

Your audience spends 23% of their online time on social networks

Are you there to greet them?

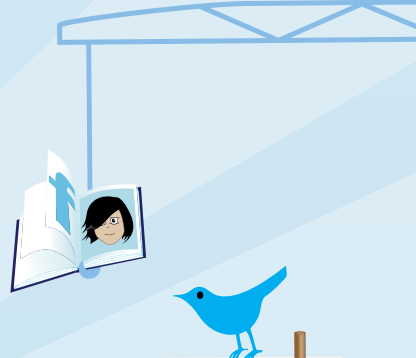


- SocialBusiness
- SocialMedia
- SocialTV
- MobileMarketing
- SocialShopping
- marketingtech

Leading speakers from...



An arena of interactive workshops featuring representatives from key social media companies, brand case studies, engaging discussions and debate, plus free to attend exhibition & MarketingTech workshops



socialmedia worldforum Europe
Engage with a world of social media, digital and mobile marketing
27-28 March 2012, London
www.socialmedia-forum.com/europe

Gold sponsors



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Silver sponsors





Day 1 - 27th March

SocialMedia

Keynote panel: The evolution of the conversation

- How hashtags have made the world smaller
- The implications for marketers working in this environment
- How conversations translate and merge across different platforms
- Will Google+ change the social media landscape?

Panel: Managing your company's online reputation via social media

- Levels of engagement – from shallow engagement to fully including your customers in business decisions
- What is social reputation and why is it important?
- Building your reputation before a crisis hits
- Creating a framework for quick decisive action
- Social media training and guidelines for your team
- Importance of open dialogue and transparency
- Relationships with influences and brand advocates

SocialTV

Keynote panel : Examining the current state of the social TV technologies and industry movements

Panel: Social media for building TV audience engagement

Zeebox case study: Multi-screen social TV: convergence of tablets, mobile and TV

Case study: The X-Factor and Britain's Got Talent - The links between social networks and TV

SocialBusiness

Keynote panel: Creating a social business

Panel: Internal communications: employee engagement in creating a unified SM presence

Bupa case-study: Enterprise social media for internal collaboration and effective communication

Panel: Social CRM

Defining social CRM as an extension to traditional CRM



Day 2 - 28th March

SocialMedia

Keynote panel: Social media for brand management

- What are the most important factors to consider when using social media to build your brand?
- How can you build brand trust using SM?
- How can a brand measure the success of a SM campaign? Engagement or followers?
- Creating a global presence with local relevance and a local voice?

Panel: Using social media for customer insight

- How are customer insight managers using social media? The best approaches to market research via social media?
- Engaging customers in decision making processes through social media: are brands listening?
- Could using social media for insight and co-creation be the future for all FMCG? What limits does this approach have?
- Using social media for co-creation – what are the benefits?

MobileMarketing

Panel: Integrating mobile into traditional marketing strategy

Panel: Apps as part of your mobile marketing & social strategy

foursquare case study: Overview of foursquare as an app and examples of new launches

Hootsuite case study: Social mobile- exploring the impact of mobile apps on social media

SocialShopping

Panel: Examining the latest influences and trends in social shopping and how this is shaping retailer & FMCG strategies

Panel: The role of social engagement in eCommerce

The Outnet: F-commerce / social shopping case-study

LivingSocial group buying case-study



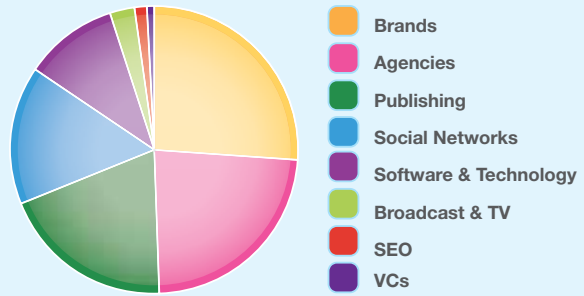


#SMWF
@socialmediawf

Who should attend

Heads of Marketing, Heads of Communications, Account Directors, Brand Directors, Mobile Marketing Professionals, Publishers, Heads of Social Media, Community Managers, IT Professionals, Creative Agencies, Start-ups

Sector demographics - SMWF 2011



Speakers include...



Scott Monty,
Global Digital & Multimedia
Communications Manager,
Ford Motor Company



Lauren Gerstner,
Global Manager, Social Media
Strategy & Communications,
Nokia Care, Nokia



Chris Brogan,
President, Human Business
Works



Henry Juskiewicz,
Chairman & CEO,
Gibson Guitar



Cathy Ma,
Head of Social Media,
IPC Media



Kristen French,
Head of Digital & Social
Media, EDF Energy



Kerry Bridge,
Social Media Manager, Global
MB at Dell



Lars Silberbauer,
Head of Social Media, LEGO
Group



Sonia Carter,
Head of Digital,
Kraft Foods Europe



Elizabeth Pizzinato,
Senior Vice President, Marketing
and Communications, Four
Seasons Hotels and Resorts



Michalina Mantas,
Global Director, Social
Media Strategy, OMD



Kyle Thorne,
Social Relations Manager,
Virgin Atlantic Airways



Delphine Remy-Boutang,
WW Social Media Director,
IBM Software Group



Ben Watson,
VP Marketing,
HootSuite



Allister Frost,
Head of Digital Marketing
Strategy, Microsoft



Nick Reynolds,
Social media & editor, online
& Internet blog, Future Media
& Technology, BBC



Lisa Walker,
Head of Digital Marketing
Communications, HSBC



Kate Day,
Social Media and
Engagement Editor,
Telegraph

marketing tech Tool Box

Free to attend Workshop



Have you been tasked with implementing your marketing strategy? Looking for free advice from experts in a number of disciplines?

The MarketingTech Toolbox, delivered by our friends at MarketingTech News, comprises a series of expert led marketing strategy workshops. Small business owners, and SME marketing managers need a far wider skill set than their enterprise counterparts to be able to effectively integrate the various social media, online, mobile and PR channels into their marketing mix. Knowing how to run a joined up campaign on a budget can make all the difference.

Marketing Tech highlights



Gamaroff Digital - Social by design – making Facebook apps integral to your social strategy



Facebook Developer Garage London



Synthesio Workshop - Listening and Analysis



Text 100 - The impact of social media on B2B comms – IBM case study



Viapoint - Social media market segmentation – The cornerstone of a marketing strategy



DMA workshop - How do you see the future of social media measurement?



The Drum Social Buzz Awards session - A chance to hear insights from the 2011 winners

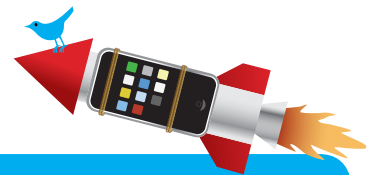


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Why attend SMWF?

The facts

- 4000+ attendees expected over the 2 day event
- 5 different streams of content to choose from (including the free Marketing Tech tool box)
- 50+ exhibitors in the free to attend exhibition
- The return of the SMWF social soiree networking party
- 100+ leading industry speakers, such as...

What will you learn?

- How to integrate social media into your marketing plan
- How social media is being used for brand building
- Top tips on selecting your social media agency
- Best practices for delivering PR campaigns across multiple social media platforms
- The latest developments in 'Social Search'
- The open graph approach and the socialisation of the internet including the impact of social credits
- How to build your Facebook, LinkedIn and Twitter marketing strategies



Prices

	Day 1	Day 2	Both Days
Exhibition and MarketingTech Toolbox	Free	Free	Free
Workshop pass (Includes access to all workshop zones, exhibition and networking party)	£495	£495	£695
Special 20% discount with discount code "SMWF20"	£396	£396	£596

www.socialmedia-forum.com/europe/register/exhibition-a-workshop
 www.socialmedia-forum.com/europe/register/workshop-pass

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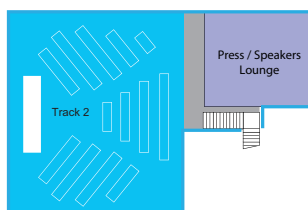
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For sponsorship, exhibition and advertising opportunities contact the team

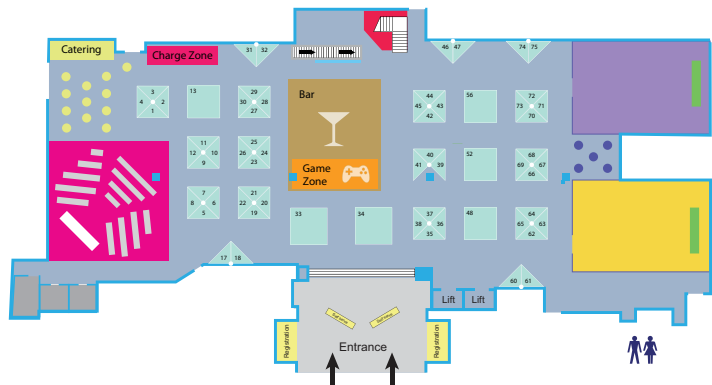
Email: enquiries@sixdegs.com
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Exhibition



1st Floor - Social Media Conference



Ground Floor - Exhibition & Workshops

Exhibitors Include...

