

The Conference Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

08.30 Registration, Coffee & Objective Setting



09.00 GIC Welcome & Interactive Voting Introduction

To Participate In Live Polls & Q&A:

- On your smartphone or tablet, visit ra.ombea.com
- When asked for a Session ID, enter the word **global**



09.10 Morning Chairs Opening Remarks

Joe Goulcher
Head of Social & PR
Moonpig



NEXT-LEVEL REACH & ENGAGEMENT

09.20 Power True, Long-Term Social Media Engagement With Innovative Strategies To Boost Reach, Win & Retain Bought-In Followers & Maximise Long-Term Growth & Success

- Optimising strategies to keep up with shifting audience behaviours: what do consumers want and expect from brands?
- Build long-lasting engagement: punchy social media tactics to reach and win new audiences and retain engaged (and real!) followers
- Is organic growth a thing of the past? Reimagining social media engagement to keep content fresh for new and existing followers and drive performance

Mhari Coxon
Global Marketing Manager
GSK



HIGH-IMPACT PLATFORM STRATEGIES - Q&A PANEL

09.45 Drive Social Media Performance With Next-Level Insights Into Tailored, Relevant & Future-Focused Platform Strategies

- It's not "one size fits all"! Insights into adapting and advancing your platform strategies to remain relevant and make social media work for your organisation
- Facebook, Instagram, Twitter, Snapchat, YouTube, Pinterest, WhatsApp, LinkedIn...determining which platform combinations hold the key to maximising engagement and interaction with your target audience
- How can you become more strategic with your multi-channel social media approaches to better align with wider business goals and deliver measurable ROI?
- Navigating the constantly-evolving social media landscape in 2019 and beyond: how can we keep up-to-date with the latest platform and algorithm updates to continue to see the benefits of social media activities?

Nicola Gee
Social Media Manager
WWF-UK



Chloe Bebbington
Social Media Marketing Manager
River Island

RIVER ISLAND

Lauren Smith
Head of Social Cosmopolitan UK
Hearst UK

COSMOPOLITAN

Joe Goulcher
Head of Social & PR
Moonpig

moonpig

Emily Ch'ng
Senior Digital Content Manager
Ministry of Justice UK



FACEBOOK – CASE STUDY

10.20 Fresh, Results-Boosting Approaches To Facebook Activity: Keep Abreast Of The Latest Updates, Stay Relevant & Drive Engagement

- Exploring the latest Facebook updates and how Facebook's role in your social media portfolio will evolve into 2019 and beyond
- How can we continue to gain high exposure and reach and engage our target audiences in the face of ever-changing algorithms?
- Spotting and seizing opportunities in Facebook Live, Watch, Messenger and Groups

Emma Page
Social Media Lead
Audi UK



Morning Refreshment Break

10.40 Morning Refreshment Break With Informal Networking



Platform-Focused Discussion Zones

A) Instagram

Facilitated by:
Emily Davis
Social Media Manager
Ted Baker

B) Facebook

Unfacilitated

C) YouTube

Unfacilitated

INSIGHTS & IMPACT - MEASUREMENT & RESULTS

11.20 Harnessing Platform Insights, Campaign Data & Social Listening To Adapt & Improve Social Media Strategies & Boost Performance

- Take advantage of the latest social listening tools and techniques to build a clear 360° picture of campaign successes to inform and adapt future strategies
- Gathering meaningful data and insights to track your brand's social media presence, successfully navigate crises and effectively monitor social media performance
- What are the key benchmarks we should be measuring ourselves against to ensure we're not falling behind on social media?

Laura Perry
Head of Social
Tangerine Communications



MEASUREMENT & RESULTS – Q&A PANEL

11.35 Prove The Commercial Value Of Social Media With Meaningful Metrics & Effective Methods For Measuring Impact, Engagement & ROI To Win Long-Term Buy-In

- Commercialising social media: insights into the best ways to measure ROI and demonstrate the positive impact of social media in growing the brand and achieving business goals
- What are the key metrics and KPIs which will catch senior stakeholder attention and prove the value of social media investment?
- Tangible metrics for measuring the unmeasurable and linking brand awareness, audience engagement and positive social media presence to business performance

Sara Picazo
Head of UK Ad Research
Twitter



Colin Buckingham
Digital Marketing Manager
Birds Eye



Nick Joy
Social Engagement Manager (General Insurance)
LV=



Emma Hamblin
Social Media Manager
Joules



Emre Onar
EMEA PR & Communications Specialist
Wyndham Hotels & Resorts



PAID SOCIAL

12.05 Pay To Play? Exploring The Latest Opportunities For Impactful Paid Campaigns To Keep Achieving Social Media Engagement & Results Now & In The Future

- Forward-thinking strategies in the face of declining organic reach: striking the right balance between paid and organic content to continue driving reach, click-throughs and conversions – without disengaging followers
- Smart tactics to ensure you are investing in the right paid opportunities, on the right platforms and with the right content for proven impact and ROI
- Build rewarding, cost-effective paid social campaigns with insights into the content and targeting strategies which achieve high engagement levels and returns

Vittorio Boccanera
Paid Social Operational Lead
TransferWise



THE ROI DEBATE: TACKLING INFLUENCER MARKETING'S £8 BILLION QUESTION

12.25 **Join TRIBE In Unpacking A New Way To Look At Your Influencer Marketing Strategies & Walk Through Best Practice For Customer-Generated Campaigns That Convert**

Lisa Targett
UK General Manager
TRIBE



12.40 **Morning Roundup & Lunchtime Announcements**

12.45 **Lunch For Delegates, Speakers & Partners**



INFORMAL PEER-TO-PEER DISCUSSIONS

13.15 **Harness & Exploit New, Cutting-Edge Tools, Technologies & Strategies To Influence Customer Behaviours**

A. Organic Reach

Thomas Davis
Social Media & Digital
Marketing Specialist
money.co.uk



B. Navigating Crises & Negativity

Klare Kennett
Assistant Director External
Affairs – Marketing &
Communications
RSPCA



C. Building Employee Advocacy

D. Effective Customer Service

13.45 **Afternoon Chair's Remarks**

Mhari Coxon
Global Marketing Manager
GSK



ATTENTION-GRABBING CONTENT

13.55 **Stand Out From The Crowd With Innovative, Cross-Platform Content Strategies Which Resonate & Engage With New & Established Audiences For Maximum Impact**

- Harnessing new, innovative ideas for next-level content creation: from user-generated content to engaging visuals to getting the hashtags right, what content is really achieving results in today's crowded social media sphere?
- Recycle, reuse...results! Recreating and tailoring successful, engaging content in the right way for maximum impact on different platforms
- Beyond just catching attention with creative posts; ensure content is effective, authentic and relevant to build on fleeting interest and power long-term engagement

Kara Segedin
Digital Marketing Manager
BBC Studios



INFLUENCER TRENDS

14.15 **Stand Out From The Crowd With Innovative, Cross-Platform Content Strategies Which Resonate & Engage With New & Established Audiences For Maximum Impact**

- We've seen the rise of influencers and reaped the rewards – but are brand-influencer partnerships still hitting the mark with an increasingly tuned-in, ad-savvy audience in the "fake news" era?
- Beyond driving sales, advice on building successful relationships with influencers to achieve our goals, from promoting brand awareness and boosting positive perceptions to influencing behavioural change
- Lessons learned from working with influencers: from identifying and approaching relevant influencers for your brand, to agreeing a fair deal, to measuring and proving the benefits, what works and what doesn't?

Josie Madoc
Global Social Media Lead
Hive (Centrica Hive Limited)



VIDEO CASE STUDY

14.35 Win Attention & Boost Long-Term Engagement With Hard-Hitting, Creative & Cost-Effective Video Content & Campaigns

- Unlock the secrets behind the creative process: what styles, formats, length and types of video content are key to winning and retaining audience attention?
- Creating innovative, engaging, cost-effective video campaigns in-house to drive next-level results and prove video investment is worth it!

Janine Smith
Head of Digital Entertainment
ITV



15.00 Refreshment Break With Informal Networking

LOW BUDGET, HIGH-IMPACT

15.30 Smart, Practical Investment Strategies: Optimise Limited Budgets, Time & Resources To Drive Real Social Media ROI

- Great concepts, small budgets...what can we achieve by strategically allocating budget, time and resources to your channel planning for social media campaigns with maximum impact
- Practical tips and low-cost solutions to boost engagement and drive greater social media success - without throwing mass amounts of money into it
- Identifying the best, most relevant and cost-effective platforms, technologies and content for your audience and business goals to maximise the value of social media investment
- No budget for paid? Alternative organic approaches which cut through

James Day
Head of Social Media
Jagex Games Studio



YOUTUBE CASE STUDY

15.50 How We Made The World's Most Successful Travel Guides On YouTube & Why We Stopped

Tom Baker
Social Content Lead
Holiday Extras



THE FUTURE OF SOCIAL MEDIA – NEW TECHNOLOGIES PANEL

16.10 Exploring The Upcoming Innovations, New Technologies & Platform Developments Shaking Up The Social Media Landscape: What Opportunities Are Ahead?

- Voice control, chatbots, AI and virtual reality, explore the latest opportunities to incorporate new innovations into forward-thinking social media strategies
- Ensure you're not lagging behind! Insights into new and emerging technologies, software and innovations with the potential to drive powerful social media results
- Future-proofing social media strategies to stay relevant and continuing to play a key role within the organisation What does the future look like for brands and organisations on social media?

Cecilia Dominici
Head of Social Media News and Content
Cancer Research UK



Justine Bower
Director of Communications (Consumer & Social)
UKTV



Danny Denhard
Director of Growth
JustGiving

JustGiving™

Harley Johnson
Client Partnerships Account Director
LADbible



16.50 Chair's Closing Remarks

17.00 Official Close Of Conference