



**London think-tank summit
at the intersection of traditional and social media
Europe House
(32, Smith square, SW1P 3EU)
15th of June 2012**

10:30-11:00

Registration, coffee/tea served for early arrivals

11:00-12:30

Measuring social media influence

How to measure influence or the ability to influence in policy debates? Or should we measure something else? What are the limits of using measurement tools based on sophisticated algorithms without taking into account the complex relationships between people in social networks? Is it possible to define social media ROI for think-tanks and public institutions in lack of financial indicators? To what extent should organizations base their decisions on these measurements?

Panel of Experts: Dana Manescu (Council of EU), Azeem Azhar (CEO, PeerIndex), Andrew Grill (CEO, Kred), Marian Cramers (Radian6), Chris Jackson (Cicero Group)
Moderator: Mark Pack (co-editor LibDem Voice & Head of Digital, MHP Communications)
Format: 45 minutes for presentations, 45 minutes Q&A

12:30-13:00

lunch break

13:00-14:00

Mistakes on social media and lessons learned

Panel of Experts: Laura Kuenssberg (ITV), Alex Smith (former editor of LabourList), Dr Michael Harris (NEF), Alberto Nardelli (Tweetminster), Matthew Cain (Director of Intelligence, Trufflenet)
Moderator: Stephen Clark (European Parliament)
Format: cold buffet lunch and discussion between panel and participants.

14:15-15:15

The intersection of traditional and social media

Is there a choice between traditional and social media strategy or are the two inextricably intertwined? With newsrooms changing and cutting back on staff, how do journalists use social media and how best to engage them. Why are journalists on social media? What is the most effective way for think-tanks to combine social and traditional media approach?

Panel of Experts: Jon Worth (blogger & founder of Bloggingportal.eu), Andrew Sparrow (Guardian), David Seymour (former political editor – Daily Mirror), Brian O'Connor (RTE, London editor), Peter Wilding (BSkyB)
Moderator: Thibault Lesenécal (European Parliament)
Format: 45 minutes for presentations, 45 minutes Q&A

15:30-16:30

Informal discussion with the participants: How can think tanks make better use of social media?

How can think tanks reap the benefits of this cheap and easy technology? What lessons can we learn from other sectors? What are they key characteristics of successful organisations?
Panel: Dr Michael Harris (NEF), Chris Sherwood (Scope)