

# Explore Social Media Strategy and Implementation Best Practices at Social Media in the Utilities Sector 2015

*SMi's 4th annual conference on Social Media in the Utilities Sector will be taking place on the 16th - 17th April 2015 in London, UK.*

LONDON, ENGLAND, UNITED KINGDOM, March 11, 2015

/EINPresswire.com/ -- SMi is delighted to be hosting its highly successful 4th annual [Social Media in Utilities](#) conference, taking place on 16th -17th April 2015 in London, UK. 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.



Social Media in the Utilities Sector 2015 will have 34+ Organisations present, 17 Hours of content, 3 Case studies, a 2 Day conference and 1 Workshop.

Attendees for this year's highly anticipated [event](#) will include: Bord na Mona, Dwr Cymru Welsh Water, E.ON Energy UK /WCWC Ltd, Ebico Ltd, Elexon, Elia System Operator SA, ESB International, First Group, Guernsey Electricity, Halifax Water, Hill & Knowlton, Hill Dickinson L L P, HootSuite, Intelen, Kalundborg Forsyning A/S, Northern Electric, Northern Powergrid, Northumbrian Water Group plc, Ofwat Uk, OMD International, Onlinefire, Red Eléctrica de España, RWE npower, Scottish Power Plc, Scottish Water, Social Media in Business.com, SSE, Stedin, Thames Water Ltd., Uk Power Networks, United Utilities Plc, University of East London, Vattenfall, Weber Shandwick and more...

## Benefits of Attending:

This exciting event will offer you in depth discussion of the key elements of embracing social media and making it a strong focus of your 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

For more information or to register please 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](mailto:salamro@smi-online.co.uk)

In addition to the event, there will be an interactive half day [pre-conference workshop](#) taking place on the 15th April 2015 entitled: Digital Content and Compliance, Presented by: Heleana Quarley, Digital Strategist, Eulogy! & Onlinefire.

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## About SMi Group:

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

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