

Time: 9:30am – 5:00pm
Venue: Gallup Consulting, The Adelphi,
1-11 John Adam Street, London, WC2N 6HS

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and +44 (0) 1932 341828 or visit our website:
www.customerengagementclub.com



Social Media and Mobile Customer Engagement Directors Forum

16th May 2012, London

The rise and rise of social and mobile customer engagement has been instrumental in changing the whole face of customer relationships. Today's customer has more power, a greater say in how an organisation designs its products and services and is more likely to take the opportunity to have their say.

This Directors Forum will examine the issues, challenges and opportunities around both social and mobile customer engagement and how savvy organisations are working with these rapidly evolving channels to market to gain competitive advantage.



Delegates will learn:

- How world class organisations are successfully implementing social media and mobile customer engagement strategies to improve their customer service offering and enhance customer loyalty
- How social and mobile customer engagement is changing the way organisations and customers interact across those channels as the dynamics of the relationships evolve
- Where social and mobile customer engagement fits into an holistic view of customers and how joined up engagement strategies are being translated into greater customer insight and competitive advantage
- The latest trends in social and mobile customer engagement and how changing customer behaviour and expectations are impacting on organisations as they strive for a single customer view
- How to deal with and find successful outcomes to the myriad of challenges that are thrown up through interactions of social and mobile channels and gain greater share of wallet
- Real life case study examples of those organisations which are getting it right when it comes to social and mobile customer engagement and how they are achieving it.

Agenda Summary:

- 8:45 Registration and Coffee
9:30 Welcome
9:35 **Keynote** - Justin Hunt, Founder, Social Media Leadership Forum and ItsOpen
10:15 Blaise James, Principal, Gallup
10:55 Coffee
11:10 David Cohen, Director, LinkedIn
11:45 Paul Berney, Managing Director, Mobile Marketing Association
12:20 **Case Study**: Orange/T Mobile, Ben Kay, Head of Digital, Everything Everywhere
13:00 Lunch
14:00 **Panel Debate**
15:00 John Lamphiere, Senior Manager, Facebook
15:35 Coffee
15:50 Bill Wessel, Head of Mobile UX, Foviance
16:25 **Case Studies** - Alex Meisl, Chairman, Sponge Group
17:00 **Forum Summary**: Steve Hurst, Chairman, followed by networking and drinks

If you have any feedback about this event share it with us by sending a text message, starting with the word 'Engage' to 66099.'



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Social Media and Mobile Customer Engagement Directors Forum

16th May 2012, London

8:45 Registration and Coffee

9:30 **Welcome, James Rapinac**, Director of Client Development, Gallup and **Steve Hurst**, Forum Chairman

9:35 **Keynote – The Future of Social Customer Service**
Justin Hunt, Founder, Social Media Leadership Forum and ItsOpen

Justin Hunt founder of The Social Media Leadership Forum (www.socialmedialeadershipforum.org) will discuss the rise of the social customer. Based on new research commissioned by **first direct**, he will highlight the key expectations of social customers, how best organisations can approach social customer service and he will underline the importance of creating fresh opportunities for collaborating with customers on the social web.

Justin is founder of The Social Media Leadership Forum (www.socialmedialeadershipforum.org) and It's Open (www.itsopen.co.uk), a leading independent social media consultancy focusing on external and internal social media communications. Justin has worked as a new media commentator for The Guardian and has written about new technology for The Financial Times



Justin Hunt

10:15 **Engaging Customers Through Social Media: The Three Big Myths**
Blaise James, Principal, Gallup

Today, Facebook has more than half a billion active users; Twitter users send more than 140 million tweets per day; and other social media outlets boast millions more logging in every day. That's an enormous marketing forum, and organizations of all types have invested a fortune into using social media to acquire customers. But does that approach actually work?

Not in the way you might think. Gallup conducted research with more than 17,000 social media users -- evaluating everything from the latest mobile social media apps to old-school word-of-mouth. We discovered groundbreaking new insights into how people interact with social media and into its effectiveness as a marketing tool.

These findings debunk three myths regarding social media that have big implications for social media efforts: that it effectively drives customer acquisition, that social networkers can be reached through a one-size-fits-all approach, and that social networking should be viewed as an online-only phenomenon. But more important to companies spending big resources on social media initiatives, Gallup's research also suggests practical actions that can make these efforts more effective.

Blaise James is a Principal with Gallup, consulting in the areas of social engagement, brand marketing and customer experience strategy. James has become a trusted advisor to executives at a number of Fortune 1000 firms, helping them successfully create enduring relationships that symbiotically link brands with their consumers through service, social and marketing channels. Prior to

joining Gallup in 2008, James worked for several global consulting firms, most recently as a partner and strategic planning director with Ogilvy & Mather. James is a sought-after speaker on social, brand and customer strategies, most recently speaking at Yale University. He currently co-instructs a master's course in brand experience valuation at Columbia University and has degrees from Columbia and Rutgers Universities.



Blaise James

10:55 Coffee

11:10 **The Growing Convergence of Social Media and Mobile Consumption**
David Cohen, Director Northern Europe, LinkedIn

David Cohen will provide an overview of the accelerating demand for socially-optimised experiences via mobile for both the consumer and the corporation and how leading firms have responded to the challenge. We will review the hyper-growth of social media firms and the insights available to companies who leverage the channel. He will reveal some of the behind-the-scenes decisions that have positioned LinkedIn to become the world's largest professional network, across traditional digital media and increasingly mobile. We will take a look at how firms are taking advantage of the mobile channel, and highlight how the best-in-class are optimising for both the social consumer and social employee experience via mobile so that they control the conversation rather than being controlled by it.

After earning his Bachelor of Arts degree in Psychology from Emory University in Atlanta, David worked as a process and organizational design consultant at Accenture. David left Accenture to earn his MBA from Northwestern University's Kellogg School of Management in Chicago, specialising in Management Strategy, Marketing, and Entrepreneurship. After returning to consulting to become a strategy manager within a boutique Chicago firm he started his own consultancy, Ravinia Partners, which focused on building and developing high-performing teams within the small business segment. Having spent nearly his entire career in consulting David finally saw the light and joined LinkedIn in 2008 to begin as Sr. Account Executive within LinkedIn's Hiring Solutions business. David is currently the Director of Northern Europe for LinkedIn's Hiring Solutions business. In his current role he is responsible for the largest and fastest growing business at LinkedIn outside North America. He oversees this business across ten countries in Europe. David recently relocated to London from Chicago.



David Cohen

11:45 **Mobile is the future of customer engagement**
Paul Berney, Managing Director,
Mobile Marketing Association

Paul, the CMO of the Mobile Marketing Association, will explain how mobile has caused an irrevocable change in consumer behaviour and the implications of that for brands. Citing examples from around the world Paul will explore how the channel is being used to connect and engage with consumers in real time

Paul leads the MMA's global marketing efforts and more specifically the activities involving more than 150 member companies in EMEA. He

has over 24 years experience in a wide variety of sales, marketing, business development and commercial roles spanning several different industries and market sectors including automotive, printing, internet development and management consultancy. He has spent the past eight years in mobile marketing and has been a speaker at over 170 mobile events across the world. He is a Business Leader in The Marketing Society, writing regularly for their blog, a Fellow of the Institute of Direct Marketing, a Member of the Chartered Institute of Marketing and a mentor in the Marketing Academy.



Paul Berney

You can follow Paul on twitter on; paulbmma

12:20 **Case Study: Orange/T Mobile - 'How to deploy a successful social service strategy'**
Ben Kay, Head of Digital, Everything Everywhere

Social media are buzz words in many organisations, some have already ventured into it, some successfully, others less so. What is clear is there is real lack of clarity on how to get involved. While there are many opportunities, there are also many risks, and this is stopping some organisations getting involved. Ben will offer his views on the benefits, risks, and the practical steps brands can take to reap loyalty through the deployment of a 'Social Service Strategy'.

Ben Kay has been in the telecoms industry for over 10 years working for both manufacturers and networks, with a breadth of experience ranging from B2B / B2C marketing to Customer Experience, now specialising in the role of digital in the organisation. Following the creation of Everything Everywhere (the merging of Orange and T-Mobile in UK), Ben is now leading the digital strategy for both brands, and particularly the use of social media to engage customers.



Ben Kay

13:00 Lunch

14:00 **Panel Debate**

15:00 **How your business will be better in a connected world**
John Lamphiere, Senior Manager, Facebook

Using Facebook customer case study examples John will look at how to build essential connections and social technology that drives business growth.

Graduating from college, John was a student of marketing and still maintains a keen interest in everything marketing related. John Lamphiere, has been in Online advertising for the past 9 years, originally moving into the online space as EU sales manager in Conduit/Infonxx responsible for launching the revenue model/sales efforts for 118.com in four markets in the EU. Following four successful years, John moved to Yahoo based in Dublin as EMEA sales manager and then in 2009 moved from Yahoo to Facebook to take up the position of Head of Sales UK/IE where his remit was to develop/grow a team that over sees online advertising.



John Lamphiere

15:35 Coffee

15:50 **Delivering the mobile future**
Bill Wessel, Head of Mobile UX, Foviance

Foviance's Head of Mobile UX, Bill Wessel, on how the mobile challenges of today can help us to prepare for the future of mobile (whatever that may hold). What organisations should do to keep delivering excellent experiences to customers

Bill Wessel's user experience (UX) career spans a decade, during which he has worked in a wide variety of industry sectors, applying the majority of methods in a UX consultant's toolbox. His work has taken him from the user experience of Internet applications, through defence, mobile telecoms and a wide array of major brands.



Bill Wessel

This breadth of experience places Bill in an ideal position to consider all aspects of a product's user experience and how its reach can extend into other channels. Having spent a significant amount of time working for Orange, he has considered all aspects of the mobile user experience, from the design of the purchase experience in retail stores, the mobile handset experience, even the billing and customer support experience.

More recently focusing on the richer experiences possible through smartphones and tablet devices. Working with major brands such as Barclays, Sky, The Carphone Warehouse and Sainsburys to help them deliver superior customer experiences. As a seasoned consultant, Bill has excellent people and project management skills, together with a high level of commercial awareness. His passion is to help clients to deliver excellent experiences, that both meet the needs of their customers and deliver on their commercial priorities.

16:25 **Case Studies - "Generating Return on Investment across your business using the mobile channel?"**
Alex Meisl, Chairman, Sponge Group

Alex will cover a range of case studies across brands, retail and financial services, give practical advice about how to embrace an increasingly mobile customer and give a personal viewpoint on what technologies should be considered and which should be taken with a pinch of salt.

A seasoned entrepreneur, Alex has been in the digital industry for 20 years, initially as CEO of Legion - Europe's largest IVR company. Alex co-founded Sponge in 2002. Sponge is the UK's most successful and longest established mobile agency working across Europe and the Middle East and Africa. Clients include Adidas, Autotrader, Barclays, Coca Cola, Dyson, McDonalds, Orange and Unilever. Sponge currently supplies mobile solutions to over half of the top 20 digital and creative agencies in the UK. Alex has amassed a wealth of experience in direct response, communications and mobile services for agencies/brands, media groups and mobile operators. Alex is also UK Chairman of the Mobile Marketing Association (www.mmaglobal.com).



Alex Meisl

17:00 **Forum Summary: Steve Hurst**, Chairman, followed by networking and drinks



Upcoming Directors Forums

Customer Engagement in the Retail Sector

20th June, London

Register

FREE TO ATTEND FOR CUSTOMER ENGAGEMENT PROFESSIONALS



The retail sector is in a state of flux. While the squeeze on consumer spending is having a largely detrimental impact on the High Street, online retail sales are continuing to enjoy strong growth. And while a number of well known retail brands have disappeared over the past couple of years, others are not only surviving but thriving as they adopt winning customer engagement strategies

Speakers to date include:

- Jo Moran, Head of Customer Service, M&S
- Prof Moira Clark, Head of Marketing, Henley Business School
- Lisa Byfield Green, Retail Analyst, Planet Retail
- Richard Anson, Founder, Reevo
- Matthew Hopkinson, Director, Local Data Company
- Confirmit
- Interactive Intelligence
- Foviance
- Gallup

- Multichannel Customer Engagement, 26th September, London
- Customer Engagement in Financial Services, 11th October, London
- Employee and Customer Engagement, 5th December, London

For speaking opportunities please contact Steve Hurst: steve@ictcomms.com
 For sponsorship and other enquiries please contact
 Chris Wood: chris@ictcomms.com and +44 (0) 1932 341828



From the organisers of the hugely successful Directors Forums series and the Customer Engagement Network a two-day Summit providing customer engagement and employee engagement insights and solutions across all channels Content will include:

Customer Engagement Summit

The only joined-up customer experience event to drive customer and employee engagement solutions, performance and profitability

- Customer feedback, measurement and insight
- Voice Of the Customer strategies
- Employee and customer engagement
- Social, digital and mobile customer engagement
- Multi-channel engagement in contact centres
- Customer engagement across industry sectors
- Customer Engagement best practice from around the world
- The customer of the future

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