

SMi presents its 4th Annual Conference on...

# Social Media in the Utilities Sector

16th & 17th  
**APRIL**  
2015

Holiday Inn Regents Park Hotel, London, UK

#### CONFERENCE CHAIR:

- **Rachel Hawkes**, Associate Director of Social, **OMD International**

#### KEY SPEAKERS INCLUDE:

- **Beverley Harrington**, Brand Reputation and Social Media PR Manager, **Npower**
- **Wendy Eyre**, Social Media Manager, **E.on**
- **Angela Maher**, Senior Associate, Digital Communication, **Ofwat**
- **Cara Charlton**, Media Manager, **Northumbrian Water**
- **Bernadine Maloney**, Manager, Corporate Communications and Public Affairs, **ESB International**
- **Lucy Whitehead**, Head of Digital and Social Media, **First Group**

#### KEY TOPIC INSIGHTS:

- Create **engaging content** and build communities
- Learn **how utilities are changing the way they approach and understand consumers**
- Understand social media in the workplace from a **legal** perspective
- Analyse **crisis management** case studies from Elia and ESB
- Use **analytics** to enhance consumer satisfaction
- Build a **working environment** that supports social media

PLUS AN INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOP • WEDNESDAY 15TH APRIL 2015

### Digital Content and Compliance

Presented by: **Heleana Quarley**, Digital Strategist, **Eulogy! & Onlinefire**  
12.30pm – 5.00pm

[www.socialmediautilities.com](http://www.socialmediautilities.com)

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@UtilitiesSMi  
#UtilitiesSocialMedia

8.30 **Registration & Coffee**

9.00 **Chairman's Opening Remarks**

**Rachel Hawkes**, Associate Director of Social,  
**OMD International**

**OPENING ADDRESS**

9.10 **Making Regulation More Sociable**

- What is the utilities sector doing well
- Using social media to engage stakeholders
- Leveraging social networks to change perceptions of regulation

**Angela Maher**, Senior Associate, Digital Communication,  
**Ofwat**

**SOCIAL MEDIA STRATEGY AND IMPLEMENTATION PART 1**

9.50 **7 Top Tips for Social Media Success**

- Hear how to leverage social media across your whole organisation
- Learn how to create a strategy that aligns to business objectives
- Find out how to respond and engage with your customers in real-time
- Ensure you understand how to measure social impact and ROI

**Daniel Price**, Solutions Consultant, **Hootsuite Media UK**

10.30 **Morning Coffee**

11.00 **'Follow' and 'like' your energy company? Why would you? Creating engaging content and building communities**

- Creating engaging content
- Building communities
- Deepening relationships

**Wendy Eyre**, Social Media Manager, **E.on**

11.40 **A Well Rounded Digital Strategy Has To Include Social Media**

- Overview of our digital journey so far
- Our multi-channel approach to customer service
- An insight into how we've adapted our business to implement our digital strategy

**Toni Kinslow**, Marketing Communications Manager,  
**UK Power Networks**

12.20 **Networking Lunch**

**ASSESSING CRISIS MANAGEMENT**

1.40 **Stress Testing Social Media Teams for Storm Readiness**

- A case study from Northern Powergrid and H+K Strategies
- Reviewing flight school tool for team training and scenario testing

**Emma Cottle**, Internet Services Manager, **Northern Powergrid**  
**Chris Pratt**, Director, Energy, **H & K Strategies**

2.20 **OFF and we stay ON: how Belgium used Social Media to reduce peak consumption and help prevent a black-out**

- An unexpected situation: risk of electricity shortage in Belgium
- Concept of the campaign OFF & we stay ON developed by Elia and the national authorities
- Perception and results

**Ingvild Van Lysebetten**, Head of Communication and  
**Frederique Henrotin**, Conversation Manager,  
**Elia System Operator**

3.00 **Afternoon Tea**

3.30 **ESB Case Study: Storm Response**

- Using social media in the aftermath of storm Darwin, one of the worst storms on record
- Enhancing customer service
- Building reputation

**Bernadine Maloney**, Manager, Corporate Communications and Public Affairs, **ESB**

4.10 **Firebell Training: Be Prepared to Protect your Reputation**

- Social crisis simulation using Firebell, Weber Shandwick's proprietary, award-winning simulation software and training session
- Experience and respond to sources of social crisis in real-time from Twitter storms to misplaced photos taken by an employee or a careless post
- Stress-test your crisis plan and workflow between integrated teams
- Identify gaps in performance and work to bolster preparedness for a crisis or issue that could play out on social media

**Kate Joynes-Burgess**, UK & EMEA Head of Digital in the Corporate, Finance and Public Affairs practice and  
**Rod Clayton**, Executive VP/Head of Crisis & Issues,  
**Weber Shandwick**

4.50 **Chairman's Closing Remarks and Close of Day One**

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**Want to know how you can get involved?  
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Contact Sarah Watson, Smi Marketing  
on +44 (0)20 7827 6134 or  
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8.30 Registration & Coffee

9.00 Chairman's Opening Remarks

**Rachel Hawkes**, Associate Director of Social, OMD International

## ISSUES SURROUNDING BRAND AWARENESS

### OPENING ADDRESS

9.10 Regaining Customer Trust

- The external landscape
- Trust - or lack of - in the energy industry
- How can energy companies regain trust?
- Common social media mistakes to avoid and examples of best practice
- What are other energy companies doing?

**Beverley Harrington**, Brand Reputation and Social Media PR Manager, Npower

9.50 Delivering Excellent Customer Service in 140 Characters

- Preventing customer resistance
- Achieving customer involvement
- Establishing trusted and strong customer relationships

**Cara Charlton**, PR & Media Assistant Manager, Northumbrian Water

10.30 Morning Coffee

## UTILITY ANALYTICS AND CONSUMER ENGAGEMENT

11.00 Consumer Engagement: How Utilities are changing the way they approach and understand consumers



- Effective methods of using consumer analytics to enhance customer service
- The role of gamification in customer engagement and continuous motivation
- How adaptive personalization boosts customer satisfaction
- Ways of measuring actual consumer engagement in Utilities
- The ROI cycle for Utility engagement services

**Vassilis Nikolopoulos**, CEO & Co-founder, Intelen Inc

11.40 Understanding Your Audience and Adapting Your Strategy

- Preventing customer resistance
- Achieving customer involvement
- Successfully delivering pilot projects and rollouts
- Establishing trusted and strong customer relationships

**Rachel Hawkes**, Director, Social & Content, OMD International

12.20 Networking Lunch

1.40 Social Media in the Workplace and Beyond: How to deal with Tweeting Twits

- Speed of change
- How to deal with employees who post inappropriate comments. Social media from an employment law perspective
- How to safeguard your organisation: Social media policy
- How to deal with members of the public who post derogatory comments about your organisation: Social media from a civil and criminal perspective

**Lee-Anne Crossman**, Senior Associate, Employment & Pensions, Hill Dickinson LLP

**Katie Mickleburgh**, Senior Associate, Insurance, Hill Dickinson LLP

## SOCIAL MEDIA STRATEGY AND IMPLEMENTATION PART 2

2.20 Social Media in Business

- What are the business opportunities offered by social media?
- Future direction of social media
- Future and emerging technology – e.g Internet of thing, wearable tech, Ai and robotics.

**Steve Nicolls**, Digital & Emerging Technology Consulting and Training, Tech XB

3.00 Afternoon Tea

3.30 Getting it Right on the Inside to give the Best Outside

- Internal Structure to provide external value
- Integrated working avoiding 'silos', silence and sign off
- All employees speaking as on brand as humans with personality
- Trust from the top allowing brilliance from the bottom

**Lucy Whitehead**, Head of Digital and Social, First Group

4.10 Is Your Digital Content Strategy Compliant? A Legal and Platform Policy Checklist for Content Publishers

- Transparency: How do you make it clear to customers when you are sharing sponsored content (or when third parties are doing so on your behalf)?
- Intellectual Property: How do you credit third party content?
- Platform Rules: What approaches do you use to growing communities, selling products or running a competition? How often do you check social media terms of service
- Spamming regulations: What processes do you have in place to ensure your email and social interactions are not classified as spam?

**Heleana Quartey**, Digital Strategist, Eulogy! & Onlinefire

4.50 Chairman's Closing Remarks and Close of Day Two

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

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## HALF DAY PRE-CONFERENCE WORKSHOP

Wednesday 15th April 2015

Holiday Inn Regents Park Hotel, London

12.30pm – 5.00pm

## Digital Content and Compliance

Hosted by:

**Heleana Quartey**, Digital Strategist, **Eulogy!&Onlinefire**

### Overview:

Legal matters have always been a consideration in a crisis situation, such as negative online comments, or employee misbehaviour on social networks – but what do you do to ensure your digital marketing is fully compliant? You will leave this session with a valuable working knowledge of how to adjust your strategy to meet today's legal environment.

### Who should attend:

This taster session is an ideal compliment to the speaker session on this topic. You will get a deeper insight on tools discussed in the seminar and understand what makes content fall outside of the rules.

### Programme:

#### 12.30 Registration and Coffee

#### 1.00 Opening remarks

#### 1.10 The CAP code

- Transparency and content strategy
- Bloggers
- YouTube publishers/Viners
- Native advertising
- Brand ambassadors

#### 2.00 Intellectual Property

- Using photos and video
- Crediting others' text/research

#### 2.50 Coffee break

#### 3.20 FCA Guidance

- Financially incentivising
- Explaining risks

#### 4.05 Lessons for Moderators

- To moderate or not to?

#### 4.50 Closing remarks

#### 5.00 End of workshop

### About the workshop leader:

**Heleana** has more than 12 years of PR and digital experience having worked across B2B, B2C, technology, corporate, financial, legal and consumer brands. She has worked closely with companies such as Kimberly-Clark, Shell, HP, Microsoft and Sony Mobile and played a key role managing social media for the Cannes Lions award winning Royal British Legion campaign to get two minutes silence into the charts for Remembrance Sunday. More recently she has worked with multinational brands such as D-Link and Lexmark and has spoken at a range of events from Digital Shoreditch to Social Media and Utilities and more.

### About Eulogy! & Onlinefire

We're digitally savvy and market innovators in online PR, intrinsically understanding social media. Our specialist social media agency, [www.onlinefire.co.uk](http://www.onlinefire.co.uk) Onlinefire, is on the pulse of the digital explosion. As a client, you can take full advantage of it.



# Energy and Utilities Forward Planner 2015

## FEBRUARY 2015

E&P Information & Data Management  
3-4 February 2015, London, UK

Floating LNG  
18-19 February 2015, London, UK

Telematics for Usage Based Insurance  
18-19 February 2015, London, UK

## MARCH 2015

Project Financing in Oil and Gas  
North America  
9-10 March 2015, Houston, USA

European Smart Grid Cyber Security  
9-10 March 2015, London, UK

Gas to Liquids North America  
11-12 March 2015, Houston, USA

Oil and Gas Telecommunications  
25-26 March 2015, London, UK

## APRIL 2015

Smart Water Systems  
29-30 April 2015, London, UK

M2M for Oil & Gas  
29-30 April 2015, London, UK

## MAY 2015

Oil & Gas Cyber Security USA  
13-14 May 2015, Houston, USA

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# SOCIAL MEDIA IN THE UTILITIES SECTOR

Conference: 16th - 17th April 2015 | Holiday Inn Regents Park Hotel | London, UK Workshop: 15th April 2015, London

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Company/Organisation: \_\_\_\_\_

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