

A' Level Home Economics Teachers' Conferences

Guest speakers and workshop details:

Key note

The conferences will open with a thought-provoking speech from **Donald McFetridge**, Head of Retail Studies at the University of Ulster where he has been lecturing on retailing, marketing and consumer behaviour since 1990.

A regular columnist and broadcaster on local, national and international television and radio, Donald will explore the factors that are changing consumer's behaviour, particularly in light of the difficulties presented by the economic downturn and the sometimes conflicting decisions consumers are faced with in an effort to be price sensitive but environmentally and ethically responsible.

Workshop One – Ethical Issues for the Consumer

Michael Donnelly, RealEyes Sustainability Ltd and **Patricia Mackey**, Sustainable Northern Ireland.

This workshop will look at the impact of mass consumerism and the need for a more sustainable approach to protect our life supporting resources.

Workshop Two – Financial Management Issues for the Consumer

Debbie Forsey, Queen's University Belfast

Using her experience as a student debt adviser and coming from a voluntary and community background, Debbie will look at financial management strategies and credit options, including store cards and student loans.

Workshop Three – Consumer Information

Dr Sinéad Furey, Education and Training Inspectorate and **Sharon Gilmore**, Food Standards Agency NI

The workshop will begin with an exploration of how advertising and marketing affects the health of children and the challenges that remain for broadcasters in addressing the issues of childhood health and obesity.

The second part of the workshop looks at issues around food labelling, including nutritional labelling, health claims, print size and clarity.

Workshop Four – Consumer Protection and Redress

Mary McKeown, Jim Frazer and Bronagh Deery, Trading Standards Service

This workshop will explain the role of Trading Standards Service and will highlight recent changes to legislation that give consumers extra protection when buying goods and services.

The protection afforded by the Consumer Credit Act 1974 will be explained, including a look at the added protection available when goods and services are paid for by credit card.

Recession Session

This short session will provide delegates with a practical and upbeat look at how we can reduce waste, shop wisely and protect our hard-earned cash in these difficult financial times.