

Social Media In Beauty Day
28th September 2023

<https://www.beautytrendsconference.com/social-media-day>



Welcome To The Social Media In Beauty Day

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



Registration, Informal Networking & GIC Welcome

09.00 - 09.30

Morning Chair's Opening Remarks

09.30 – 09.40

Sebastian Kraft, Founder, **Nordic Naval**

TikTok Success

09.40 – 10.00

Shine The Spotlight On Your Products & Generate Next-Level Brand Impact With TikTok Strategies That Are Guaranteed To Capture Attention & Excite Consumers

- Inject personality into marketing and shape an authentic brand image with high-impact and inspired video and audio content on TikTok for unapologetic results
- Connect, inspire and entertain TikTok's rapidly growing consumer base with trending beauty challenges and viral hashtags to boost clicks and increase conversions
- Translate browsing into purchasing action! Embrace TikTok and its shopping functionality for increased attention, unmatched engagement and boosted product performance

Ryan Wilson, Assistant Marketing Manager UKI, **Elida Beauty- Unilever**

Winning Social Strategies- Panel

10.00 – 10.40

Elevate Engagement, Skyrocket Sales & Grow Your Beauty Brand By Maximising Social Media With Show-Stopping Content, Viral Product Launches & Digital Campaigns

- Top of the feed is great but what are you doing to stay at the top? Explore the latest trends, technologies and platforms which can ensure you keep your place at the forefront of consumers' minds
- Measure success and prove ROI! Maximise social data insights to draw tangible links between social media engagement and commercial success for continued buy-in
- What is the future of beauty in social media? Trend forecasting for 2024 and beyond to power future campaign performance and social media engagement
- CRM for the win! From acquisition to purchase point, get to grips with best-practice techniques that engage customers every step of their journey

Fraser McEwan, Associate Marketing Director, **Dermalogica**

Plamena Gencheva, Senior Social Media Manager, **Tropic Skincare**

Morning Refreshment Break With Informal Networking

10.40 – 11.30

Social Channels

11.30 – 12.00

Capture Attention & Excel On Social With Tailored, High-Impact & Commercially-Driven Channel Strategies Which Will Keep Consumers Obsessed With Your Beauty Brand

- Not every channel will work for every product... establish the right channels for your consumer base and product portfolio for tailored and authentic content that stands out, cuts through competitors and drives continued brand loyalty
- Humanise social! How can you capture attention with creative channel strategies that display authentic stories and truly resonate with customers online?
- Twitch, BeReal, Clubhouse... ensure you stay up to date with the latest channels and platforms for maximum impact and unstoppable social success

Saakshi Kaushik, Social Media Manager, **Beautie Pie**

Strategic Influencer Marketing- Delegate Discussion

12.00 – 12.30 **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

Lunch & Informal Networking For Speakers, Delegates & Partners

12.40 – 13.50

Peer-to-Peer Discussions

13.10 – 13.50

- a) Harnessing Paid Media
- b) Customer Journey's
- c) Micro-Influencers

Afternoon Chair's Opening Remarks

13.50 – 14.00

Sebastian Kraft, Founder, **Nordic Naval**

Stand-Out Content

14.00 – 14.20

Shine The Spotlight On Your Brand With Attention-Grabbing, Organic, On-Trend & Exciting Content Strategies Which Elevates Engagement & Drives Increased Conversion Rates

- How are you cutting through the noise? With evermore channels and evermore competition, cultivate creative formats that capture attention and spark brand loyalty online
- Raw, uncut and authentic: explore how content can help cut through competition and drive profit-boosting campaigns for long-lasting success
- Measurement is key! Examine and analyse the results from paid and organic ads for better targeted content and boosted commerciality
- Personalised beauty: how are you driving interaction and boosting conversations with bespoke and individualised social content?

Bartholomew Krysiak, Marketing Director, **Unilever**

Customer Engagement

14.20 – 14.45

Accelerate Social Media Impact & Win Exceptional Engagement With Loyalty-Driven & Value-Adding Social Strategies

- Generate quality engagement! Hone in on the latest consumer-led insights and action results to ensure customers stop, scroll, click and purchase for maximised sales success
- Be a customer advocate and drive brand loyalty with hyper-personalised and tailored social content across channels guaranteed to increase engagement
- Keeping customers happy! Hammer home the commercial value of satisfied consumers with effective strategies that prioritise customer expectations and desires to drive sales and bottom-line results

Elena Grodskaya, Global Community Manager, **Armani beauty**

Afternoon Refreshment Break With Informal Networking

14.45 – 15.30

ChatGPT Case Study

15.30 – 15.50

Martijn Vreys, Head of Ecommerce Germany, **Dermalogica**

Topic Generation & Feedback Form

15.50 – 15.55

Acquisition, Loyalty & Retention On Social- Delegate Discussion

15.55 – 16.15 **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

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Afternoon Chair's Closing Remarks & Official Close Of Conference

16.15 – 16.25