

# Receive social media case studies from Affinity Water, Northern Powergrid, Vitens, Electricity North West and RWE Npower

*SMI's 3rd annual Social Media in the Utilities Sector will feature an array of major Utilities discussing developments to their customer engagement strategies.*

LONDON, UNITED KINGDOM, December 16, 2013 /EINPresswire.com/ -- Communicating with utility customers has moved far beyond bill inserts, with [social media](#) is being embraced by millions of customers to interact with utility companies. A recent survey conducted by Navigant Research estimates that 57 million people used social media in 2011 to engage with [utilities](#), and by 2017, they estimate the number will rise to 624 million. The adoption of social media presents a valuable opportunity for utilities to raise the awareness of energy efficiency programmes and to build better customer relationships and higher satisfaction.



Although, only 11 percent of consumers surveyed said they currently use social media to interact with their utility company, this number is expected to grow as utilities develop their presence in this channel. The finding that nearly 60 percent of respondents who do interact with utilities via social media said that they do so regularly or very often should be recognized as a valid and viable option for utilities to grow engagement that has been traditionally difficult to develop.

Against this backdrop, SMI's third annual Social Media in the Utilities Sector conference 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.

Why attend SMI's 3rd annual Social Media in the Utilities Sector conference?

- Attend the only European based conference on Social media solely for the utilities market
- Hear from a vast array of leading utilities sharing insight on their social media strategies

- Explore the concept of activism in social media and how to promote while protecting your brand
- Hear from the water industry about how they are benefitting from social media in their customer service strategy
- Meet a whole range of utilities representatives, social media experts and agencies

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>

Plus, don't miss the conference workshop taking place on 1st April 2014 on:

Growing your sphere of influence online | 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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