

Meet the Global Experts Series:

Social Media Intelligence in Practice Masterclass



The University
Of
Sheffield.



CITY College
An International
Faculty Of
The University.



PwC's Academy

Date:

23rd February 2016,
9.30 am – 4 pm

Venue:

Sofia, 9 – 11
Maria Louisa Blvd.,
PwC's Academy,
4th floor

Registration:

pwcacademy.bulgaria@bg.pwc.com
+ 359 894 331 415

Programme:

- 9.00 – 9.20 Registration
- 9.20 – 9.30 Welcoming words
- 9.30 – 11.00 **Session 1: The Rise of Social Media and Social Media Monitoring**
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.45 **Session 2: Social Media Intelligence: Benefits, Barriers, Boosters**
- 12.45 – 13.30 Snacks Break
- 13.30 – 15.00 **Session 3: Social Media Strategy and Crisis Management**
- 15.00 – 15.30 Q&A and Summary
- 15.30 – 15.40 Closing words



Participation fee

- 270 Euro + VAT per person
- 10% Early bird discount, deadline Feb. 1st
- 10% discount for Sheffield Students Alumni
- 15% discount on groups of 4 and more.

**Discounts cannot be combined.*

All payments are due by Friday the 19th of February

Meet the Global Experts Series:

Social Media Intelligence in Practice



Speaker:
Dr. Jillian Ney

For further questions:

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Dr. Ney, the first Doctor of Social Media in the UK, is passionate about all things social and digital. She established Disruptive Insight, Scotland's first social intelligence consultancy. There, she refined products such as opinion tracking and perception mapping, and provided insights to 'nudge' desirable behaviors.

- One of the most influential women in digital marketing under 30
- Shortlisted as Most Inspiring Young Business Leader in 2014
- Several research publications and two TED Talks
- Visiting Lecturer at the International Faculty of the University of Sheffield
- Visiting Professor at Strathclyde Business School

She has worked with major brands in the UK including British Airways, The O2, Tennent's Lager, Scottish Enterprise, Event Scotland and Glasgow 2014. IBM invited Jillian onto the Global Entrepreneurship Programme, and she sat at a roundtable with key industry figures to develop a whitepaper on the influence of social media on business.

As well as many research publications and conference presentations, Jillian delivered two TED Talks: Connectedness and the Digital Self, and Pushing Boundaries: The AI Future of Marketing. In 2017, her book, Social Intelligence for Marketing Campaigns, is scheduled for publication by Business Expert Press.

Here she developed a module in digital marketing and social media, and was nominated for the most innovative and enthusiastic lecturer in the Teaching Excellence Awards 2013 and 2014.

Jillian uses her skills and talents to help others achieve, be they business people, politicians or students. She does so by analysing Big Data to create insights and social intelligence tools that drive marketing success, improve business performance and help create the conditions in which people thrive.