



# Social media conference

A one day conference from the IFP

Thursday 28 February 2013

America Square Conference Centre, London

## Programme

09:00 Registration & refreshments

09:25 **Welcome**  
**Nick Cann CFP<sup>CM</sup>, IFP, @Nickcanncfp**

09:35 **SESSION I: Keynote**  
**You and social media 2013**  
**Graham Jones, Internet Psychologist, @grahamjones**  
Graham will consider the latest developments in social media and predict the changes happening in 2013 that are likely to benefit Financial Planners. He'll be focusing on those activities you must do and those which you can avoid wasting time on so that you can make sure your social media activities are "future proof".

10:20 **SESSION II: Keynote**  
**Creating an effective social media strategy that ticks all the compliance checklists**  
**Bridget Greenwood, Financial Social Media UK, @BridgetFSM**  
Staying the same isn't an option; we need to adapt. In this engaging session you'll discover the best practices, tips and strategies to ensure your social media activity is great for your business AND for compliance too. Walk through the step by step process to create, build and maintain a rewarding social media strategy that really works for your business. You'll pick up quick tips to manage your social media time as well as a compliance checklist to take away and use within your business.

11:05 Refreshment Break

11:30 **SESSION III: Keynote**  
**Utilising film and social media for powerful business results**  
**Justine Priestley, Really Bright Media, @justineclare**  
Social Media and output of quality content online is now crucial to business success yet many still fail to harness its benefits. Justine will highlight the power of film including what benefits you can enjoy in your business when you introduce film. She'll also look at how you can utilise Youtube/Vimeo/Wisita for great business results and how to leverage film content across different social media platforms.

12:15 **SESSION IV: Keynote**  
**How social media via mobile phones and tablets is changing client relationships**  
**Morris Pentel, Customer Experience Foundation, @morrispentel**  
Mobiles and tablets are being used by major financial institutions to transform the way they do business. We'll look at how this will impact the Financial Planning firm as well as how client behaviour is changing the way, providing a template for you to identify how to assess what your clients' needs are.

13:00 Lunch

13:45 **SESSION V: Track 1**  
**Make social media work for you - a workshop for beginners**  
**Abbie Tanner, A Business Innovation, @abbie\_tanner**  
This practical session is designed to demystify the world of Twitter. So if you don't know your RT from your hashtag, what's in the public domain vs. a private conversation, join us for insider tips. We'll share the best apps, how to schedule your activity, use your smartphone and see results in just 10 minutes per day!

**Track 2**  
**Advanced twitter tips**  
**Bridget Greenwood, Financial Social Media UK, @BridgetFSM**  
How to focus your Twitter activities on driving real business opportunities, and how to measure your ROI.

14:45 Refreshment Break

15:05 **SESSION VI: Keynote**

**LinkedIn essentials**

**Philip Calvert, Founder of LifeTalk (formerly IFA Life), @AdviserLifeTalk**

Philip will show you how to use LinkedIn to market yourself, your brand and your business in a post RDR world. He'll also cover some of the recent changes made to LinkedIn.

16:05 **SESSION VII: Keynote**

**A panel session: using social media in your business**

**Philip Calvert, Founder of LifeTalk (formerly IFA Life), @AdviserLifeTalk**

**Dennis Hall, Yellowtail Financial Planning, @YellowtailFP**

**Ali Steed, Lara Media/Pro E-Newsletters, @AliSteed**

During the panel session, we will reflect on some of the issues that have been raised in the day. We will respond to any tweets or questions from the audience and the panellists will also given an insight into how to achieve the following:

- More connection with their peers/professional connections
- More effective communication with clients/prospective clients
- Better engagement with the media.

16:35 Round up

16:45 End

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