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Agenda

Please find the agenda for **London** (18th June), **Manchester** (26th Sept) and **Sheffield** (27th February 2020)

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- [London - 18th June](#)
- [Manchester - 26th Sept](#)
- [Sheffield - 27th Feb](#)

London - 18th June

Time Session

09.30	Registration and networking
10.00	Chair's introduction Chair: Emma Leech , Director of Marketing and Advancement, Loughborough University (Confirmed)
10.10	Morning keynote address
10.40	Rebuilding trust on social media: Being a credible and trustworthy source <ul style="list-style-type: none">• With 60% of people no longer trusting social media networks, how can you ensure your message is believed?
11.10	New and innovative ways to boost in-depth engagement (panel discussion) <ul style="list-style-type: none">• Being human: Advice on keeping your social media voice genuine and unscripted• Tools and techniques to develop intimate and meaningful dialogue• Successfully targeting a hard to reach audience Speaker: Athar Abidi , Head of Social Media, British Heart Foundation (Confirmed) Speaker: Annie Andoh , Social Media Manager, V&A (Confirmed)
11.40	Refreshments and networking

Time Session

12.10	Creating an engaged audience: Harnessing internal experts, employees and partner organisations <ul style="list-style-type: none">• Top-tips to using your internal experts and creating an environment that drives vibrant dialogue• Feeding back into the community, sharing insight and research• Working in partnership, delivering greater impact• The benefits of a closed social media community• Harnessing the rise of the micro-influencer
12.40	Video: Time to go live <ul style="list-style-type: none">• Get creative: Tools and techniques to offer in-depth, behind the scenes, personalised content to your audience• Include Q&A alongside it to boost engagement and trust with the users
13.10	Lunch and networking <p>Discussion A: Delivering social media in a small team</p> <p>Speaker: Chris Shipman, Head of Brand Engagement & Social Media, Royal Opera House (Confirmed)</p> <p>Discussion B: Personalisation across social media</p> <p>Discussion C: Tools to understand and target your audience</p>
14.00	Chair's afternoon remarks <p>Chair: Emma Leech, Director of Marketing and Advancement, Loughborough University (Confirmed)</p>
14.05	Afternoon keynote address: The changing face of social media: Prepare, plan and implement Stories <ul style="list-style-type: none">• Here today, gone tomorrow: With posts that only last 24hrs, how can you harness Stories within your social media strategy• Successfully implementing a mobile first content strategy: created and consumers for those on the go• The end of the social media news feed? <p>Speaker: Cassandra St Louis, Head of Digital, British Army (Confirmed)</p>
14.35	Successfully creating social media adverts that deliver ROI <ul style="list-style-type: none">• Don't break the bank: With the decline in organic reach, and increase in social media advertising, how can you still be heard on shoestring budget?• Tools and techniques to inspire and entertain your audience with paid content• Keeping it realistic: Define your goals early
15.05	Refreshments and networking
15.25	Delivering a world class customer experience on social <ul style="list-style-type: none">• Tools and techniques to balance one-to-one conversations with the demand of scale• Successfully delivering customer services on messaging apps• Developing high-value conversations
15.45	Real time social media crisis management <ul style="list-style-type: none">• Being prepared: Ensuring your crisis communications strategy is up-to-date• First-steps, reacting and responding to a developing crisis• Top-tips when responding to journalists and stakeholders <p>Speaker: Laurie Bell, former Director, Communities & Communications, Wiltshire Council and Director Laurie Bell Communications (Confirmed)</p>
16.05	The future of social media: What trends and channels should you be ready for? <ul style="list-style-type: none">• AR and social media: How can we embrace new ways to engage?• AI messenger bots: The start of customer engagement not the end

Time Session

16.25	Chair's closing remarks Chair: Emma Leech , Director of Marketing and Advancement, Loughborough University (Confirmed)
16.30	Close of conference <i>Please note that all speakers and the agenda are subject to change without notice</i>

Manchester - 26th Sept

Time Session

09.30	Registration and networking
10.00	Chair's introduction
10.10	Morning keynote address: Successfully delivering change through social media <ul style="list-style-type: none">• How can social media be used to drive long-term change?
10.40	Rebuilding trust on social media: Being a credible and trustworthy source <ul style="list-style-type: none">• With 60% of people no longer trusting social media networks, how can you ensure your message is believed?
11.10	New and innovative ways to boost in-depth engagement <ul style="list-style-type: none">• Being human: Advice on keeping your social media voice genuine and unscripted• Tools and techniques to develop intimate and meaningful dialogue• Successfully targeting a hard to reach audience
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12.40	Video: Time to go live <ul style="list-style-type: none">• Get creative: Tools and techniques to offer in-depth, behind the scenes, personalised content to your audience• Include Q&A alongside it to boost engagement and trust with the users
13.10	Lunch, networking and discussions <ul style="list-style-type: none">• Discussion A: Delivering social media in a small team• Discussion B: Personalisation across social media• Discussion C: Tools to understand and target your audience
14.00	Chair's afternoon remarks
14.05	Afternoon keynote address: The changing face of social media: Prepare, plan and implement Stories <ul style="list-style-type: none">• Here today, gone tomorrow: With posts that only last 24hrs, how can you harness Stories within your social media strategy• Successfully implementing a mobile first content strategy: created and consumers for those on the go• The end of the social media news feed?

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Links

[1] <http://socialmediaconference.dods.co.uk/registration-2>