



## Event Pre-Registration Opens for Social Media Week London

*Twice The Number of Events, Most Free to Attend*

**LONDON, UK – Thursday 13th January 2011 FOR IMMEDIATE RELEASE**

The countdown to [Social Media Week London](#) #smwldn begins today, and with less than four weeks to go, the organisers are proud to announce the first pre-release of tickets for a selection of the events planned.

Social Media Week takes place from 7<sup>th</sup>-11<sup>th</sup> February 2011 simultaneously in nine cities around the world: London, New York, San Francisco, Toronto, São Paulo, Paris, Hong Kong, Istanbul and Rome. In 2010, 450 events took place in 11 cities with over 18,000 attendees and 200,000 users online.

London SMW organiser Chinwag is encouraging delegates to secure their tickets to participate in what is likely to be the largest, most inclusive and unique event of its kind in 2011, with over 70 events (double last year's total) already organised. The majority of events will be free to attend thanks to the generosity of Social Media Week's sponsors and partners.

These partners include a huge number of leading organisations – including [BBC](#), [The British Library](#), [Channel 4](#), [COI](#), [Dell](#), [giffgaff](#), [JWT](#), [LBi](#), [Nixon McInnes](#), [Ogilvy Group UK](#), [Propel London](#) and many others – that are involved in this year's Social Media Week, which in London is being again organised by the Chinwag group.

“What makes SMW different from normal conferences is the use of social media to co-create the series of events that will take place throughout the week,” said Chinwag CEO Sam Michel. “These cover the impact of social media across our everyday lives from business through to arts and culture.”

Extra pre-release tickets and new events will be added to the SMW schedule between now and the beginning of February. Updates will be available through the SMW London website: <http://socialmediaweek.org/london/schedule> and as you'd expect, [Twitter](#), [Facebook](#) and other social media channels.

There are a wide variety of exciting events throughout the week to choose from, including: **Breakfast briefings; Seminars: Networking events; Workshops, huddles and unconferences; and Open Houses and pop-up shops** (leading agencies, including [Ogilvy Group UK](#), [Precedent](#), [1000heads](#), [We Are Social](#), will be offering advice and help on social media and a wide variety of other marketing disciplines).

Global support for Social Media Week is led by mobile communications giant [NOKIA](#), with additional support from global partners [Meebo](#), a social platform with more than 180 million users and [JWT](#). Media partners include [New Media Age](#) and the [Financial Times](#) with [eOffice](#), [The Hub](#) and [Paramount](#) supporting as venue partners.

ENDS

## NOTES FOR EDITORS:

### Follow Social Media Week London

Social Media Week London schedule – <http://socialmediaweek.org/london/schedule>

Social Media Week London on Twitter (@smwldn) – <http://twitter.com/smwldn>

Social Media Week London on Facebook - <http://www.facebook.com/socialmediaweeklondon>

### EVENTS

An events schedule and regular updates can be found on the Social Media Week London website: <http://socialmediaweek.org/london/schedule> as well as the major social media channels, [Twitter](#), [Facebook](#).

Events already scheduled include:

#### Breakfast briefings:

Start the day with some of London's leading social media practitioners for a spot of breakfast and some tasty insight:

- An opening session from global marketing communications network [JWT](#)
- Learn from [We Are Social](#) 'What Social Media means for Charities', 'How to drive engagement and results on Facebook' and examine 'Social Media Monitoring'
- Join [NM Incite](#) for breakfast at [The Hub](#)

#### Seminars:

- Fancy moving over to social media? Digital recruitment company [Propel London](#) are busting myths around working in social media including tips on how you can future proof your career.
- Learn about government data and the role of open data in our society with a 'Case study of data.gov.uk' hosted by the [Central Office of Information \(COI\)](#)
- 'Explore the World's Best Mobile Apps' and find out 'How Social Media Stole my Mojo' with the [Creative Content Agency](#)
- Become part of 'Building the Future of Communities' hosted by [GiffGaff](#)

#### Networking events:

The core of Social Media Week's mission is to bring people together, and it wouldn't be complete without a plethora of networking opportunities, including:

- Free drink anyone? Join the [Thin Martians](#) at [Free Think : Free Drink - DMA & NMA Panel & Party for Social Marketing](#)
- As a taster for their conference for self-funding artists, [MusicConnex](#) in association with [First Monday - FM](#), will be hosting a networking event
- Professional social network [Viadeo](#) will be co-hosting a series of seminars and networking events throughout the week centred around focal points of social media

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including the [public sector](#), [social advertising](#), [social recruiting](#) and the [tech sector](#). These events will be co-hosted by key players in each field

### Workshops, huddles and unconferences:

The learning never stops with dozens of panel sessions, get-togethers, presentations, clinics and more:

- [Dell](#) are hosting with [Viadeo](#), a [Public Sector Social Media Huddle](#) followed by a [Public Sector Networking event](#).
- New to Social Media? Join [Channel 4](#), to orientate yourself around the growing landscape.
- [Celebrate with Tuttle on their 3rd birthday](#) at the [Centre for Creative Collaboration \(C4CC\)](#).
- [TechMAP](#), will explain how we can use the understanding of human behaviour online, along with monitoring tools, to measure Social Media.
- [Be2Camp](#), a group that looks at how the latest web applications design techniques could help build a better, more sustainable built environment will host the [Be2Awards](#) and [ConstructALKs](#)

### Open Houses and pop-up shops:

Organisations across the capital are throwing open their doors, or event setting up temporary shop to share advice, get feedback and join the global conversation, including:

- Volunteers from [Ogilvy Group UK](#) are offering free advertising and marketing advice and ideas to small businesses, charities, arts and community groups and entrepreneurs at a [secret pop-up shop](#) (location to be revealed soon) in Central London.
- London's leading agencies including [1000heads](#), [Precedent](#) and [We Are Social](#), are opening up their offices for you to learn more about Social Media and how they might be able to help you.

### ABOUT CHINWAG

The Chinwag community is a focal point for digital media practitioners in the UK and beyond. Founded in 1996, it has grown into a community media company that publishes websites, discussion forums and blogs supporting the people and companies who work in the digital industry.

In February 2010, Chinwag produced the first Social Media Week event in London and also produces the Chinwag Live series of events and publishes one of the leading niche recruitment websites for the digital sector, Chinwag Jobs. Since July 2008, Chinwag have worked closely with UK Trade & Investment in organising the Digital Mission series, which help UK digital SME's to expand their businesses abroad, forge partnerships with US companies and seek investment from overseas.



<http://www.chinwag.com>



## Contacts

<http://chinwag.com>

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<http://socialmediaweek.org/london>

<http://digital-mission.org>

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