

09.15 Registration, Morning Coffee & Speed Networking

09.45 Morning Chair's Opening Remarks

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

SHOW-STOPPING CONTENT & ENGAGEMENT

10.00 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, UK & Europe Sales Director, **111 Skin**

INFLUENCER MARKETING

10.25 What We Learnt From Running 12-months Of Beauty Influencer Campaigns On Social

Beauty brands are trailblazing trends across social, challenging the norms of conventional beauty standards and opening the door for inclusion and diversity with their marketing efforts. Creator content has played a big role in this perception shift, and brands are increasingly turning to influencer marketing to create brand awareness, product consideration and drive consumer purchase.

In this talk, Vamp will share the learnings from running creator campaigns for some of the industry's best-loved beauty brands like Estée Lauder, L'Oreal, Benefit, Nude by Nature and SpaceNK and introduce:

- Examples of how global Beauty brands are using creator content to amplify their presence on social
- Prevalent creator content trends on social; what's working, what formats and which platforms are driving results?
- Tips for how Beauty brands can use creators effectively to win social commerce mindshare

Courtney Moorfield, Head of UK, **Vamp**

10.40 Refreshment Break With Informal Networking

DIGITAL BEAUTY & TECH

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

- 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

Beauty Social Media Conference, 29th September 2022
Asia House, 63 New Cavendish St, London W1G 7LP



- 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 STRATEGIES – FIRESIDE Q&A

11.35 Discover how you hook people to your brand, build a relationship and retain them for the future – all starting with social media

- 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 marketing & communication methods are beauty brands adopting to offer meaningful experiences to customers?

Fireside chat with Grace Fodor, Founder, **Studio10 MakeUp**

12.00 Lunch & Informal Networking For Delegates, Partners & Speakers

13.00 Afternoon Chair's Remarks

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

DIGITAL MARKETING & COMMS STRATEGIES

13.10 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

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

WINNING SOCIAL STRATEGIES - PANEL DISCUSSION & Q&A

13.35 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
- 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

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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, Former Head of Brand Marketing, Herbal Essentials

Bartholomew Krysiak, Senior Brand Manager: Impulse, Elida Beauty, Unilever

14.15 Chair's Closing Remarks & Official Close of Conference

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