



<http://www.chinwag.com>



Social Media Week London Scores Stellar Advisory Board

FOR IMMEDIATE RELEASE

LONDON – Friday, 5th November 2010 – Building on the success of last year's event, the organizers of Social Media Week London have kicked off the planning process for 2011 with the announcement of a formidable advisory board that brings together a wealth of talent and experience from across the industry. The Social Media Week London advisory board includes:

Sarah Blow, Founder, Girl Geek Dinners & Community Manager, Tweetmeme
Sophie Brendel, Head of Digital Engagement, BBC
Dominic Campbell, Founder, FutureGov
Vikki Chowney, Editor, Reputation Online
Paul Clarke, Digital Strategist
Kathryn Corrick, Digital Media Strategist
Lloyd Davis, Founder & Social Artist, Tuttle
Benjamin Ellis, Director, Social Optic
Neville Hobson, Head of Social Media Europe, WCG
Jemima Garthwaite, Head of Social Media, Groupon
Nicola Gibbons, Ad Solutions Manager, LinkedIn
Helen Keegan, Co-Organiser, Momo London
Mat Morrison, Head of Social Media, Starcom MediaVest Group
Maz Nadjm, Head of Social Media, Ogilvy Group UK
Meg Pickard, Head of Digital Engagement, The Guardian
Thayer Prime, Developer Community Strategist
Farhan Rehman, Social Media Strategist, Total Media
David Rowan, Editor, Wired
Heather Taylor, Social Media & PR Manager, giffgaff
Chris Thorpe, Founder/CTO, Jaggeree
Jen Topping, New Media Commissioning Manager, Channel 4
Stewart Townsend, Social Media Strategist
Matt Webb, Managing Director, BERG
James Whatley, Director of Engagement Strategy, 1000heads

Social Media Week takes place from 7th-11th February 2011 simultaneously in ten cities around the world: New York, London, San Francisco, Berlin, Toronto, São Paulo, Paris, and Rome. In 2010 event 450 events took place in 11 cities with over 18,000 attendees and 200,000 users online. The London event included 35 events taking place across the city with over 3,000 attendees.

The lead organisers for Social Media Week London event is digital community Chinwag where Sam Michel and Mellissa Norman will co-direct. "We're delighted and humbled by the support we've had at such an early stage from such an influential and knowledgeable group. What makes Social Media Week different is the collaborative nature of the event, it means many more people can get involved in the events whether producing, hosting, presenting, volunteering or contributing ideas", said Sam Michel.

Unlike many traditional conferences, Social Media Week aims to provide free access to as much of the content, programming and events as possible. This is made possible by support from brand partners that have included Financial Times, iCrossing, PepsiCo, Vodafone, Nokia, Meebo, and Salesforce.com.



<http://www.chinwag.com>



Anyone interested in getting involved can get more information and sign-up through the Getting Involved section of the Social Media Week London website:
<http://socialmediaweek.org/london/get-involved/>

ENDS

NOTES FOR EDITORS:

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://chinwag.com>
<http://jobs.chinwag.com>
<http://socialmediaweek.org/london>
<http://digital-mission.org>

Sam Michel
CEO, Chinwag
sam@chinwag.com
+4 (0)7887 627 115

Melissa Norman
Co-Director, Social Media Week London
mel@media-sauce.org
+44 (0)7970 205 226