

'Social Media & Finance' Seminar

100% focused on financial services, "hands-on", cost-effective, convenient, interactive

L'Atelier BNP Paribas
San Francisco, USA

Wednesday 29th April 2009
From **\$175** per delegate

Visible-Banking.com is the leading independent blog 100% focused on social media in banking and financial services with over 750+ rss readers & [60+ video interviews](#)



Limited Budget, Limited Time, but Maximum Focus

The current market conditions make it challenging for financial services professionals and digital marketers to travel for conferences. Budget is an issue, so is taking time out of the office. And virtually every single web agency organizes trendy social media events. Most of them are generic, not suited to the financial services industry, and focused on technology more than what really matters, PEOPLE and how to engage with them.

The aim of this new 1-day workshop is to apprehend the impact of the boom in social media and to analyse its strategic and practical implications. [Christophe Langlois](#), Founder of Visible-Banking.com and ex-Senior Innovation Manager at one of the largest banks in the UK, will share his international expertise with the audience. Christophe will also moderate two highly interactive discussion panels: one made of SVPs and Directors from the US banking industry with a recognized social media expertise, another one with the Founders of the most innovative start-ups in online finance.

[Provisional agenda and more on Visible-Banking.com.](#)

Who Should Attend?

Presidents, SVP, AVP, Heads, MDs, Directors or Managers of the following functions:

- **Business:** Retail Banking, Consumer Banking, Commercial Banking, Corporate Banking, Investment Banking, Insurance
- **Internet Channel:** Online Banking, Online Marketing, Online Sales, eCommerce
- **Marketing:** Group Marketing, Digital Marketing, Experiential Marketing, Social Media, New Media
- **Brand, Communication & Training**
- **Customer Service**
- **Innovation & Research**
- **Legal & Compliance**

Price

- 1-2 delegates: \$215 per person
- 3+ delegates: \$175 per person

Register NOW

How the Social Media Workshop will Benefit You?

- Return to the office and make a difference!
- Cover all the key areas of social media in 1 day
- Get the social media mix right for your company – Blogs? Social Networking? Virtual Worlds?
- Get real, practical training and ideas you can apply directly to your organisation
- Discover how exactly to implement these tools and get them up and running in your organisation
- Learn how social media has already worked (or not worked) for other financial services companies **in Europe, in the US, and in the rest of the world**
- Small group of delegates / maximum interaction

[Christophe Langlois](#), the most experienced international speaker on social media in banking & financial services



LEARN

LISTEN

PARTICIPATE

ENGAGE

MEASURE

IMPROVE

People First! In Social Media, technology is not an issue. The challenge lies in engaging with people. You must REWARD your members for the time they spend on your platform.

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