

Receive social media strategy updates from Affinity Water, Northern Powergrid, Vitens, Electricity North West and more

SMI's 3rd annual Social Media in the Utilities Sector conference will feature an array of utilities sharing insights on their customer engagement strategies.

LONDON, UNITED KINGDOM, December 31, 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](#) 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.

Key presentations at SMI's 3rd annual Social Media in the Utilities Sector conference include:

- Social customer service and managing social crisis at RWE Npower
Beverley Harrington, Brand Reputation and Social Media PR Manager, RWE Npower
Emily Ward, Social Media Marketing Lead, RWE Npower
- JPS' Push Campaign- Going Beyond The "Like"
Winsome Callum, Head of Department Corporate Communications, Jamaica Public Service Company Limited
- The changing face of the Social Customer
Tim Compton, Digital Community Coach, Affinity Water
- Making water matter: how to engage customers with a commodity
Kim Van Gameren, Senior Communications Consultant, Vitens



- Integrating social media into our business

Emma Cottle, Internet Services Manager, Northern Powergrid

- Social media integration - sparking interest and empowering teams

Jonathan Morgan, External Communications Manager, Electricity North West

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 pre-conference workshop taking place on 1st April 2014:

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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