



June 20, 2017  
Park Plaza Victoria, London



## Agenda at-a-glance

8:00AM - 9:00AM	Registration & Breakfast				Victoria Room
9:00AM - 10:35AM	<p><b>The Real-World Impact of Digital</b></p> <p>Brands can no longer sit on the digital sidelines. Digital is the entire organization's responsibility and it starts with the CEO. Rob will open the conference discussing how we've reached a digital tipping point where brands must put digital customer experience first to succeed. He will cover the topline and bottom line impact of digital and the right strategies needed to evolve from the why to the how of digital.</p> <p><b>Presented by Rob Tarkoff, President &amp; CEO at Lithium</b></p>				
	<p><b>Customer Spotlights and Panel</b></p> <p><b>Nina Hareide-Larsen, EVP, Corporate Communications   Group Head of Social Media at DNB Bank</b>  <b>Lauri Siljamäki, VP, Customer Advocacy at F-Secure</b>  <b>Liam Dyson, Head of Digital at Plusnet</b></p>				
10:35AM - 11:05AM	Break				
11:05AM - 12:30PM	<p><b>The Right Digital Moment</b></p> <p>Brands must create consistent, frictionless customer experiences across digital touchpoints. It's no longer an option. But, how? Dayle will discuss just that and how brands need to connect customers, content and conversations at the right digital moment to deliver amazing digital customer experience. Dayle will also unveil new, industry-leading product announcements.</p> <p><b>Presented by Dayle Hall, SVP of Marketing at Lithium</b></p>				
	<p><b>Digital Transformation in Financial Services</b></p> <p><b>Presented by Deanna Oppenheimer, Founder of CameoWorks</b></p> <p>Oppenheimer is recognised globally as one of the most influential leaders in financial services. She's a turnaround strategist known for her ability to transform entrenched institutions into forward thinking, customer-centric champions.</p>				
12:30PM - 1:30PM	Lunch				
1:30PM - 2:20PM	Breakout Session 1	Track A	Track B	Track C	
2:30PM - 3:20PM	Breakout Session 2	Victoria	Edward 1 & 2	Edward 3 & 4	
3:30PM - 4:20PM	Breakout Session 3				
4:20PM - 4:35PM	Break				
4:35PM - 5:00PM	<p><b>Fireside Chat: Taming the Social Beast</b></p> <p><b>With Calvin St Juste, Executive Director, Digital Care Strategy and Operations at Comcast</b></p>				Victoria Room
5:00PM - 5:30PM	<p><b>2017 Lithy Awards/Stars recognition</b></p> <p><b>Presented by Dayle Hall, SVP of Marketing at Lithium</b></p>				Victoria Room
6:00PM - 8:00PM	Drinks Reception				Edwards 5-7

# Breakout session tracks

## Track A - Inspiration

Join us and be inspired. This track will deliver success stories in a panel format to help you learn how to deliver great digital CX. Whether you're just getting started or a long-time customer, you'll learn how others achieved results with Lithium's engagement platform and how you can too.

### Session 1

#### Digital CX is the New Playing Field

It should come as no surprise that your digital customer experience is now more of a competitive differentiator than your product and service offerings. In fact, customer experience is where brands will win in terms of customer acquisition and retention. Brands must lead or be left behind. It's no longer a question of why we should provide a great digital CX, but how do we optimise the way we deliver it. Join our panel and hear how these top brands are transforming their digital CX with both community and social media management.

#### Panelists

Linda Van Seuren, Sr. Community Manager at ING  
Michel Da Silva, Community Manager at Parrot  
Marlene Summers, CS Services & Community VP at Zuora

### Session 2

#### The Future of Social Media Management

The time has come for social marketing and customer service to come together. Why? Because that breaks down barriers to create a holistic digital customer experience. But why do so many brands still struggle to crack the code? Join our panel to hear from social media leaders that are breaking down barriers and managing social campaigns and responses with precision and efficiency.

#### Panelists

Liam Dyson, Digital Transformation Consultant at Plusnet  
Chris Brennan, Sr. Social Strategy Manager at Scottish Power  
Phill Fothergill, Social Media Operational Lead at nPower  
Darren Jones, SM & Audience Insight Manager at Post Office

### Session 3

#### Community & Beyond

It's no secret your online community is an integral part of creating and sustaining a positive digital CX. It harnesses customer passion and knowledge to attract new visitors, crowdsources support and grows revenue. However, how do you consistently create a high performing community to benefit every stage of your customer journey? Hear from brands that have done just that to create vibrant online communities and how they are achieving positive impact on cost savings, sales, and customer satisfaction.

#### Panelists

Esther Heide, Community Manager at TeamViewer  
Wendy Schippers, Sr. Community Manager at HP  
Timo Tolonen, Head of Community at GiffGaff  
Paco Campos, Community & Social Manager at Leroy Merlin

## Track B - Roundtable

This track is designed to get the conversation started. You'll hear from experts during a brief initial presentation, before moving to an in-depth discussion with peers. You'll leave with different perspectives and actionable tips on industry trends and hot topics with peers via table-top topics.

#### Social Engagement: How Are You Engaging Customers in Good and Bad Times?

We've been reminded time after time that a brand crisis can be amplified very quickly in today's digital world. Responsible brand stewards may hope for the best, but they plan for the worst. Brands need to move beyond basic digital tactics, because social excellence will be won at the strategy level. Join this session to share your POV, ask questions and get insight from peers. Plus, our experts will share a brief overview on how best to manage a social crisis, the differences in digital channels and how to maintain day-to-day service levels in good and bad times.

#### Speakers

Joe Cothrel, Chief Community Officer at Lithium  
Dave Evans, VP Social Media Management Services at Lithium

#### Marketing + Customer Service: Breaking Down Silos

Just imagine marketing and customer service teams working together – on a single platform – to provide customers a smarter, better and holistic digital customer experience. Sounds easier said than done, right?! Wrong. It's completely possible and a must in the era of consumers' extreme expectations. Join this session to hear a brief overview from our experts about the current state of the CX industry, what your customers expect and – most importantly – how marketing and CS can work together as one team. Plus, get ready to join the discussion with peers.

#### Speakers

Joe Cothrel, Chief Community Officer at Lithium  
Dave Evans, VP Social Media Management Services at Lithium

#### The Evolution of Community and Social Media Management

Remember the early days of community and social media management? It was considered the 'Wild West' of industry professions. It lacked a formal job description, clearly defined roles, and it had its own 'ever-changing' laws. Today, both professions are more defined, but still being debated. Join our discussion and hear from our experts on the evolution and growth of these professions, best practices and for insight on what the future will look like for community and social media management.

#### Speakers

Joe Cothrel, Chief Community Officer at Lithium  
Dave Evans, VP Social Media Management Services at Lithium

## Track C - How To

This track will provide deeper hands-on learning from our leaders in Strategic Services. You'll get a strategic view and detailed recommendations on how best to tackle the biggest challenges in digital. Plus, you'll hear case studies and roadmap best practices.

#### Organisational Digital Readiness

Is your organisation ready? Social is not slowing down and your team needs to be prepared. In fact, organisational readiness is key to ensure a successful deployment of your digital strategy. It's the answer to drive digital transformation that in turn will help you deliver excellent digital customer experiences. So, get ready and join this session to learn the steps to organisational readiness. Plus, you'll leave with an understanding of:

- The three levels of readiness and its benefits
- Difference between Maturity and Readiness
- What successful Organisational Readiness looks like

#### Speakers

Patrizia Bertini, Senior Strategy Consultant at Lithium  
Patrick Weltert, Strategy Consultant at Lithium

#### You Have a Community ... Now What?!

You know you need insights to power your programs – check! You already engage with customers and community conversations – check! You have the right technology deployed – check! Now what? Join our session to find out. You will discover new approaches that will unleash and exploit the community and social insights you already have. Knowing what to do with your community and conversations will help you increase ROI, boost your innovation, and gain a competitive advantage. You'll hear the strategic advantages, success stories and how your technology can help. The time has come to finally get the most out of your community.

#### Speakers

Patrizia Bertini, Senior Strategy Consultant at Lithium  
Lisa Bidder, Senior Strategy Consultant at Lithium

#### Prove Your Value: ROI and Success Measurement Defined

Social Media Management and Online Communities are key assets of your digital customer experience. Are you ready to continuously prove how those initiatives contribute to your organization's business results? Join this session to learn how to distinguish operational health from actual business success, and why both are important. Get insights from use cases and dive into the key metrics you should track and how to measure the ROI for the period of interest. Join the presentation and participate in the interactive session to learn and contribute with your peers.

#### Speakers

Grigor Kotzev, Business Value Strategist at Lithium  
Dominik Wurzer, Principal Strategy Consultant at Lithium