

Improve Utility strategies in recruitment, customer relations & brand reputation at Social Media in the Utilities Sector

SMi's 2nd annual Social Media in the Utilities Sector will feature an array of major Utilities sharing insights on their customer engagement strategies.

LONDON, UNITED KINGDOM, November 29, 2013 /EINPresswire.com/ -- [Social media](#) can serve as a beneficial tool in recruitment, customer relations, brand reputation and can also contribute to commercial success. Against this backdrop, SMi's third annual [Social Media in the Utilities](#) Sector conference, taking place on 2-3 April 2014 in London, will focus on how these developments can be further refined with Utility Case Studies from recent implementations demonstrating what lessons have been learnt and how you can benefit. The two-day [conference programme](#) contains presentations from leading senior industry figures from an array of utilities including Affinity Water, Northern Powergrid, Jamaica Public Service Company Limited, Vitens, Electricity North West and RWE npower among others.



Key speakers include:

- Timothy Compton, Digital Community Coach Digital Engagement Team, Affinity Water
- Emma Cottle, Internet Services Manager, Northern Powergrid
- Winsome Callum, Head of Department, Corporate Communications, Jamaica Public Service Company Limited
- Kim Van Gameren, Senior Communications Adviser, Vitens
- Jonathan Morgan, External Communications Manager, Electricity North West
- Joanne Frears, Solicitor - Head of Intellectual Property, Jeffrey Green Russell Limited
- Murray Cox, Strategic Director, DigitasLBi
- Beverley Harrington, Brand Reputation and Social Media PR Manager, RWE npower
- Emily Ward, Social Media Marketing Lead, RWE npower
- James Mossman, Associate Director Digital, Edelman
- Mark Adams, Director, TCG.SO

To view the full speaker line-up and conference programme, visit <http://www.smi->

online.co.uk/2014media-utilities20.asp

Growing your Sphere of Influence Online Pre-Conference Workshop | Led by Heleana Quartey, Head of Digital UK, Lewis PR

The online sphere provides us with unprecedented opportunities to identify and engage with a growing ecosystem of stakeholders. From customers, independent experts consumer champions, specialist interest groups to media and analysts, there are always new people that we wish to connect with and be wary of. In a sector that is increasingly affected by controversy, businesses will discover potential friends within these groups that can help carry their message forward, or protect against detractors that could damage their reputation.

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