

# SOCIAL MEDIA In Beauty Day

29.09.2022  
www.beautysocialmedia.com

Join Us After The Conference For An In-Depth Social Media In Beauty Day

A One-Day, Separately-Bookable, Post-Conference Social Media In Beauty Day, 29th September 2022, Central London

## Storm Social Media With Show-Stopping Content, Viral Product Launches & Digital Campaigns For Sky-High Engagement, Sales & Impact

Exploit The Hottest Platform & Digital Trends, Build Exceptional & Authentic Influencer Relationships & Excite Consumers With On-Trend, Eye-Catching Content For Boosted Engagement & Reach

Group Discounts Available! BOOK 4 FOR 3

bookings@beautytrendsconference.com +44 (0)20 3479 2299 www.beautysocialmediaconference.com

09.00 Registration, Morning Coffee & Speed Networking

09.30 **Morning Co-Chairs' Opening Remarks**

 Sebastian Kraft  
General Manager & Founder  
**NORDIC NAVAL**



### SHOW-STOPPING CONTENT & ENGAGEMENT

09.45 **Accelerate Social Media Sales With Exceptional, Organic Content Which Places Your Brand At Forefront Of Innovation With Target Consumers**

- Upgrade your social media profiles and following with consistently entertaining, quality posts and videos which drive interaction and brand experience forward
- Capitalise on the shift toward raw, uncut and real content for improved brand exposure and profit-boosting campaigns
- Analyse and measure the response from paid and organic ads for strategic ways to target new audiences on social media, and convert them to repeat customers

 Vanessa Barretieri  
EMEA Sales Director  
**Anastasia Beverly Hills**



### INFLUENCER MARKETING

10.10 **Tailored Influencer Marketing Which Showcases Your Brand Authentically & Sparks National & International Trends For Game-Changing Beauty Product Purchasing**

- Optimise the power of influencers sharing their "beauty secrets" with cult-favourite products for higher impact and trust with customers, to ultimately drive sales
- Integrate influencer marketing into each phase of your marketing process to enhance your brand messaging, grow product performance and increase ROI
- What is the industry perception of UGC vs Influencer Marketing? What do leading brands and retailers say about the future of influencer marketing in the social mix to boost traffic and increase sales?

10.35 **Bonus Session; Reserved For Exclusive Conference Partner**

11.05 Refreshment Break With Informal Networking

### DIGITAL BEAUTY & TECH

11.40 **Leverage The Latest Developments In VR, AR & Tech To Innovate Your Digital Beauty Marketing & Create Disruptive Shopper Experiences**

 Amy Hasell PR & Social Media Manager <b>Beauty Kitchen</b>	 Emily Mitchell Associate Marketing Director <b>Dermalogica UK</b>	 Jasper Krog Senior Global Digital Innovation Manager <b>Beiersdorf</b>	 Komal Mirza Brand Activation Manager UK & I <b>Rituals UK &amp; Ireland</b>	 Lauren Grimmer Head of Brand & Marketing <b>Bondi Sands</b>	 Nadine Kalmoni Senior Marketing Manager <b>No7 Beauty Company</b>	 Natasha Suri Head of Brand Marketing <b>Herbal Essentials</b>	 Sebastian Kraft General Manager & Founder <b>NORDIC NAVAL</b>	 Vanessa Barretieri EMEA Sales Director <b>Anastasia Beverly Hills</b>
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**METAVESE**

- The metaverse is coming. But what exactly is it, and how will it shape the future of beauty? Explore which tech will unlock new opportunities in your beauty marketing and customer experiences
- Identify, test and scale the most relevant technologies to incorporate into your wider marketing strategies and excite beauty buyers
- Expert tips to build a sustainable framework for advanced channel marketing communication and meaningful beauty experiences that secure sales

 Jasper Krog  
Senior Global Digital Innovation Manager  
**Beiersdorf**



### MULTICHANNEL COMMS SUCCESS

12.05 **Discover Which Beauty Marketing Tools Will Keep Consumers Hooked On Your Brand Through Targeted & Strategic Comms Across All Channels!**

- Optimise the digital wave in the beauty industry with tailored content to each channel to stand out authentically amongst competitors for ultimate brand loyalty
- Which multichannel methods are beauty brands adopting to bridge the gap between online and offline channels for real and meaningful experiences with customers?
- Dominiate the beauty metaverse with AR, VR and automation to drive channels forward and create exceptional brand experiences and customer journeys

12.05  Nadine Kalmoni  
Senior Marketing Manager  
**No7 Beauty Company**



12.30  Komal Mirza  
Brand Activation Manager UK & I  
**Rituals UK & Ireland**



12.55 Lunch & Informal Networking For Delegates, Partners & Speakers

13.55 **Conference Reconvenes**

### AWARD-WINNING TIKTOK MARKETING

14.05 **Generate Undeniable Brand Recognition Amongst Beauty Enthusiasts By Embracing TikTok Into Social Strategies For New Product Launches & Campaigns**

**GO VIRAL**

- Embrace TikTok as your new go-to in social media marketing to excite new audiences across the globe with new product launches and promotions
- Go viral with TikTok's unique algorithm which rewards creative content for unmatched profit and engagement on fan-favourite products

**HOT TOPIC**

- Inspire, inform and entertain TikTok's rapidly growing audience with ground-breaking beauty challenges and popular hashtags which drive users to the checkout button
- Gain incredible traction and see sales spike with bitesize, consumable video and audio content for beauty addicts

### BEAUTY SENSATIONS ON INSTAGRAM

14.30 **Shine The Spotlight On Your Products With Instagram's Latest Features, Analytics & Tools To Push Beauty Boundaries, Convert Sales & Maximise Your Reach**

- Take your Instagram strategy to the next level with quality content that reflects consumer interests and cosmetic demands today!
- Collabs, Reels, Stories... Where Instagram features are evolving, discover which features to focus on next to secure brand growth and success
- Which analytics and tools will help beauty brands and retailers measure brand performance better for actionable insights to increase profile visibility and profits?

### DIGITAL MARKETING & COMMS STRATEGIES

14.55 **Generate Bottom-Line Impact Of Your Beauty Social Marketing Mix With Authentic & Trustworthy Content That Builds Long-Lasting Relationships**

- First impressions count! Boost engagement and sales with content that equally inspires and educates consumers for shareable posts and product purchasing in the digital beauty community
- Illustrate the power of video and other digital tools in content creation for compelling comms strategies that elevate brand performance
- Cost-effective steps to refresh digital marketing methods with strategic comms that invite beauty consumers to exceptionally connect with your brand and products and generate trend-worthy experiences

 Sylvia Rosik  
Brand Business Director  
**L'Oréal Poland & Baltics**



15.20 Refreshment Break With Informal Networking

### WINNING SOCIAL STRATEGIES

15.50 **Maximise The Power Of Social Media Platforms To Exceptionally Grow Your Cosmetic Brand, Build Long-Lasting Communities & Sky-Rocket Sales**

- Discover which demographics, behaviours, and latest trends are keeping consumers hooked on social platforms to engage and sell more products

**PANEL Q&A**

- Effective social strategies for beauty brands and retailers to get products in social spotlight across the right channel for viral shopping success
- Connect beauty brands and retailers with followers with content and products the beauty community really wants to see and Gen-Z audience can relate to
- Determine effective methods to further customer loyalty by featuring customers on socials using the products of brands they love

 Emily Mitchell  
Associate Marketing Director  
**Dermalogica UK**



 Lauren Grimmer  
Head of Brand & Marketing  
**Bondi Sands**



 Amy Hasell  
PR & Social Media Manager  
**Beauty Kitchen**



 Natasha Suri  
Head of Brand Marketing  
**Herbal Essentials**



16.20 **Chair's Closing Remarks**

 Sebastian Kraft  
General Manager & Founder  
**NORDIC NAVAL**



16.35 Official Close of Conference

- Outstanding Social Media Strategies Which Excite Digital-First Audiences:** Embrace latest platform trends for unmatched reach and engagement on social media
- Beauty Sensations On Instagram, Deliver Real Results:** Monetise latest features, analytics and tools to captivate consumers and boosted conversion rates
- Exceptional, Show-Stopping Content:** Accelerate sales with attention-grabbing, quality posts for increased brand interaction and profitable campaigns
- Maximise ROI With Profitable Influencer Marketing:** Enhance brand loyalty, grow product performance and increase ROI with authentic influencer collabs
- Go Viral With TikTok!** Inspire, educate and entertain beauty enthusiasts with ground-breaking video content for unmatched profit
- Best-In-Class Social KPIs, Analytics & Metrics:** Benchmark success with data and metrics for strategic budgeting and refreshed consumer-driven campaigns
- Tailored, Targeted & Strategic Comms For All Channels!** Seamlessly integrate online and offline channels with tailored content across the social mix for exceptional brand experiences and customer journeys

# 4 Easy Ways To Register

Online @ [www.beautytrendconference.com](http://www.beautytrendconference.com)

Phone +44 (0) 20 3479 2299

Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ

Email [bookings@beautytrendconference.com](mailto:bookings@beautytrendconference.com)

## Beauty Trends & Innovations Conference Only

Inhouse/Brand	£649+VAT
Agency/Supplier/ All Other Companies	£999+VAT

## Beauty Trends Conference PLUS Social Media In Beauty Day

Inhouse/Brand	£1,028+VAT	<b>SAVE £120</b>
Agency/Supplier/ All Other Companies	£1,578+VAT	<b>SAVE £120</b>

## Social Media In Beauty Day

Inhouse/Brand	£499+VAT
Agency/Supplier/ All Other Companies	£699+VAT

## Exhibition Stand Package + 2 Delegate Prices

Beauty Trends Conference 28th September	£3,999+VAT
Social Media In Beauty Day 29th September	£2,999+VAT

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration.
- Please note that all BACS/invoice registrations are subject to a £24.90 booking fee and all credit card payments are subject to a 4% booking fee

**Group Discounts:** 4 Delegates for the price of 3. Or send 3 and get the third place for half price!

**4 For 3**

**Programme Alterations:** Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

## Can You Help Beauty Brands & Retailers Spot & Succeed With The Latest Trends?



Book An Exhibition Stand + 2 Delegate For Only £2,999

For more information on how to get involved, please call +44 (0)20 3479 2299 or email [partner@beautytrendconference.com](mailto:partner@beautytrendconference.com)

Organised By:

## REGISTRATION FORM

Brochure Code:

Europe's Leading Must-Attend, Brand-Led Beauty Conference & Networking Event, 28th September 2022, One Great George Street, Central London



## ATTENDEE DETAILS: Please complete in capitals. Photocopy for multiple bookings.

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