

# Discover how utility companies are incorporating social media as part of their broader customer engagement programmes

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

LONDON, UNITED KINGDOM, February 18, 2014 /EINPresswire.com/ -- [Customer engagement](#) continues to be among the top concerns of utilities executives worldwide. As consumers flock to social networking platforms to connect with each other and with businesses of their choosing, utilities need to incorporate [social media](#) as part of their broader customer engagement programmes. By doing so, this will help improve the current relationship that

many utilities have with their customers. Against this backdrop, SMI's 2nd annual Social Media in the Utilities Sector conference will provide the ideal platform for discussion on how social media can serve as a beneficial tool in recruitment, improve customer relations and develop brand reputation which can contribute to commercial success. The two-day [conference programme](#) will feature an array of case studies on Utility social media strategies, sharing valuable lessons learnt and best practices from Affinity Water, Northern Powergrid, Jamaica Public Service Company Limited, Vitens, Electricity North West and RWE npower among others.

Speaker Panel includes:

- Timothy Compton, Digital Community Coach Digital Engagement Team, Affinity Water
- Emma Cottle, Internet Services Manager, Northern Powergrid
- Tricia Williamson, Social Media & Online Communications Manager, 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 out on the pre-conference workshop on:

Growing your Sphere of Influence Online | Led by Heleana Quartey, Head of Digital UK, Lewis PR | 1st April 2014, London, UK



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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