



**100 women in  
hedge funds®**

**Next Gen London 'Living in the 'Reputation Economy' - How to optimize your online footprint**

August 17, 2016 at 6:30 PM  
London

It's time to use social media to boost your career. This interactive seminar will review the tools you need to use social media to promote yourself and advance your career. Kitty Parry will share insights on how to be your best online, as well as the benefits and quick wins for using social media, such as blogs or LinkedIn updates.

Next Gen London launched Next Gen Coach - a new series of workshops taking place over the course of the year to equip you with tangible skills to enhance your career. This is the second interactive seminar of the series.

There is a £10 fee to attend this workshop. The workshop is limited to a small group, so register promptly.

**Event Details**

**Date:** August 17, 2016

**Time:** 6:15 PM Registration.

We will begin promptly at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and canapés will follow.

**Location:** 3rd Floor, 7 Clifford Street, Mayfair, **London**, W1S 2FT, United Kingdom - [Directions](#)

**RSVP:** [RSVP Now](#)

Your place is confirmed only on payment and your paypal receipt will serve as your event registration. The price includes a 5% paypal transaction fee.

You **MUST** pay at the time of your booking to secure your spot. If you must cancel, we will endeavour to fill your spot; however, there is no guarantee that we will be able to do so, and if we cannot find a substitute, the entire amount of the booking will be forfeited.

If you have any questions about this event, please contact the [Next Gen London](#) committee.

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

Space is limited. No walk-ins will be permitted.

## Biography

**Kitty Parry**, CEO, Social Media Compliance (SMC)

Kitty Parry, a serial entrepreneur and Young Global Leader of the World Economic Forum the founder of Social Media Compliance (SMC) ([www.smcompliance.com](http://www.smcompliance.com))

An entrepreneurial vision has been a theme throughout Kitty's career; prior to founding SMC, Kitty set up her first business at 16, Templars Communications at 25 and the Accelerating Change Network at 27. In 2014 she was recognised by the World Economic Forum as a Young Global Leader. She is frequently asked to speak on regulation and social media having been involved in World Economic Forum panels at Davos and broadcast channels including BBC Radio 4.

Kitty also sits on the board of the charity Nexus, which helps to match younger wealth holders with social entrepreneurs. She has been recognised as the Network She Young Business Women of the Year 2013, and was shortlisted for PR Consultant of the Year by the PRCA in 2009. The drive behind all her work, whether with Nexus or the Social Media Charter is to create and encourage innovative solutions to listen to customers and clients, thereby improving perceptions of the financial services industry and revitalising trust in the sector..



### **About Social Media Compliance (SMC)**

Social Media Compliance (SMC) is a leading platform that works to help people use social media effectively and safely. SMC is built of a team of leading tech guru's, global regulatory and employment lawyers and social media experts. Clients and firms SMC are working with and talking to span Asia, Europe and USA. They include Atom Bank, Columbia Threadneedle, Dymon Capital, HSBC and Barclays.

### **About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds is a global, practitioner-driven non-profit organisation serving over 13,000 alternative investment management investors and finance professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 600 industry education events globally, connected more than 400 senior women through Peer Advisory Groups and raised over \$38 million gross for philanthropic causes in the areas of women's and family health, education and mentoring.