

How do you social?

Wednesday 15 November 2017, DMA House

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- 8.30am **Registration and breakfast**
- 9.00am **Welcome**
Julie Atherton, managing director, Small Wonder and chair of the DMA social media council
- 9.10am **Social media content and customer service: A (primarily) in-house experience**
Nick Joy, social media manager, LV=
- 9.30am **Outsourcing social media**
Susie Clark, managing director, Things Unlimited
- 9.50am **Mixing in house and outsourced social media**
Dan Spring, digital marketing manager, Aviva Investors
- 10.10am **Panel discussion: How do you decide how to conduct your social media?**
Nick Joy, social media manager, LV=
Susie Clark, managing director, Things Unlimited
Dan Spring, digital marketing manager, Aviva Investors
Hannah Bland, digital marketing executive, Aviva Investors and member of the DMA social media council
- 10.40am **Closing comments**
Julie Atherton, managing director, Small Wonder and chair of the DMA social media council