

Youth Culture Specialist, Paul Robertson, Presents

# UNDERSTANDING THE IMPACT OF MARKETING ON CHILDREN

With marketers now targeting younger children, adults need to be aware of the various approaches used to crawl inside the hearts and minds of our kids and how they influence even the youngest child's value system. This seminar is an incredible peek into the creation of marketing and how they know more about our children than we do.

Paul is the Youth Culture Specialist for Youth Unlimited (Toronto YFC). He has been working with youth and parents for 33 years and has spoken extensively throughout Canada and the USA. Having raised four sons, he understands that today's parents are searching for answers to urgent questions on keeping the family strong.



**Your  
Seminar  
Details  
Here**

“Paul’s cultural expertise and compassionate heart combine with his great sense of humor to make an excellent platform for communicating healthy ways of parenting youth. It is no secret that families all around us face countless complications and with the help of Paul, they will be better equipped to face them head on and be stronger because of it.”

*Dr. Carson Pue  
President - Arrow Leadership  
[www.arrowleadership.org](http://www.arrowleadership.org)*