us to ask the questions that will tie this to financial services, thereby giving us a potentially invaluable insight into our industry a few years out.

I have no idea if this will work, but I really believe it has potential – even if teenagers are generally prone to incoherent mumbling. Allegedly, they are enthusiastic to share their knowledge (or so their parents say). And we will have a smattering of semi-grown up interlocutors from, *inter alia*, Google, the BBC and Morgan Stanley to translate from the gibberish for us. So it should be fun.

If you (or a friend) can join us, please let us know as soon as possible by emailing sophie@csfi.org.uk or by phoning the Centre (020 7493 0173). As usual, wine and sandwiches will be provided – plus, as a special treat, Farley's Rusks.

Sincerely yours,

Andrew Hilton
CSFI Director

For directions to the venue please [click here](#).

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