# NetBase brings social media analytics conference to Europe

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Web psychology expert, Nathalie Nahai, headlines impressive speaker line-up

19 April 2017 – NetBase (http://www.netbase.com/nblive2017/), a global leader in enterprise social analytics, is bringing NetBase LIVE 2017 Europe, a one day conference showcasing social media insights from thought leaders and industry experts, from across Europe. NetBase LIVE 2017 Europe will take place on Thursday 18 May at the Sofitel London St James and follows in the footsteps of the highly successful NetBase LIVE 2016 held in October in San Francisco.

Nathalie Nahai, a foremost expert and author in web psychology heads an impressive line-up of speakers that includes Clément Brygier, CEO of Digital Insighters and Simon Quinton, at Edelman Intelligence, Lucy Cording at CNC Communications and many other experts. The conference will bring together global brands, and agencies from across Europe to experience expert sessions from social media thought leaders with the aim of educating them in how social media analytics is transforming every aspect of business.

“NetBase LIVE Europe is for people who want to better understand their customers more intrinsically,” says Peter Caswell, CEO at NetBase who will be speaking. “The conference will see some of the smartest and most influential minds in social analytics demonstrate how customer data is influencing marketing and operations and drive real business impact.”

Nathalie Nahai’s keynote sees her explore the importance of personality profiling to effectively engage with consumers when using social media, she commented: "A growing body of psychological research suggests that many of our behaviours – including social media interactions, emotional responses to adverts and susceptibility to persuasion techniques – are profoundly influenced by personality. From a business perspective, if you can understand your customers’ attitudes, values and motivations, and learn how to leverage these for greater engagement in your marketing and communications, you'll gain a psychological edge over your competitors."

For further NetBase LIVE Europe information, agenda, speakers, and to register visit http://www.netbase.com/nblive2017/

About NetBase

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation. NetBase is a trusted partner to American Airlines, Arby’s, Coca-Cola, Ogilvy, T-Mobile, Universal Music Group, Walmart, and YUM! Brands. Learn more at http://www.netbase.com or @NetBase. See your brand’s social movement in real-time with NetBase LIVE Pulse™

For further information or to speak to keynote speaker, Nathalie Nahai, please contact Paula Averley,

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