

Elia System Operator to Speak at Social Media in the Utilities Sector Conference

SMi's 4th annual conference on Social Media in the Utilities Sector will take place on the 16-17 April 2015 at the Holiday Inn Regents Park Hotel in London, UK.

LONDON, ENGLAND, UNITED KINGDOM, February 23, 2015 /EINPresswire.com/ -- SMi is delighted to have Ingvild Van Lysebetten (Head of Communications) and Frederique Henrottin (Conversation Manager) at Elia System Operator, speaking at the [Social Media in Utilities conference](#) taking place on 16th - 17th April 2015 in London, UK.

Their joint presentation entitled OFF and we stay ON: How Belgium used Social Media to reduce peak consumption and help prevent a black-out, will provide a unique case study on the power utility companies can have by using social media to communicate with consumers. In their talk they will discuss the unexpected situation of electricity shortages in Belgium and analyse how the on the OFF and we stay ON campaign was perceived as well as its interesting results and findings.

This conference will focus on injecting personality into communications, formulating imaginative strategies to appeal for the consumer and examine how to be a positive influence within the industry. It will also discuss investment in social media and give insight into how businesses can shape their online presence and develop strategies by harnessing this tool.

Latest Bookings for Social Media in the Utilities Sector include: Thames Water, Northumbrian Water, Red Eléctrica de España, Northern Powergrid, Ebico and Scottish Water

REASONS TO ATTEND:



This exciting [event](#) will offer in depth discussions of the key elements of embracing social media and making it a strong focus of a business.

- Understand regulatory and legal updates for 2015
- Explore social media strategy and implementation best practices
- Listen to a panel discussion on content strategy run by Tim Gibbon of Social Media Portal
- Learn from in-depth case studies

EXPERT SPEAKERS INCLUDE:

- Dan Price, Social Solution Consultant, HootSuite
- Wendy Eyre, Social Media Manager, E.ON
- Beverley Harrington, Brand Reputation and Social Media PR Manager, Npower
- Helena Quarthey, Digital Strategist, Onlinefire
- Cara Charlton, Assistant PR and Media Manager, Northumbrian Water
- Vassilis Nicopolous, CEO & Founder, Intelen
- Rachel Hawkes, Director, Social and Content, OMD International
- Angela Maher, Senior Associate, Digital Communication, Ofwat

In addition to the conference, there will be an interactive half day pre conference workshop taking place on the 15th April 2015, entitled: Digital Content and Compliance, hosted by Heleana Quarthey, Digital Strategist, Eulogy! & Onlinefire.

For those who are interested in attending, there is currently a £100 discount available which expires on 27th February.

For more information or to register visit <http://www.smi-online.co.uk/2015media-utilities16.asp>
Alternatively contact Sultan Alamro on +44 (0) 207 827 6066 or salamro@smi-online.co.uk

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About SMi Group:

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