

# 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.

## 08.45 Registration, Coffee & Morning Networking



## 09.00 Meet & Greet

Get To Know Your Fellow Delegates – What Are You Hoping To Get Out Of Today's Sessions? What Experiences Do You Have Working With Influencers?

## 09.20 GIC Welcome & Chair's Opening Remarks

Tilly Tasker  
Social Media & Communities Manager  
**Comic Relief**



## 09.40 STAND-OUT INFLUENCER CAMPAIGN - CASE STUDY

### Real-World Advice & Lessons Learned From Working With Influencers

From identifying and approaching the right influencer for your brand and audience to collaborating on the campaign concept to delivering the campaign - and measuring the impact! – share your lessons learned from working with influencers. What worked well? What didn't? Were the results what you expected? What are the top three tips you've taken away from the experience?

Haley Borisoff  
Senior Director, Brand Marketing,  
PR & Communications – EMEA  
**Wyndham Hotels & Resorts**



## 10.10 GETTING THE FUNDAMENTALS RIGHT

### Identifying, Approaching & Engaging Relevant Influencers For Your Brand & Audience To Maximise Success

- Best-practice advice on identifying the right kinds of influencers to ensure the best fit with your brand and target audience
- Navigating the complexities of building a brand-influencer partnership: from targeting and approaching influencers to price expectations, how does it work in practice? What are the essential considerations we should be making?
- Comparing and contrasting the benefits of in-house influencer management with working with an agency: what do other companies find works best to optimise ROI?

Kat Wanoa  
PR Manager - Americas  
**VisitBritain**



## 10.40 Refreshment Break With Informal Networking

## 11.20 WORKING WITH INFLUENCERS

### How Working With Influencers Can Increase Awareness, Credibility & Trust With Your Target Audience

- Trust in brands and advertising is at an all-time low. This presentation will show you how to build an influencer program to drive brand awareness, credibility and trust with your target audience.

Tom Ward  
Influencer Marketing Consultant  
**Onalytica**



## 11.40 INFLUENCER TRENDS - THOUGHT-LEADERS PANEL

### Explore The Latest Trends In Influencer Marketing To Drive Next-Level Results With Meaningful, Eye-Catching, Collaborative Partnerships

- Benchmarking success: does influencer marketing have a place for every brand?
- Exploring which audiences, products and platforms achieve the best results from influencer marketing campaigns to ensure your strategy is on point – and relevant for your business goals
- Insights into how we can best collaborate with influencers to forge meaningful partnerships and maximise value for both sides
- Horizon-scanning: beyond 2019, what does the future hold for brand-influencer relationships?

Layla Hatia  
Influencer Marketing Manager  
**Sky**

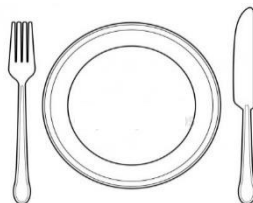
Josie Madoc  
Global Social Media Lead  
**Hive (Centrica Hive Limited)**

Amanda Thomas  
Digital Influencer & Community Manager  
**VisitScotland**



12.20

## Lunch & Informal Networking For Delegates, Partners & Speakers



### Informal Peer-To-Peer Discussions During Lunch

Low-Budget  
Successes

Peer-To-Peer  
Discussions

Legality &  
Compliance

Fake Followers  
Vs. Genuine  
Reach

Effective Influencer  
Selection &  
Approaches

Team Structure:  
Who's Responsible  
For Influencer  
Partnerships?

Amanda Thomas  
Digital Influencer &  
Community Manager  
**VisitScotland**

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

Anjali Bewtra  
Head of Digital  
Engagement  
**Save the Children  
UK**

**SCOTLAND** | ALBA



13.30

## Chair's Opening Remarks

Tilly Tasker  
Social Media & Communities Manager  
**Comic Relief**

**COMIC  
RELIEF**

## 13.40 CREDIBILITY & AUTHENTICITY

### **Embedding Credibility, Authenticity & Transparency Into Influencer Marketing Strategies To Truly Engage Audiences With Honest, Value-Adding Campaigns**

- Make it believable! Building credible partnerships with relevant influencers for your brand to create honest, authentic content and campaigns to drive real ROI
- Ensuring openness on both sides of the partnership to keep existing followers and new audiences engaged and bought-in to the brand – not turned off!
- How can we spot the fake, bought followers to guarantee we're targeting people with truly engaged followers for genuine reach and influence?

Erina Jones  
Head of Social  
**UKTV**



## 14.20 MEASURING IMPACT – DELEGATE DEBATE

### **Driving Strategic Value With Effective Tips For Measuring & Proving The Impact & ROI Of Successful Influencer Partnerships**

## 14.45 Refreshment Break With Informal Networking



## 15.15 EFFECTIVE CONTENT

### **Win Audience Attention & Cultivate True, Long-Term Engagement: Hard-Hitting, Authentic & Creative Influencer Campaign Content With Measurable Impact**

- Spark real engagement and ROI with innovative, relevant, high-impact influencer content which stands out in crowded, fast-moving social media feeds
- Behind the scenes of effective brand-influencer collaboration: who takes the lead on content and what content works best to achieve maximum value and engagement?
- Top tips for working with influencers to create and deliver authentic, results-boosting video content

Modupe Ogunniyi  
Social Media and Content Manager  
**Cath Kidston**



**15.45      STAND-OUT INFLUENCER CAMPAIGN - CASE STUDY**

**Real-World Advice & Lessons Learned From Working With Influencers**

- From identifying and approaching the right influencer for your brand and audience to collaborating on the campaign concept to delivering the campaign - and measuring the impact! – share your lessons learned from working with influencers. What worked well? What didn't? Were the results what you expected? What are the top three tips you've taken away from the experience?

James Day  
Head of Social Media  
**Jagex Games Studio**



**16.15      Reflection & Breakout Group Discussions**

**16.30      Chair's Closing Remarks & Official Close Of Conference**