

SMi Group presents its 3rd annual conference on...

Social Media in the Utilities Sector

Marriott Regents Park Hotel, London, UK

2ND - 3RD
APRIL
2014



REGISTER BY
20TH DECEMBER AND
RECEIVE A £400
DISCOUNT
REGISTER BY 28TH
FEBRUARY AND RECEIVE
A £200 DISCOUNT

WHY ATTEND THIS EVENT:

- Attend the only European based conference on Social media solely for the utilities market
- Hear from leading utilities on their successful social media strategies such as RWE npower
- Explore the concept of activism in social media and how to promote while protecting your brand
- Hear from the water industry about how they are benefitting from social media in their customer service strategy
- Meet a whole range of utilities representatives, social media experts and agencies

KEY SPEAKERS INCLUDE:

- Timothy Compton, Digital Community Coach Digital Engagement Team, Affinity Water
- Emma Cottle, Internet Services Manager, Northern Powergrid
- Winsome Callum, Head of Department, Corporate Communications, Jamaica Public Service Company Limited
- Kim Van Gameren, Senior Communications Adviser, Vitens
- Jonathan Morgan, External Communications Manager, Electricity North West
- Joanne Frears, Solicitor - Head of Intellectual Property, Jeffrey Green Russell Limited
- Murray Cox, Strategic Director, DigitasLBI
- Beverley Harrington, Brand Reputation and Social Media PR Manager, RWE npower
- Emily Ward, Social Media Marketing Lead, RWE npower
- James Mossman, Associate Director Digital, Edelman
- Mark Adams, Director, TCG.SO

PLUS AN INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOP

Tuesday 1st April 2014, Marriott Regents Park Hotel, London, UK

Growing your sphere of influence online

13.30pm - 17.30pm

Workshop Leader:

Heleana Quarley, Head of Digital UK, Lewis PR

www.socialmediautilities.com

Register online and receive full information on all of SMi's conferences

Alternatively fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711

8.30 REGISTRATION AND COFFEE

9.00 CHAIRMAN'S OPENING REMARKS:
Malcolm Wells, Director, Malwell Corporate Projects Ltd

9.10 Social Customer Service and Managing Social Crisis at RWE npower

- The benefits of adapting customer service strategy using social media
- Up to date information: Keeping the customer calm in a crisis
- Cultivating the best customer experience using the latest tools

Beverley Harrington, Brand Reputation and Social Media PR Manager, RWE npower
Emily Ward, Social Media Marketing Lead, RWE npower

9.50 Tales from the Frontline: DigitasLBI's Experience Working with Utilities Companies

- Keeping up with the times: Managing social media strategy in times of digital growth
- Making social and digital media business as usual
- Strengthening brand reputation through digital

Murray Cox, Strategy Director, DigitasLBI

10.30 MORNING COFFEE

SOCIAL MEDIA IN PRACTICE OVERSEAS

10.50 JPS' Push Campaign- Going Beyond The "Like"

- Using social media to redefine the customer's experience
- Keeping customers engaged and connected with Apps
- Social media crisis management for an electric utility
- Creating brand ambassadors through Facebook & Twitter

Winsome Callum, Head of Department, Corporate Communications, Jamaica Public Service Company Limited

11.30 Social Behavioural Data Analytics: Engaging Energy Consumers towards a more Sustainable Corporate Behaviour, using Social Media and Behavioural Data Science

- Social network applications to energy efficiency and demand response
- Dynamics of corporate human behaviours
- Incentive mechanisms to bend energy behaviours in a corporate environment
- Use behavioural data analytics to identify engagement

Dr Ing, Vassilis Nikolopoulos, CEO & co-founder, Intelen, Inc

12.10 NETWORKING LUNCH

FOCUS ON THE WATER UTILITIES

13.20 The Changing Face of the Social Customer

- Our introduction to the Social Customer: a year in social
- Building trust through relevant conversation
- The power of advocacy and creating an online community
- A social customer: personalisation & contextual customer experience

Timothy Compton, Digital Community Coach Digital Engagement Team, Affinity Water

14.00 Making Water Matter: How to Engage Customers with a Commodity

- Social media in corporate communications
- Connecting with customers
- How to engage in dialogue
- An overview of daily practice

Kim Van Gameren, Senior Communications Adviser, Vitens

14.40 AFTERNOON TEA

INTEGRATING SOCIAL MEDIA THROUGHOUT THE ENTIRETY OF THE BUSINESS

15.00 Business Case, Organisation Design and Core Processes for Social Media Engagement

- Social Media: Primary mode of communications for all entities
- The importance of clear levels of service
- Time for organisation design to change

Mark Adams, Director, TCG.SO

15.40 Social media and RIIO: Getting Stakeholder Engagement Right on Social Networks

Chris Pratt, Senior Associate Director Energy and Industrials, Hill & Knowlton Strategies

16.20 CHAIRMAN'S CLOSING REMARKS AND CLOSE OF DAY ONE

Register online at: www.socialmediautilities.com • Alternatively fax

WHO SHOULD ATTEND:

- Social Media Managers
- Online Marketing Directors
- Communications Officers
- Customer Service Managers
- Lead Media Relations
- Heads of Recruitment
- Directors of Communications
- Digital/Website Managers
- Press Officers
- Head of Consulting
- Business Development Managers
- Research Executives

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

SMI offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company's marketing strategy. Should you wish to join the increasing number of companies benefiting from promoting their businesses at our conferences please call: Alia Malick, SMi Sponsorship on +44 (0)20 7827 6168 or email: amalick@smi-online.co.uk

Want to know how you can get involved? Interested in promoting your services to this market?

Contact Vinh Trinh, SMi Marketing on +44 (0) 207 827 6140, or email vtrinh@smi-online.co.uk

8.30 RE-REGISTRATION AND COFFEE

9.00 CHAIRMAN'S OPENING REMARKS:
Malcolm Wells, Director, Malwell Corporate Projects Ltd

9.10 Integrating Social Media into our Business

- Our social media journey
- Our learning curve - challenges
- Embedding social media as business as usual
- The next level

Emma Cottle, Internet Services Manager, **Northern Powergrid**

HOW TO PROTECT YOUR BRAND

9.50 **Preparing and Dealing with Social Media Negativity and Activism**

- Who are Social Media activists and why might they target your brand?
- Tools to monitor for brand mentions and campaigns against your brand
- Preparing for a Social Media crisis
- How to engage with activists, bloggers and Social Media users to build brand advocacy

Sean Walsh, Head of Social Media and Content, **Blueclaw**

10.30 MORNING COFFEE

10.50 **Lawyers Love Tweets and Twerks**

- Social Media Malaise: Insights and experience about other companies who have embraced social media but lost the plot when it comes to liability
- A Little Bird Told Me: Update on laws about Social Media Content
- Controversy Pays (lawyers): Learn how to avoid legal controversy in social media

Joanne Frears, Solicitor - Head of Intellectual Property, **Jeffrey Green Russell Limited**

DEVELOPING THE RIGHT CONTENT FOR YOUR CUSTOMERS

11.30 **Panel: Content Strategy and Incorporating Throughout the Entirety of the Business**

Tim Gibbon, Director, **Elemental Communications**

Joanne Frears, Solicitor - Head of Intellectual Property, **Jeffrey Green Russell Limited**

12.10 NETWORKING LUNCH

13.20 **Social Media Integration - Sparking Interest and Empowering Teams**

- Social media as part of a wider communications plan
- Gaining and maintaining buy-in
- Establishing responsibilities: press office vs customer service
- Involving other business areas

Jonathan Morgan, External Communications Manager, **Electricity North West**

SOCIAL MEDIA INTEGRATION IN TIMES OF DIGITAL GROWTH

14.00 **Reputation Management in a Social Media Age**

- Why reputation online matters and how social media has changed the game
- Harnessing the power of social
- Trust and trust drivers
- Managing issues, policy and process combined

James Mossman, Associate Director Digital, **Edelman**

14.40 AFTERNOON TEA

15.00 **Social Media in Business**

- What is Social Media?
- Why is it so important?
- What are the business opportunities offer by Social Media?
- What are the risks to be managed?

Steve Nicholls, Author, Lecturer and Digital Strategist, **Social Media in Business.com**

15.40 CHAIRMAN'S CLOSING REMARKS AND END OF CONFERENCE

your registration to +44 (0)870 9090 712 or call +44 (0)870 9090 711

Supported by



Growing your sphere of influence online

In association with
Lewis PR

Workshop Leader:

Heleana Quartey, Head of Digital UK, **Lewis PR**

Overview of workshop:

The online sphere provides us with unprecedented opportunities to identify and engage with a growing ecosystem of stakeholders. From customers, independent experts consumer champions, specialist interest groups to media and analysts, there are always new people that we wish to connect with... and be wary of. In a sector that is increasingly affected by controversy, businesses will discover potential friends within these groups that can help carry their message forward, or protect against detractors that could damage their reputation.

Workshop Agenda:

- 13.30 **Registration & Coffee**
- 14.00 **Welcome & Introductions**
- 14.10 **Anatomy of an influencer and Identifying influencers**
- 14.50 **Tracking detractors and when can detractors be useful?**
- 15.50 **Afternoon Tea**
- 16.10 **Influencers and crisis planning**
- 17.00 **Measuring influencers' impact**
- 17.30 **Close of Workshop**

Heleana Quartey, Head of Digital UK, **Lewis PR**

Heleana brings more than 10 years of PR and digital experience and was formerly a senior associate at Burson Marsteller, where she specialised in social media. She developed campaigns for clients including Shell, HP and Sony Ericsson and played a key role as social media manager for the Cannes Lions award winning Royal British Legion campaign to get two minutes silence into the charts for Remembrance Sunday.

Based in LEWIS' headquarters, Heleana is responsible for advising clients on digital strategy, executing digital campaigns, overseeing community management and managing the UK social media team.

LEWIS PR is a global PR and digital communications agency. In addition to traditional media and analyst relations, LEWIS specialises in social media, digital marketing and creative services. It works with organisations to implement integrated communications programmes on an international scale. LEWIS works with leading and emerging brands across multiple sectors, including automotive, consumer, government, healthcare, insurance, legal, non-profit, technology and telecom. LEWIS has 24 wholly-owned offices across the US, EMEA and Asia Pacific, with regional headquarters in London, San Francisco and Singapore.

SMI ENERGY AND UTILITIES FORWARD PLANNER

NOVEMBER 2013

Oil & Gas Cyber Security
25th November 2013
Marriott Regents Park Hotel,
London, United Kingdom

FEBRUARY 2014

E&P Information & Data
Management
12th February 2014
Millenium Gloucester Hotel,
London, United Kingdom

FLNG
17th February 2014
Marriott Regents Park Hotel
London, United Kingdom

MARCH 2014

GTL North America
12th March 2014
Marriott West Loop Hotel,
Houston, Texas

Oil and Gas Telecommunications
19th March 2014
Marriott Regents Park Hotel
London, United Kingdom

APRIL 2014

M2M for Oil and Gas
28th April 2014
Holiday Inn Regents Park Hotel
London, United Kingdom

JUNE 2014

Gas Storage
18th June 2014
Holiday Inn Regents Park Hotel
London, United Kingdom

SOCIAL MEDIA IN THE UTILITIES SECTOR

Conference: Wednesday 2nd and Thursday 3rd April 2014, Marriott Regents Park Hotel, London, UK Workshop: Tuesday 1st April 2014, London

4 WAYS TO REGISTER

www.socialmediautilities.com

FAX your booking form to +44 (0) 870 9090 712
PHONE on +44 (0) 870 9090 711

POST your booking form to: Events Team, SMi Group Ltd, 2nd Floor
South, Harling House, 47-51 Great Suffolk Street, London, SE1 0BS, UK

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Unique Reference Number	
Our Reference	LV U-025

DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

Title: Forename: _____

Surname: _____

Job Title: _____

Department/Division: _____

Company/Organisation: _____

Email: _____

Company VAT Number: _____

Address: _____

Town/City: _____

Post/Zip Code: _____ Country: _____

Direct Tel: _____ Direct Fax: _____

Mobile: _____

Switchboard: _____

Signature: _____ Date: _____

I agree to be bound by SMi's Terms and Conditions of Booking.

ACCOUNTS DEPT

Title: Forename: _____

Surname: _____

Email: _____

Address (if different from above): _____

Town/City: _____

Post/Zip Code: _____ Country: _____

Direct Tel: _____ Direct Fax: _____

VENUE Marriott Regents Park Hotel, 128 King Henry's Road, London, NW3 3ST

Please contact me to book my hotel

Alternatively call us on +44 (0) 870 9090 711,
email: hotels@smi-online.co.uk or fax +44 (0) 870 9090 712

Terms and Conditions of Booking

Payment: If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of event require payment on booking. Access to the Document Portal will not be given until payment has been received.

Substitutions/Name Changes: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. Two or more delegates may not 'share' a place at an event. Please make separate bookings for each delegate.

Cancellation: If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conferences documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

Alterations: It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

Data Protection: The SMi Group gathers personal data in accordance with the UK Data Protection Act 1998 and we may use this to contact you by telephone, fax, post or email to tell you about other products and services. Unless you tick here we may also share your data with third parties offering complementary products or services. If you have any queries or want to update any of the data that we hold then please contact our Database Manager databasemanager@smi-online.co.uk or visit our website www.smi-online.co.uk/updates quoting the URN as detailed above your address on the attached letter.

EARLY BIRD DISCOUNT Book by 20th December to receive £400 off the conference price
 Book by 28th February to receive £200 off the conference price

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)	Fee	Total
COMMERCIAL ORGANISATIONS		
<input type="checkbox"/> Conference and Workshop	£2098.00 +VAT	£2517.60
<input type="checkbox"/> Conference only	£1499.00 +VAT	£1798.80
<input type="checkbox"/> Workshop only	£599.00 +VAT	£718.80
PUBLIC SECTOR, ACADEMICS & UTILITIES		
<input type="checkbox"/> Conference & Workshop	£1498.00 +VAT	£1797.60
<input type="checkbox"/> Conference only	£899.00 +VAT	£1078.80
<input type="checkbox"/> Workshop only	£599.00 +VAT	£718.80
PROMOTIONAL LITERATURE DISTRIBUTION		
<input type="checkbox"/> Distribution of your company's promotional literature to all conference attendees	£999.00 + VAT	£1198.80

The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

LIVE STREAMING/ON DEMAND/ DOCUMENTATION

Unable to travel, but would like to watch the conference live, ask questions, participate as if you were in the room.	Price	Total
<input type="checkbox"/> Live Streaming	£999.00 + VAT (UK)	£1198.80
<input type="checkbox"/> On demand (available 24 hours after the event)	£599.00 + VAT (UK)	£718.80
<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations - paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods quoting reference **U-025** and the delegate's name. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:

- UK BACS** Sort Code 300009, Account 00936418
- Wire Transfer** Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU
Swift (BIC): LOYDGB21013, Account 00936418
IBAN GB48 LOYD 3000 0900 9364 18
- Cheque** We can only accept Sterling cheques drawn on a UK bank.
- Credit Card** Visa MasterCard American Express
All credit card payments will be subject to standard credit card charges.

Card No:

Valid From / Expiry Date /

CVV Number 3 digit security on reverse of card, 4 digits for AMEX card

Cardholder's Name: _____

Signature: _____ Date: _____

I agree to be bound by SMi's Terms and Conditions of Booking.

Card Billing Address (if different from above): _____

VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on live Streaming, on Demand, Document portal and literature distribution for all UK customers and for those EU Customers not supplying a registration number for their own country here.