



Conference Schedule (Feb 24)

Venue: Royal Institution of Great Britain, London

Time: 8.30am – 17.00

Sign up: <http://sprint.feverbee.com>

8.00 – 8.50	REGISTRATION AND BREAKFAST	
9.00 – 9.40	Richard Millington (FeverBee) Applying Next Generation Motivation Techniques To Increase Participation	
9.45 – 9.50	SPONSOR TALK: SALESFORCE	
9.50 – 10.25	Jai Kotecha and Daniela Badalan (Ogilvy) What To Do In A Post-Reach World (attracting an audience in a competitive field)	
10.30 – 11.00	Morning Break	
11.00 – 11.35	Bridget Randolph (Distilled) How To Convert Digital Engagement Into Leads and Sales	
11.40 – 12.25	Dominic Woodman (Distilled) How To Get More People To Visit And Join Your Engagement Effort	
12.30 – 13.45	Lunch	
	SPECIALIST SKILLS	
	MAIN THEATRE	LIBRARY ROOM
13.50 – 14.25	Judith Parker (GSK) How To Build A World Class Knowledge Sharing System	Tamara Gielen (Consultant) How To Do A MUCH Better Job Emailing Your Members
14.30 – 15.05	Marged Cother (Government Digital Service) Building Successful Communities In Difficult Work Environments	David Deakin (Lewis Silkin) Online Engagement And The Law: What You Need To Know
15.05 – 15.35	AFTERNOON BREAK	
15.35 – 16.10	Todd Nilson (FeverBee) What Skills You Need To Make The Next Jump Up In Your Online Engagement Career	Laura Hampton (Impression) Developing Powerful Audience Profiles: The Secret To Successful Engagement
16.15 – 16.50	FINAL KEYNOTE SPEAKER (TBC)	
16.50 – 16.55	SPONSORSHIP TALK: VANILLA FORUMS	
16.55 – 17.00	Richard Millington (FeverBee) <i>Wrapping up</i>	
17.00 – LATE	After-party Hosted Bar (SPONSORED BY EMODERATION)	