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**MYEVENTS**  
**INTERNATIONAL**  
DELIVERING EXCELLENCE  
MY EVENTS INTERNATIONAL  
AFRICA LTD



**n s m s**  
nigeriasocialmediasummit

**ENGAGE**  
**EDUCATE**  
**ENTERTAIN**

**TRANSCORP HILTON ABUJA, NIGERIA**

**12 - 14 AUGUST 2018**



Nigeria Social Media Summit is a national event connecting people, content and conversations around emerging trends in social and mobile media. Delivered through a network of creative conferences and streamed online through social media, NSMS reaches an extensive network of people (including C-level executives, entrepreneurs, journalists, bloggers, brand managers, social media strategists, students, artists, activists and technology/media specialists), connecting and communicating ideas and experiences to advance our understanding of social media's role in society.

Nigeria Social Media Summit brings hundreds and thousands of people together through learning experiences that aims to advance our understanding of social media's role in society.



- 🎯 Improve social media **SKILLS** to stay competitive globally
- 🎯 Achieve **MEASUREABLE** Public Relations and Awareness benchmarks
- 🎯 Building **ACHIEVABLE** people centric missions and goals
- 🎯 Establish trust and drive realistic end **RESULTS**
- 🎯 Approaching and addressing Gen-Y issues in a **TIMELY** manner
- 🎯 Infusing **EDUCATIONAL** values
- 🎯 Increase visibility and be **REACHABLE** to the mass

# event itinerary



## Day 0 | 12 August 2018

10.00am - 6.00pm ARRIVAL OF INTERNATIONAL DELEGATES & SPEAKERS  
7.00pm - 9.00pm WELCOME COCKTAIL

## Day 1 | 13 August 2018

10.00am - 6.00pm NIGERIA SOCIAL MEDIA SUMMIT - CONFERENCE

## Day 2 | 14 August 2018

10.00am - 6.00pm NIGERIA SOCIAL MEDIA SUMMIT - WORKSHOP  
7.30pm - 10.30pm NIGERIA SOCIAL MEDIA SUMMIT - AWARDS



# n s m s conference

With fast growing internet reach and social media channels in Nigeria as well as the globe, it is undeniable that these tools are the driving power for businesses, celebrities, leaders and the community as a whole. How businesses expand, how celebrities getting popularity, how leaders engage with the people, and how the society think and act are all connected to the influence of these social media sites. In this summit, top speakers, bloggers and social media practitioners from various industries come down together sharing their best practices and knowledge to the participants on the power of this new era wonder, Social Media.

# proposed speakers



**Professor Oluyemi Osinbaio**  
Vice President  
Federal Republic of Nigeria



**Barr Abdu-Raheem Adebayo Shittu**  
The Honorable Minister of Communications  
Federal Republic of Nigeria



**Rob Lee**  
Founder  
Relative Links



**Mo Abudu**  
British Media Mogul



**Shahul Hameed**  
Founder & President  
Malaysia Social Media Chambers



**Nick Tan**  
Managing Director & Founder  
Anonymous Production  
360VR Asia



**Alhaji Kashim Imam**  
Director  
UniCapital PLC



**Syed Khalid**  
Social Media Analyst  
BULB COMMUNIQUE



**Professor Mahmood Yakubu**  
Chairman  
Independent National Electoral Commission (INEC)



**Shane Dallas**  
Social Media Specialist  
The Travel Camel



**John Momoh**  
Chairman/CEO  
Channels TV



**Kiruba Shankar**  
CEO  
Business Blogging



# n s m s awards

The Nigeria Social Media Summit - Awards 2018 is a platform to honor the brilliant brains and practitioners of blogs and social media in the nation. As social media and blogs grow to be the new powerful tools of influence, this event is to connect everyone in highlighting the work of some of the best from the social media fraternity of global and local social media practitioners.

## CORPORATE

- BEST AIRLINE SECTOR
- BEST AUTOMOTIVE SECTOR
- BEST BANKING & FINANCE
- BEST SERVICES SECTOR
- BEST EDUCATIONAL SECTOR
- BEST LIFESTYLE SECTOR
- BEST FMCG SECTOR
- BEST FOOD & BEVERAGES SECTOR
- BEST HEALTHCARE & BEAUTY SECTOR
- BEST HOSPITALITY & TOURISM SECTOR
- BEST LOGISTICS & TRANSPORTATION SECTOR
- BEST MEDIA SECTOR
- BEST PROPERTY SECTOR
- BEST RETAIL CHAIN SECTOR
- BEST TELECOMMUNICATION SECTOR
- BEST INNOVATIVE APP
- BEST PUBLIC SERVICES SECTOR
- POPULAR SHOPPING MALL
- SOCIAL MEDIA AGENCY OF THE YEAR
- SOCIAL MEDIA CELEBRITY OF THE YEAR
- SOCIAL MEDIA BRAND OF THE YEAR
- SOCIAL MEDIA ENGAGEMENT
- CORPORATE SOCIAL RESPONSIBILITY
- BEST MARKETING CAMPAIGN



n s m s

programme

## Day 0

12 August 2018

### Welcome Dinner

6.30pm	Registration
7.00pm	Speakers Briefing
7.30pm	Welcome Dinner
9.30pm	End

## Day 1

13 August 2018

### Conference

8.00am	Registration
9.00am	Welcoming Remark by Organising Chairman
9.10am	Opening Keynote Address by Vice President of Nigeria
9.45am	Social Media & Political Communications by Prof Mahmood Yakubu
10.15am	Corporate Governance & Social Media
11.25am	Tea-Break
11.40am	Ways to use Social Media Data to make Marketing Smarter

12.35pm	Lunch
1.35pm	How Public Service Can Benefit From Social Media
2.45pm	Tea Break
3.00pm	Social Media Conversation and Conversion
4.00pm	Secrets to Video Marketing
4.55pm	Closing Remark
5.00pm	End

## Day 2

14 August 2018

### Workshop

9.00am	Registration
10.00am	Welcome Note
10.30am	<b>Social Media &amp; Political Communications</b>
	<b>Syed Khalid</b> Social Media Analyst Bulb Communique, Malaysia
12.00pm	Lunch
1.00pm	<b>I Share What 'Eye' See</b>
	<b>Kiruba Shankar</b> Chief Executive Officer Business Blogging, India
3.00pm	<b>Building an online community of supporters</b>
	<b>Shane Dallas</b> Social Media Strategist Travel Camel Australia
4.30pm	Closing Keynote
5.00pm	End