

smart

Social Media for Business

20 January 2011

Central Westminster Hall, London

Social media for business The Risks vs. The Opportunities

What are the threats surrounding social media and are they offset by the realistic potential for business growth? This is your chance to hear from the global leaders in social media strategy with specialist presentations from:



Google

J.P.Morgan

Mashable

NOKIA
Connecting People

THE TIMES

YAHOO!

YouTube

...plus many more!



Keynote session



Powerpoint presentation



Interactive Focus Group



Panel Session



Workshop



Case Study session



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CPD points for
attending SMART



Welcome to Incisive Media's **SMART!**

With the aim of creating a hub for sharing best practice across the business community, **SMART** will provide you with a fantastic opportunity to discover how you can get the best out of social media for growing your business.

We all know we should be using social media; the question is how do we get the best out of it? How can you increase your client reach? How do you determine business ROI? What are the legal implications and major risks?

Why is **SMART** different? Unlike other social media forums **SMART** addresses the risks surrounding social media, including brand hijacking, legal compliance & enterprise risks as well as the benefits and opportunities it presents.

In addition, our smartly streamed programme allows delegates to design their own bespoke itinerary and participate in the sessions which are most relevant to their own interests and learning requirements.

Make sure you are part of it; join us on the 20th January to find out how to make social media an essential part of your business model.

The SMART Team.

Who will be at **SMART?**

SMART is aimed at professionals working in organisations, small or large, across the following disciplines:

- Human Resources
- Finance
- Marketing & Communications
- Business Development
- Legal
- Risk & Compliance
- IT

Register Now

Phone: +44 (0)20 7004 7539

Email: nikki.poole@incisivemedia.com

Web: smart2011.com

Keynote session



Powerpoint presentation



Interactive Focus Group



Panel Session



Workshop



Case Study session



Conference agenda

08:30 – 09:10
Registration

09:10 – 09:20

Chairman's opening remarks

John Barnes, Digital Strategy and Development, UK & Asia, Incisive Media

09:20 – 09:50

Opening Keynote Address:

Social media optimisation – maximising the business benefits whilst managing risk

Understanding how social media is creating a powerful channel for growth on a global scale

Considering enterprise risks such as brand hijacking and the legal issues also created

Addressing ways to mitigate risks whilst capitalising on new opportunities

Charlie Osmond, Managing Director, Fresh Networks and Amelia Hodge, Marketing Manager, RBS Insurance

09:50 – 10:40

Social Media Sofa:

Understanding the business potential and risks of social media platforms

This session will feature representatives from each of the leading social media channels with a chance for each panellist to illustrate how their brand can add value to your business. Panellists will also discuss ways their businesses are using social media to increase revenues whilst understanding the key emerging risks.

Chaired by: John Barnes, Digital Strategy and Development, UK & Asia, Incisive Media
Panellists

Matt Bush, Industry Head, Google

Dara Nasr, Head, YouTube

Lauren Rubin, Global Head of Advertising, Mashable

Nick Halstead, CEO and Founder, Mediasift

10:40 – 11:10

SMART Networking Break



Conference agenda continued

11:10 – 11:40
Breakout sessions

11:40 – 12:10

12:10 – 12:40

12:40 – 13:40
SMART Networking Lunch

TALENT MANAGEMENT

Successfully integrating social media into your new or existing recruitment strategy

Embedding your social media strategy into your overall recruitment strategy
Leveraging social media tools to drive recruitment initiatives
Best practice examples of what can be achieved
Steve Fogarty, Senior Manager, Strategic Programs, Adidas Group Recruiting

How to use social recruiting effectively to boost ROI

Measuring the effectiveness of using social media in your online recruitment strategy
Improving your recruitment efficiency through better use of your existing resources
The social recruiting challenge- Engagement Vs ROI – who is winning?
Andy Headworth, Managing Director, Sirona Consulting

Global race to find talent – don't let your competitors beat you

Ways to harness social media to attract, engage and develop global talent
Targeting candidates effectively to stay ahead of the competition
Using social media to attract new geographic audiences
David Mason, International Talent Acquisition Director, CH2M Hill

13:40 – 14:10
Keynote Session: Community building to boost brand Identity

How to better understand and engage with your target audience
Sharing methods of research to understand and match the needs of your target market
Examples of what can be done from real-life illustrations
Mark Johnson, Community Editor, The Economist Group

BUSINESS STRATEGY

Engage, Interact, Benefit: Getting to the heart of your customers using a social media engagement strategy

How disintermediation can be a powerful tool for client engagement
Mitigating risks and achieving ROI
Determining the correct channel for your target audience to add significant value
Benjie Fraser, Managing Director, JP Morgan

Employer branding: Ensuring transparency and authenticity

Effectively communicating your employer brand online via social media channels
How to socially distribute content
Successfully managing potential risks to your employer brand
Matt Alder, Founder and Futurologist, Metashift

Case Study: When social media goes wrong

Illustrating key obstacles and how to overcome them
What are the dos and don'ts for social media?
Recovering from a bad experience and getting better results

TOOLS AND TECHNIQUES

Harnessing the power of mobile technology

Mobile apps – what are they and should you have one?
Realising the business potential of iPhone, iPad, Blackberry and Android apps
Examples of excellence – sharing real-life success stories
Mark Lister, Managing Director, imano

Utilising video, podcasts and other interactive technology to connect with clients

How to use these tools to better engage with your target audience
Practical demonstrations on best practices
Identifying the most appropriate technology for your clients
Dara Nasr, Head, YouTube

Search and SEO: Keeping up with the latest industry trends and strategies

Update on the latest market trends and techniques for SEO
Implementing social media optimisation in your SEO plan
How have changes to geo location affected SEO to date?
Judith Lewis, Global Head of Search, Beyond

Speakers include:



Susan Barty, Partner, Technology and Litigation – CMS Cameron McKenna LLP



Jeremy Fawcett, Finance Category Director, Yahoo!



Benjie Fraser, Managing Director, JP Morgan



Bill Fischer, Co-Founder, WorkDigital



Peter Abraham, Director, Econsultancy.com



Conference agenda continued

14:10 – 14:40
Breakout sessions

14:40 – 15:10

15:10 – 15:30
SMART networking break
Interactive Focus Sessions

16:30 – 17:20
Keynote Closing Panel Session:
Staying ahead in the rapidly evolving world of social media

TALENT MANAGEMENT
Developing a corporate career site that is attractive, sustainable and user-friendly to increase engagement
Ensuring the highest level of functionality throughout your site
Striking the right balance between technology and content
Creating an innovative platform for ongoing candidate engagement
Bill Boorman, NORA (National Online Recruitment Awards) Judge

Location-based recruitment services to build your talent pool
What is location-based recruiting and why it matters?
Mobile social networks – examining the differences to traditional social networks and the opportunities they offer
The advantages of gathering local information
Bill Fischer, Co-Founder, WorkDigital

Is social media disrupting the recruitment value chain?
Social media perceived as low cost/free recruitment – what is the reality?
Minimising costs: Best practice & how mistakes by some companies resulted in increased costs!
What the future may hold for recruitment agencies, traditional media and job boards: Who will be the winners and losers in the value chain?
Dominic Sumners, MD, Online Media Experts

How do you stay current?
What can be expected in the next 2-3 years; separating the substance from the hype
Predicting future trends in social media
Chaired by: John Barnes, Digital Strategy and Development, UK & Asia, Incisive Media
Panellists:
Andrew Haughton, Senior Manager – Strategy, Deloitte
Louise White, Group Marketing Director, Incisive Media
Gurtej Sandhu, Digital Director, The Times
Mark Squires, Director of Social Media, Nokia

BUSINESS STRATEGY
Understanding the legal dangers of social media
What are the main legislative acts that affect social media?
Minimising risk by monitoring your user generated content
Due diligence: Maintaining your standards
Susan Barty, Partner, Technology and Litigation, CMS Cameron McKenna LLP

Compliance Clinic: Get your privacy and data protection questions answered here
Data security laws and the do's and don'ts of gathering data online
Compliant monitoring and recording of communications
Online information and intellectual property protection issues
Elle Todd, Legal Director, Olswang

Successfully managing and protecting your online brand
Navigating the benefits and pitfalls of online brand building
Achieving optimum results from social media channels
Privacy and security: Challenges and solutions
Jeremy Fawcett, Finance Category Director, Yahoo!

17:20 – 17:30
Chair's closing remarks and close of SMART

17:30 – 18:30
Post-conference networking drinks reception



TOOLS AND TECHNIQUES
Content Creation Clinic: Understanding how to keep your message consistent across the web
Creating high impact messages via Twitter, Linked In, Facebook and blogging
Building brand loyalty and engagement
Peter Abraham, Director, Econsultancy.com

Monitor and react: Handling the unexpected
Tracking and listening to your social media buzz
Staying engaged after you've clicked Post, Tweet and Share
Ensuring transparency of your brand message across different platforms

LinkedIn showdown: Empowering business development with LinkedIn
Matching LinkedIn with your company strategy
Keeping your customers interested in your LinkedIn company profile long term
How leading organisations are using LinkedIn to add value
Will Kintish, Business Networking & LinkedIn Trainer

CPD CERTIFIED
The CPD Certification Service
Delegates will receive **5 CPD points** for attending SMART



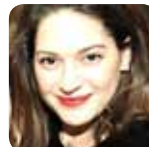
Mark Johnson, Community Editor, The Economist Group



Will Kintish, Business Networking & LinkedIn Trainer



Judith Lewis, Global Head of Search, Beyond



Lauren Rubin, Global Head of Advertising, Mashable



Gurtej Sandhu, Digital Director, The Times



Mark Squires, Director of Social Media, Nokia



Sponsors

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● Powering job board business.

Madgex are the experts in innovative job board software and services, which is based on a thorough understanding of what it takes to create and run a successful job board business. We help our clients differentiate their service from the competition by continually improving and building on the software and services we provide. Our award-winning job board software powers some of the most successful online recruitment businesses, with a global client base that includes; Incisive Media, The Guardian Media Group, Reed Business Information, Totaljobs Group, News International, EMAP, Centaur Media and Haymarket

TwitJobSearch ^{beta 2.0}
a job search engine for twitter

TwitJobSearch is the world's first social media job search engine, it reaches more than 400 thousand job seekers through it's award winning products and mobile apps. **TwitJobSearch** has launched joint products with LinkedIn, Google, and TweetDeck and has been featured in the NYTimes, Financial Times, WIRED, Guardian, TechCrunch and hundreds of other publications.

twitjobsearch.com

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For all sponsorship enquiries please contact
Aninder Khera on +44 (0)20 7004 7443 or
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2nd delegate

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Booking options

Please insert number of delegates attending in the relevant box

Early bird rate

Available until 5pm 10th December 2010

£345 + VAT @ 17.5% = £405.38

Standard rate

£395 + VAT @ 17.5% = £464.13

Standard rate

As from 4th January 2011

£395 + VAT @ 20% = £474.00

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Please email nikki.poole@incisivemedia.com to confirm your attendance.

How to register

Mail

Complete the form below and send to:
Nikki Poole, SMART 2011
 28-29 Haymarket,
 London, SW1Y 4RX

Email

nikki.poole@incisivemedia.com

Web

smart2011.com

Phone

+44 (0)20 7004 7539

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 - If a cancellation is made after this time, no refund can be made but a substitute delegate will be welcomed. Please advise the organisers of any changes
 - All cancellations must be made in writing and will be acknowledged in writing by Incisive Media
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 - Please note, lunch, tea and coffee are included in the cost of the event
 - Incisive Media reserves the right to deny entry to or expel any person from the event, at Incisive Media's sole discretion.

For any additional information, please contact the organisers:
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