



In association with



Social Media Risks Forum

BUILDING REPUTATION THROUGH SOCIAL MEDIA



17 NOVEMBER 2016, SOUTH PLACE HOTEL, LONDON



SPEAKERS



www.socialmediarisks.co.uk



#SocialIMRF



The demand of social media in everyday life has been a key component of communication, although social media within the professional world is a maturing aspect, yet with widespread adoption come concerns over its use and misuse. The ability to instantly broadcast to a worldwide audience for company gain can create a rising number of reputational and related risks that need to be managed:

- Reputational risk
- Social media sabotage by an employee or competitor
- Brand terrorism
- Security
- Legal issues

In a rapidly connected world social media creates risks that are not easily countered unless you understand them and plan in advance of trouble. Social media can create massive reputational damage unless you handle issues well, or stop them becoming issues in the first place. The only way to truly learn how to handle a potential reputational crisis is to experience one, and from planning to recovery, speakers will present honest case studies and tell you what worked – and what didn't.

Key benefits of attendance

- Create risk management strategies to protect your brand and reputation
- Learn how to defend your organisation from Social Media attacks
- Understand how to brand build through Social Media
- Understand how to define your brand through reputation
- Learn from case studies and experts in this area

Who should attend?

Social Media Managers, Marketing Managers, Risk Managers, Heads of PR and Communications, Crisis Communications Managers, CSR Professionals, Heads of Engagement, Media and Press Relations, Corporate Communications, Information Security Professionals, Internal Auditors, Marketers, Legal and Compliance, HR, CIOs, CISOs, IT and Data Privacy Specialists.



SPEAKERS

Speakers from reputation management, social media, risk management, academia and public relations assemble to educate and discuss social media strategies, compliance, security and reputation for your organisation.



Charlie Ansdell, Managing Director

Red Leaf Communications

Charlie is Managing Director at Redleaf Communications, where he is responsible for delivering integrated communications strategies across social and traditional media for a wide range of blue chip and challenger brands.

[Read more...](#)



Jo Eden, Senior Social Media Executive

British heart Foundation

Jo has specialised in social media for the charity sector for around 7 years, with a previous background in marketing and copywriting. [Read more...](#)



Kevin Poulter, Partner

Child & Child

Kevin is a partner and head of the employment team at London law firm Child & Child. Kevin advises commercial and not for profit organisations, as well as senior employees and directors, on the full range of employment issues. [Read more...](#)



James Turnbull, Digital Director

Domestic & General

James is an experienced digital marketer who's spent 14 years working with some of the leading brands and digital agencies in the UK. [Read more...](#)

Social Listening for better business

Social listening is the process of monitoring digital conversations to understand what customers are saying about a brand and industry online. What are the many ways you can use social listening to improve business

Panel discussion

What do your social media communications say about you?

This panel will discuss the importance of social conduct and transparency. We will discuss what can be done to deter figures from being misquoted.

Previous delegates include

Jelf, Arcadia Group, Petrofac, Lyons Davison, AXA, City of London Corporation, Tyne & Wear Fire and Rescue, University College School, Halal Food Authority, The Institute of Engineering & Technology, Bauer Media, Deloitte, Vesuvius, BBC Worldwide Service Radio, PWC, Airmic, Alarm, Taylor Wimpey, Schroders, Associated British Ports, Synexus, Cheshire Constabulary.

08:30 - 09:00 Registration and refreshments

09:00 - 09:10 Chairman's welcome

09:10 - 09:40 Keynote session

09:40 - 10:10 Reputation Risk with Social Media
Charlie Ansdell, Managing Director, Redleaf Communications

10:10 - 10:40 Mitigation of risk
Kevin Poulter, Partner, Child & Child

10:40 - 11:10 Targeted social media attacks – what can be done in defence?



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AGENDA

11:10 - 11:40	Coffee break
11:40 - 12:10	Brand building through social media James Turnball, Digital Director, Domestic and General
12:10 - 12:40	Defining your brand through reputation
12:40 - 13:15	Panel discussion: What do your social media communications say about you? How important is social conduct and transparency? What can be done to deter figures from being misquoted? Jo Eden, Senior Social Media Executive, British Heart Foundation
13:15 - 14:10	Lunch
14:10 - 14:40	Social expectations
14:40 - 15:10	Engagement through social media and the pitfalls Alice More O’Ferrall, Social Media Manager, WWF
15:10 - 15:20	Comfort Break
15:20 - 15:50	How are brand and reputation linked?
15:50 - 16:20	Social listening for better business
16:20 - 16:30	Chairman’s closing comments
16:30 onwards	Networking drinks

REGISTRATION

For more information & to register:

www.socialmediarisks.co.uk/delegate_form.php

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