



The best global #SocialMedia events to attend in 2014

By Lilach Bullock

Every year, we try to attend as many **social media** and digital conferences and events as possible. Not only do they offer amazing networking opportunities, but they also provide a place for learning all that's new in social media and digital marketing, all the latest developments, tools and apps and even help you find new clients and new business opportunities. But from so many different conferences to choose from, how do you know which one is best for you? We've put together a list of top 8 social media and digital marketing conferences and events that you should attend this coming year – and hopefully we'll see you there!

1. The Corporate Social Media Summit

16-17 June 2014, New York
The Corporate Social Media Summit aims to provide "unrivalled insight" into how social media can help you grow your business, as well as your competitive advantage. It's an incredible opportunity to learn from some global leaders from various types of businesses, such as Marie-Josée Lamothe from L'Oreal Canada, Bev Thorne from Century 21, or Paula Keve from Dow Jones & Company.

2. Social Media Strategies Summit

18-19 June 2014, Mercure Hotel Amsterdam, Amsterdam

There are Social Media Strategies Summits taking place all over the world, not just **Amsterdam** – but also in Chicago, New York, San Francisco and Boston. But since it's closer to home and they have an amazing line up of speakers, we will probably be attending this one this coming June. This summit focuses on learning how to make better use of social media and **content marketing** – you'll learn more about monitoring and measuring your analytics, on increasing engagement across social media channels, and there will also be talks regarding the future of social media and how you can stay on top of it all. There are lots of amazing speakers already lined up from companies such as Audi, MTV North Europe, Bosch, HSBC and Yelp.

3. Content Marketing World

8-11 September 2013, Cleveland, OH

Content Marketing World is the biggest content marketing event around and a must-attend for everyone working in social media and content marketing. The main keynote speaker for the event is Kevin Spacey (yes, that Kevin Spacey!) – but if that doesn't convince you, then maybe this will: over 1,700 marketers are expected to attend this year, and there will be over 80 sessions with leading marketers from brands such as Hershey's, Bed Bath & Beyond, Motorola, Hyatt, HP, Salesforce.com and many others.

4. The Social Shake-up

16-17 September 2014, Atlanta, Georgia

The Social Shake-up (presented by Social Media Today) is an event that aims to gather the best social

media thinkers in order to help figure out the future of social media and digital – and new ways of communicating online with your audiences. It's an amazing learning opportunity for social media marketers, especially considering the presenting brands from last years' edition, which included Intel, Siemens, MasterCard, Coca Cola, IBM and dozens of other huge brands.

5. Social Media Week

22-26 September 2014, London

Social Media Week will be held again in London this year and although we don't have a list of speakers for this year, there's no doubt for us that this year will be just as amazing as previous years. The event will be held in four different locations around London, and will cover everything social media, advertising, business and entrepreneurship and much more.

6. Digital Marketing Super Summit

21-23 October 2014, San Diego, CA

The **Digital Marketing Super Summit** is a three-day event dedicated to those who want to learn more about digital and social marketing. The summit promises to cover everything digital/social, from creating and optimizing your digital presence to understanding the use of big data and **analytics** – basically everything you need to create a strong online presence. The event will feature amazing high-level speakers from global companies, such as Intel, Whole Foods, Johnson & Johnson, Microsoft and many others.

8. Social Media for Customer Service Summit

4-5 November 2014, New York

Every business who uses social media should be also using it to manage their customer service as effectively as possible. **The Social**

Media for Customer Service

Summit will make sure you know everything you need to know to get **social media customer service** right, as well as how to implement it. You'll be hearing from Senior Vice Presidents, VP's and Directors from brands such as Netflix, McDonalds, MasterCard, FedEx, BestBuy, T Mobile, and many others.

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About the Author

Lilach Bullock is one of the UK's most dynamic, well-respected and well-connected businesswomen. She launched and then sold her first business within three years of becoming a mother. Even now, she juggles a demanding home life with commercial commitments.

Lilach's contribution was recognised nationally, when she became a finalist at the Best MumPreneur of the Year Award, presented at Downing Street, where she was praised for her entrepreneurial efforts. Her latest venture, Network Waves, launched in 2011 and is a must-have for anyone who promotes their business via the internet. This innovative and exclusive website is a one-stop-shop for social media and internet marketing needs. "Lilach Bullock listed as one of the top 20 Women Social Media Influences in Forbes (2013)"

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