

VISIBLE BANKING WORKSHOP SERIES

Social Media and Finance

1 November 2010, Singapore



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

VISIBLE BANKING WORKSHOP SERIES

Social Media and Finance

1 November 2010, Singapore

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 2,300+ initiatives in over 60 countries
- 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 mainly

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 / Online / Experiential Social Media

Brand, Communication

Customer Service

Innovation & Research

L&C, Corporate Affairs

8:00 Registration, Networking and Refreshments

9:00 Welcome and Opening Remarks

Christophe Langlois

CEO and Founder of Visible Banking

9:05 Shaping the Day “a la BarCamp Bank”

We will start the day with an interactive session where all the participants will be invited to introduce each other and confirm their key topics of interest:

- Focus: B2C, B2B, B2B2C
- Tools & Services: twitter, facebook, blogs, online communities
- Areas: marketing, PR, customer support, HR, CSR, innovation

9:20 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
- The power of social media in action: HSBC, Bank of America, Citi
- ROI: 10 examples of how social media will impact your business
- Compliance: manage the different levels of risk via some guidelines
- Don't re-invent the wheel or spend too much money too soon
- Leverage current resources: people and content
- Your key goals: convince and REWARD your users
- Setting the right level of expectations
- Senior Executives: your ultimate social media champions

10:10 HOW TO Successfully Leverage Twitter (1/2)

In the last couple of years, the infamous micro blogging service has enjoyed an outstanding growth far beyond the US: in June 2010, over 92m global users visited twitter.com. The APAC region has one of the largest levels of growth with Singapore and Indonesia making the top 10 markets by twitter penetration.

Twitter is rapidly changing customer's expectations towards brands in every industry, including banking. More and more financial institutions are allocating resources to engage with their markets and support their customers on twitter. How would you qualify your presence on twitter today?

- Customize your account to reassure the tweeps and demonstrate your commitment
- Key success criteria: quality (size, syntax) and frequency of your tweets
- Make your tweets as visible and appealing as possible to get retweeted
- Do you have a following strategy? What's your content strategy?
- Your goal is to systematically improve your “call to action”
- Key tips to increase your visibility and engage more
- You are familiar with KYC. What about KYF (“Know Your Followers”)?

11:00 Networking and Coffee Break

11:20 HOW TO Successfully Leverage Twitter (2/2)

VISIBLE BANKING WORKSHOP SERIES

Social Media and Finance

1 November 2010, Singapore

12:20 Networking and Lunch Break

13:10 The Best & Worst of Social Media: 20-50 Examples

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 have failed.

The aim of this session is to give the audience actionable insights and recommendations.

We will cover as many initiatives and tactics as possible. The final number will depend on the level of engagement and the volume of questions from the audience.

Please note that we will use the feedback from the "Shaping the Day" session to focus on the most relevant and valuable examples to the audience.

We will review initiatives from a wide range of financial institutions all over the world including *Allstate, American Express, Bank of America, Barclays, BBVA, BNP Paribas, Caja Navarra, Chase Bank, Citi, Credit Agricole, Fidelity, First direct, HSBC, ING Direct, Progressive, Rabobank, Societe Generale, Standard Chartered, UBank, USAA, Vanguard or Wells Fargo.*

14:50 The Social Media Clinic

A couple of delegates will have the opportunity to ask Christophe and the audience their views on one of their social media initiatives. Collaboratively, we will identify some quick wins, and a short plan of action to take them to the next level. The delegates will be invited to submit their initiatives during the "Shaping the Day" session.

15:10 Networking and Coffee Break

15:30 Discussion Panel

A few special guests will be invited to share their hands-on experience of social media with the audience and talk us through some of their initiatives.

We will give the audience a unique opportunity to ask their questions to some of their most experienced industry peers and thought leaders.

Confirmed Guests:

- Aman Narain, Global Head of Online and Mobile at Standard Chartered
- Rob Findlay, Customer Focus & Experience Strategy at OCBC Bank

17:00 Closing remarks

Location and Travel

This event will take place in Central Singapore. Full and detailed joining instructions with location 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 Singapore on 1 November 2010

	Early Bird 25% discount (by 30 September 2010)	Regular Price (after 30 September 2010)
Regular Price 1- 2 delegates	<input type="checkbox"/> £420.00	<input type="checkbox"/> £525.00
Regular Price 3+ delegates	<input type="checkbox"/> £350.00	<input type="checkbox"/> £437.50
A limited amount of complimentary passes will be available for bloggers and press. Please contact us for availability.		

Mr/Mrs/Miss/Ms/Dr First Name

Last Name

Position/Job Title Department

Company/Organisation

Address line 1

Address line 2 Country

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 Cheque enclosed (Payable to Visible Media Ltd)

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

Address

City Postcode/Zip code Country

PO Number

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 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 Ltd reserves the right to alter the programme.

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

Data Protection
The data you provide will be safeguarded by Visible Media, who may use it to keep you informed of relevant products and services. If you prefer not to receive these messages, please tick the box:



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

Event production by:



Please sign this registration form and return it to us via email at Events@visible-banking.com