




How to get more value from content marketing and social listening #DLFcontent



Thursday 21st March







8:30 – 9:00	Breakfast and networking
9:00 – 9:15	Welcome
9:15 – 9:40	Ice breaker
9:40 – 10:10	<p>Presentation and Q&A: 25 million editors Hear how hyper-personal stories and user-generated content can power your brand</p>  <p>Danny Denhard Director of Growth JustGiving</p>
10:10 – 10:45	<p>Presentation and Q&A: From storytelling to story living - content in the age of the individual</p>  <p>Stéphanie Genin Global VP Field Marketing Hootsuite</p>
10:45 – 11:15	Coffee break
11:15 – 11:50	<p>Presentation and Q&A: Using social listening for an authentic content strategy</p>  <p>Emelie Smerre Senior Product Manager, Social Insight Brandwatch</p>
11:50 – 12:15	Round table group allocations
12:15 – 13:00	Lunch break
13:00 – 14:00	Round table discussion groups
14:00 – 14:30	Feedback and conclusions
14:30 – 14:45	Coffee and networking

Read on for the round table discussion group topics

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Content marketing round table topics and leaders	
Group A	<p>What is the key to a successful content marketing strategy and what are the pitfalls to avoid?</p>  <p>Bruna Gil Partner Manager Linkedin</p>
Group B	<p>How do you decide what content will resonate with your audience? And how do you create it? Is it better to create content in-house or commission agencies/influencers?</p>  <p>Nuala Sheerin Digital Transformation Lead Pfizer</p>
Group C	<p>How can content be adapted to suit the needs of different social platforms and audiences?</p>  <p>Lauren Verner Regional Head of Communications, Europe, Standard Chartered Bank</p>
Group D	<p>How can you improve the measurement of your content marketing? What KPIs should you use?</p>  <p>Stephanie Genin Global VP Field Marketing Hootsuite</p>
Social listening round table topics and leaders	
Group E	<p>How can you get started with social listening? And how can you make the case for more investment? How can you improve the measurement of social listening? What KPIs should you use?</p>  <p>Emelie Swerre Senior Product Manager, Social Insight Brandwatch</p>
Group F	<p>How can you act what you discover through social listening? How can you best handle negativity?</p>  <p>Clive Andrews Digital and Social Consultant and Trainer</p>