

# VISIBLE BANKING WORKSHOP SERIES

## Social Media and Finance

11 June 2010, Madrid



In just one day find out how the highly regulated financial industry leverage social media

Explore



- Best practices worldwide from banks, financial services firms, fund managers and insurance companies: twitter & micro-blogging, social networking & online communities, brand monitoring, blogging and video
- Find out about the new business models and key emerging trends which will impact customer expectations
- Senior executives embrace social media to show transparency and drive customer & employee advocacy
- Quick wins to give more exposure to your social media initiatives, drive more engagement and activity
- Identify your influencers, detractors and advocates, and successfully engage with them online
- Start where it makes sense: don't reinvent the wheel, tap into the most popular social media sites first
- Social media: your best shot at customer facing innovation in the current economy

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The aim of this new one-day workshop is to apprehend the impact of the boom in social media and to analyse its strategic and practical implications. The event will be highly interactive to facilitate exchanges of information and ideas between a limited audience of senior banking, financial services, and insurance professionals.

### How the Social Media Workshop will Benefit You & What Makes it Unique

- Cover all the key areas of social media in just 1 day
- Get real, practical training and ideas you can apply directly
- Focus on the Banking industry: Learn how social media has worked (or not worked) for other banks and financial services firms around the world
- Access the unique insights from the Visible Banking SM Watch Series: tracking 2,000+ initiatives in 60 countries
- Find out about emerging trends and innovative services
- Take your existing initiatives to the next level: identify some quick wins that are easy to implement
- Christophe Langlois is one of the most experienced speakers on social media in finance: Since 2007, he has contributed to 30+ events in 10 countries.
- Network with your peers: the small group of delegates will consist of Finance pros only

### Who should attend

Presidents, SVP, AVP, Heads, MDs, Directors or Managers in: Business

Retail Banking, Commercial Banking, Investment Banking, Fund management, Insurance

### Internet Channel

Online Banking, Online Sales, eCommerce, eBusiness

### Marketing

Digital Marketing, Online Marketing, Social Media

### Brand, Communication

Customer Service

### Innovation & Research

### 8:00 Registration, Networking and refreshments

### 9:00 Welcome and Opening Remarks

Christophe Langlois

CEO and Founder of Visible Banking

### 9:05 Overview of Social Media in Banking & Financial Services

The latest version of the industry leading presentation on social media in finance delivered by Christophe Langlois at 30+ events in over 10 countries.

- Why it became a risk to avoid social interaction
- Demonstrate the power of social media with examples from HSBC, Bank of America, Manu Life or Citi
- Don't re-invent the wheel or spend too much money too soon
- Your key goals: convince and REWARD your users
- Senior Executives: your ultimate social media champions

### 9:30 Expectations & Guidelines

Here we will share some of the key insights from the Visible Banking Social Media Watch series to help you better manage your expectations and successfully leverage the most popular social media channels, and take your existing initiatives to the next level.

- Twitter: 1,150+ accounts tracked in 60 countries  
*Background - Content & Following Strategy - KYF - Twitter Lists*
- Blogs: 200+ blogs tracked in 20 countries  
*Platform - Content Strategy - Contributors - Engagement - Promotion*
- Facebook: 340+ pages, groups and apps tracked in 50 countries  
*Hot topics - Call to action - Competitions - Customer feedback*

### 10:40 Showcase from a Leading Solution Provider

A leading provider of social media solutions will be invited to share a case study about one of their banking or insurance clients, and answer all your questions about ROI, compliance, implementation, and Time to Market.

This session will focus on one key application of social media such as customer reviews, personal finance management, or social CRM.

Please note that this session may instead be used to focus on a specific social media channel such as twitter.

### 11:20 Coffee and tea break

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### 11:40 Innovation, New Business Models & Enablers

How much do you know about the most promising start-ups in online finance, or the key players in Peer-2-Peer Lending or Personal Finance Management? Are they disruptors or enablers for your business? How could you successfully provide a meaningful service on top of existing communities or services like twitter without re-inventing the wheel?

- Overview of the P2P lending and the PFM spaces
- How familiar are you with SmartyPig which is one of the most innovative web 2.0 online financial services?
- Smaller, more targeted communities: aggregating insightful content and identifying the most relevant contributors on large trusted communities will become more and more useful in a world where we are constantly overflowed with information

### 12:40 Lunch Break

### 13:30 Best Practices

Very few financial institutions have a dedicated team to drive their social media initiatives, fewer have put together an integrated social media strategy. Find out which financial institutions, fund management firms or insurance companies have been the most active, the most successful, or the smartest in leveraging social media. We will also present initiatives which failed.

We will review initiatives:

- Driving customer or employee advocacy
- Establishing the financial institution as an ambassador for a sector
- With a different focus: from HR, Business, to customer support
- Supporting brand values, charity work, sport sponsoring or CSR
- Targeting B2C or B2B
- Depending on the mix in the audience and the expectations from the delegates, we will focus on a few examples of financial institutions which could include: *Allstate, American Express, Bank of America, BBVA, BNP Paribas, Caja Navarra, Credit Agricole, Fidelity, First direct, ING Direct, Rabobank, Societe Generale, UBank, USAA, Vanguard or Wells Fargo.*

### 15:00 Coffee and tea break

### 15:20 Discussion Panel - Talking about Risk & Compliance, ROI & UGC

We will give the audience a unique opportunity to ask their questions about social media to some of their most experienced industry peers.

Confirmed guests:

- Jose Antonio Gallego, Online Community Manager at BBVA
- Jesus Perez, CEO at Financialred.com

More guests TBC. Please check [Visible-Banking.com](http://Visible-Banking.com) for regular updates

### 16:50 Closing remarks

### Location and Travel

This event will take place in Central Madrid. Full and detailed joining instructions with transport information and a map will be sent to all delegates.

### Custom & Internal Workshops

Please note that we also deliver internal workshops and seminars and facilitate brainstorming sessions on your premises. The content and length of those sessions are totally bespoke dependent on your needs: from a 1h overview of social media in Finance with your Senior Executives, to a day of twitter training with your customer service representatives.

### Press

Check our articles in some of the industry leading magazines and online resources such as emarketer, IWR or the EFMAG.

### The Aim of Visible Banking

At Visible Banking, we are focused on driving brand advocacy as well as customer & employee engagement online. We help our clients to start where it makes sense, take their social media initiatives to the next level, give more visibility to their content, urge people to contribute, and change their brand perception online. Visible banking is the leading independent blog 100% focused on social media in finance.

### Christophe Langlois Profile

In late 2008, Christophe left his Senior Innovation Manager role at Lloyds TSB, now the largest banking group in the UK, to focus on his passion for social media and people engagement. He now helps financial institutions worldwide to better understand & leverage social media. Christophe is a thought leader and strong advocate for social media, an active blogger and a regularly requested speaker.

Connect with Christophe on linkedin, twitter, and facebook.

# Yes, I want to attend the Visible Banking Workshop: Social Media and Finance in Madrid on 11 June 2010

	Early Bird 20% discount (by 19 May 2010)	Regular Price (after 19 May 2010)
Regular Price 1- 2 delegates	<input type="checkbox"/> €636.00	<input type="checkbox"/> €795.00
Regular Price 3+ delegates	<input type="checkbox"/> €477.00	<input type="checkbox"/> €596.25
A limited amount of complimentary passes will be available for bloggers and press. Please contact us for availability.		

Mr/Mrs/Miss/Ms/Dr

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Position/Job Title

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Town Postcode / Zip code

Email

Tel

Fax

Primary Business Activity

Any dietary requirements

Signature

How many additional delegates:

1   2   3   4   5   6   7   8   9   10

Please attach all additional delegate details including full name, job title, company and contact email.

## Payment Details

Invoice me    Paypal    Cheque enclosed (Payable to Visible Media Ltd)

Where to send invoice or receipt (contact name and address) if not delegate

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## Terms and conditions

Cancellations in writing 14 days before the event will be refunded, less an administrative charge of €50.00. We regret that cancellations after this date cannot be refunded. Delegates may be substituted at any time. All fees are payable in advance of the conference. Delegates who have not paid prior to the conference date will be required to provide credit card details or supply a company cheque at registration on the morning of the conference, or they may be refused admission. Delegates unable to attend will receive a copy of the conference Documentation upon request. Visible Media reserves the right to alter the programme.

## Sponsorship

For sponsorship opportunities, please call Christophe on +44(0)7736446357

## Data Protection

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Visible Media Ltd  
7 Elm Court  
Admiral Walk, Carlton Gate  
London  
W9 3TZ  
UK

Event production by:

