



Social Media Influence 2010

Building on the Basics: How Companies Are Creating a Better Business by Embracing Social Media and Social Business Design

We've come so far, so fast. It's hard to imagine a high street brand that doesn't have a social media presence these days. There are now well [over 1,500 publicly traded companies](#) (and countless more smaller firms) that maintain an active blog, Twitter feed, Facebook fan page and/or YouTube channel, and social media budgets continue to grow even as other marketing/advertising/enterprise spending has been hit by the recession.

It is easy to understand why. Facebook added 50 million new users worldwide last summer and Twitter, a favourite of the corporate comms team, is now valued at *over \$1 billion by investors*. With millions of people flocking to social networks, companies are keen to join them and are increasing their social media budgets accordingly.

But this might be just the beginning. Social tools and social networks are also having an impact on the internal workings of companies, where they offer huge potential benefits from reduced costs, improved agility and better performance. Many companies are already using so-called Enterprise 2.0 tools internally for communication, knowledge sharing, co-ordination and customer engagement, but the real business impact is likely to come from the new behaviours and possibilities these make possible, which have exciting implications for how we organise business and the workplace. The new field of Social Business Design seeks to take the best tools and lessons of the social web, and apply these to business improvement to create the 'business operating system' for the 20th Century.

Yet despite the enormous influence social media wields, these new tools and communications channels continue to be poorly managed by some of the best-run companies in the world. All too often, companies see social media as just a series of new channels to push their "messaging". Worse still, on some occasions, big name brands and companies are being done a disservice by competing agencies, who claim to "own" social media and, in so doing, promise results to their clients that they cannot deliver and which, frankly, are not social.

Social Media Influence, now in its fifth year, wants to help companies succeed in social media and social business design by returning the focus to the fundamentals of social tools.

This 'build on the basics' one-day, twin track event will:

- Re-emphasize the guiding principles of social media - authenticity, creativity, transparency and respect.
- Elevate the best practices in this fast-evolving field
- Offer case studies demonstrating how smart companies and organisations are committing to a genuine, ongoing social media relationship with their customers and employees.
- Shine a spotlight on the social tools that provide real insight and the technology companies that are truly innovating.
- Demonstrate how companies are moving from pilot projects to mainstream business improvement using social business design.

Featuring a range of speakers who have consistently demonstrated relevant expertise over the course of the last five years, Social Media Influence promises to provide real intelligence as to how companies can create intelligent, interesting and meaningful dialogue with their most important and influential audience - their own customers.



The Draft Agenda

09.00 - 09.15	Opening Remarks: Track 1: Matthew Yeomans and Bernhard Warner, Social Media Influence & Track 2: Lee Bryant, Headshift	
09.15 - 10.00	Morning Keynotes Track 1 & Track 2	
	TRACK 1 - SOCIAL MEDIA INFLUENCE	TRACK 2 - SOCIAL BUSINESS DESIGN
10:00 - 10:45	Beyond Campaigns - Matthew Yeomans and Bernhard Warner, Social Media Influence and Custom Communication Advertising and marketing has long been constructed around campaigns but customers don't engage with products that way. As agencies and their clients come to appreciate the need for ongoing social media engagement, we'll consider the power of developing a brand voice that isn't hamstrung by the planning of one individual campaign.	Social Business Design Hits the Mainstream - Lee Bryant, Headshift Companies of all sizes and sectors have experimented with social tools inside the firewall over the past few years. Now we are seeing these projects folded into mainstream business and technology improvement projects. This session will consider how we move from projects to programmes, and how we can tie these into measurable business goals.
10:45 - 11:15	COFFEE BREAK	
11:15 - 12:00	Measure What? - The Art of Listening All social media customer relationships begin with listening and there's not a PR/marketing/advertising agency out there that doesn't promise social media monitoring. But how do you put a value on the rewards of social media when they don't fit into a marketing department's pre-defined measures of success? Just because companies can listen to customers doesn't mean they are asking the right questions of the research. This panel will highlight the power of using social media monitoring to build new business as well as protecting your reputation and managing customer relationships.	Joining up the inside and the outside - Robin Hamman, Headshift Marketing and customer engagement people tend to operate on the edges of the organisation, but this can cause a disconnect - or in some case a false brand promise - if their activities are not supported by and integrated with internal departments and service improvement. This session will consider how internal and external social media project can come together to create a more holistic view of a company's interactions, networks and relationships.
12:00 - 12:45	Who Should Tell Your Story and the New Economies of Earned Media The growth of social media has created a feeding frenzy for the creative industries as the barriers that once kept advertising, marketing, PR and publishing apart have been broken down. Each creative sector insists it "gets" social media. But in trying to appropriate "social" under the umbrella of their traditional skills are these old-school sectors missing the point? And, should companies be out-sourcing their stories to outsiders to tell when authentic voices sit in house?	How to Successfully Implement Social Business Design This group discussion will showcase four quick-fire case studies from the fields of law, finance, telecoms and the corporate sector, outlining the key challenges and learning from the adoption of enterprise 2.0 tools and social business design processes, and then involve all attendees in a debate about how to make such projects succeed, and how to overcome barriers to adoption.
12:45 - 13:45	LUNCH	

<p>13:45 - 14:30</p>	<p>Social Media Keynote</p>	<p>Return on Attention - Putting the Individual User Front and Centre. Rather than return on investment in technology, we should be talking about return on the attention invested in using these tools by people in the business. This is by far the biggest hidden cost of technology implementation, yet it is largely ignored by conventional IT. In return for attention, social tools must provide positive and useful experiences, which means that user-centered design principles should be at the forefront of how we 'do' social business design.</p>
<p>14:30 - 15:15</p>	<p>How Social Media Helps Social Responsibility After decades of reacting to negative PR, it's not surprising that companies are notoriously bad at communicating what they do right in terms of sustainable business practices. This session will demonstrate the power of companies telling their own sustainability stories and putting social creativity at the heart of that communication.</p>	<p>Selling Social Business to the CIO and the C-suite There are many myths in boardrooms and C-suites about social tools and social media, and dispelling these is often an important part of selling a project internally. This session will share some lessons about how to initiate social business design projects, and also how to communicate the implications and potential benefits for leadership and senior management.</p>
<p>15:15 - 15:45</p>	<p style="text-align: center;">COFFEE BREAK</p>	
<p>15:45 - 16:30</p>	<p>Social Retail - Lessons from the Front Lines of Customer Conversations Retailers find themselves at the forefront (some would say sharp end) of social media communication. Whether its customer service feedback, product ratings or connecting the community to the CEO, Internet Retailers are experimenting with the best way to connect with customers in an ever fickle field. This session will provide three case studies of successful social retail.</p>	<p>Audience Participation: What Will a Social Business Look Like? This lively, interactive session will give all participants a chance to project themselves into the future and imagine what a future socially-calibrated business will look like, how it will operate and what sort of relationship it will have with its staff, customers and partners.</p>
<p>16:30 - 17:30</p>	<p>JOINT FINAL SESSION OF SOCIAL MEDIA AND SOCIAL BUSINESS TRACK</p>	<p>FINAL SESSION OF SOCIAL MEDIA AND SOCIAL BUSINESS TRACKS Wrapping up both the social media and the social business track, we will try to draw some key lessons and observations from the day's activities and leave delegates with some useful take-aways that they can weave into their work after the event.</p>

Who Should Attend

Social Media Influence is a specially tailored and researched conference for corporate communications and major consumer brand executives and who need to understand how social media is shaping the way they do business. It is an issues-led event and not geared towards any one communications sector. The reason for this is simple. The challenges of social media affects multiple responsibilities within companies and this conference intends to demonstrate the need for all parts of a company to work together on social media engagement.

With this in mind we have structured SMI to offer maximum insight and value to corporate communications executives and managers in the areas of:

- Public Relations
- Sustainability
- Marketing
- Internal Communications
- Knowledge Sharing
- Corporate and Social Responsibility
- Advertising & Media Buying
- Media
- IT
- E-commerce
- Custom relationship management
- Human Resources



Social Media Influence's Pedigree

More than 200 executives attended last year's Social Media Influence conference. In the past the conference has featured in press coverage including, BBC Radio 5 Live, Reuters TV, BBC Online, Radio 4 Today Programme, BBC World News and The Guardian as well as in countless social media outlets.

Companies who have previously attended include: Unilever, Nestle, HSBC, Lloyds TSB, Sony, Lloyds Pharmacy, Yahoo, Microsoft, MySpace, BBC, MSN, Kelkoo, Kingston Communications, Camelot Group, Saatchi & Saatchi, JWT, New Look, UK Home Office, Publicis, IBM, Harvey Nichols, NHS, Informa Group, Nokia, Irish Tourist Board, Time Magazine, Ketchum, Google.

Social Media Influence Organiser

Screen Events Ltd. has a long pedigree of staging innovative and cutting edge B2B conferences and trade shows. The current portfolio includes:

- **Internet Retailing Conference & Exhibition:**
The UK's leading conference for online & multichannel retailers – 5th Year
- **Screen Media Expo Europe:**
Europe's largest digital signage event – 5th Year
- **DOOH Expo:**
Digital Out of Home media marketplace – New for 2010
- **Social Media Influence:**
The UK's first and longest running conference on social media for large corporations – 5th Year

In addition its publishing division – eSeller Media Ltd in partnership with St. John Patrick Publishing produces:

- **Internet Retailing Magazine:**
The UK's leading title for this dynamic sector
- **InternetRetailing.net – www.internetretailing.net:**
Bi-weekly news
- **SCREENS.tv – www.screens.tv:**
The global news portal for the Digital Signage & DOOH industry

Agenda curator Custom Communication is a specialist social media consultancy and content shop founded in 2005. Directors Matthew Yeomans and Bernhard Warner are veteran tech and business journalists, having written for Time, Reuters, the Industry Standard, the Times, the Guardian, Fortune, Wired and many other publications. They edit www.SocialMediaInfluence.com.