

# Crossing the Currents: Water and Social Media

**FIRST ANNOUNCEMENT AND CALL FOR CASES**



**AMSTERDAM, THE NETHERLANDS**

**26-27 September 2013**

SUPPORTED BY:



International  
Water Association

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# Introduction

Do you think that internet use is all about surfing the web from site to site? Think again! Smart phone and tablet rule the waves and as consumers we use apps to find what we are looking for. This new drive in the use of web-based technology is causing a revolution in almost all aspects of life. And the effects do not limit themselves to technology or organizational structure: they are visible in our behaviour, our way of communicating, and the way we see the world. No longer do we have to ask ourselves: what does our customer or client want? He is online in every way, and will let you know even before you asked the question. And no longer will we collect as much data as possible, but instead focus on using relevant data.

This goes for water management as well: instead of surfing the web, we find our way through a myriad of currents that can take us anywhere. It is crossing those currents that is the challenge for the future: to link up the different streams of information and communication and make the best use of it.



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**On 26–27 september the international water sector is gathering in Amsterdam to focus on the use of social media and customer connection. Water companies need to find their way in these currents: to detect needs and deficiencies, to inform and influence public opinion, to provide the service that our customers require.**

During this conference international experts will talk about how water companies can use social media. And in workshops we will discuss the use of social media for our specific needs and demands.

This is the moment that social media gather momentum in the watersector. And this is the challenge we put before you. Because in your branch, in your field of expertise and maybe even in your job, you come across new challenges.

Changes may be inconspicuous or blatantly obvious, but they are inevitable and are going to change the way you do things. They may make you very uncomfortable, but can also inspire you and the people around you. So, share your experiences with us! And be sure that we will enlighten you as much as you will enlighten us. Because we're sure that you will take a lot home with you too!

**Bring and present your own case and tell us how social media affect your work and how we can use it for the better!**

Where do you see potential and how have you been able to use it? We want you to take the first step, so we can all cross the currents. Your input will be considered as best practice during the conference. Submit your case. Show us the future.

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## Programme

The programme will be constructed around presentations and papers that are submitted in relation to the conference themes. Scientific papers as well as well documented case studies and general review papers are all encouraged for submission.

## Scope and topics:

- Use of social media as early warning in daily operation of water supply and wastewater collection;
- Use of social media during disasters, like flooding or infection of the water supply network;
- Use of social media and the image of your company;
- Use of social media for communication in your company;
- Use of social media to send data for control;
- Use of social media to support customer relations.

# Planning

June 2013	First Announcement and call for papers and posters
July 2013	Deadline for abstracts of papers and posters for the conference
July 2013	Evaluation of papers by the Programme committee
July 2013	Final programme ready
August 2013	Distribution of the second announcement
August 2013	Submission of final papers by authors
October 2013	Notification of authors on necessary improvements

## Submission of papers and posters:

**Papers and posters within the scope of the conference are welcome. Authors should submit an abstract of about 1,000 words (2 pages) to the Conference Secretariat, before 31 May, 2013. The contributions should focus on the topics mentioned. Send also a photograph and a short text about yourself with your abstract.**

All abstracts should be typewritten in English. An international Programme Committee will review the abstracts. Only papers and posters presented in person by the author(s) will be accepted. Authors must be able to meet their own expenses and fee.

## Conference proceedings and publications:

The working language of the conference is English. There will be no simultaneous translation. The proceedings with the full papers will be handed over to the participants at the registration desk.

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# Registration

The conference fee covers attendance at the conference sessions, conference documentation, Conference dinner, morning and afternoon coffee/teas and lunch.

The digital registration form should be completed and returned to the conference secretariat. After we have received your registration we will send you an invoice with the information how to pay the fee. All remittances should be made in Euro's. Above prices are inclusive of the prevailing Goods & Services TAX (as a guide to delegates the current exchange rate of Euro 1,- = US \$ 1,35). The organising committee of the conference will confirm registrations after receipt of the payment.

## Cancellation

Before 15 July 2013, a total refund minus a € 100,- administration fee will be issued. Between the 15 - 28 July 2013 a 50% refund will be issued. After 1 August 2013, no refund will be made for cancellation. Refunds of registration must be applied for in writing and will be settled after the conference.

Categories:	Early Bird Rate ( before 15 July )	Normal Rate ( after 15 July )
Member KNW / IWA	€ 450,-	€ 500,-
Non member	€ 550,-	€ 650,-
Student ( 10 places )	€ 250,-	€ 325,-
Day rate	€ 350,-	€ 350,-

# Conditions

All presenters are required to register as a paying delegate and attend the congress. Presenters are responsible for their own travel and accommodation expenses. It is not necessary to be a member of KNW to make a presentation but KNW / IWA do receive discounts on registration fees.





### Organising committee

Martien den Blanken	PWN
Peter de Jong	Witteveen en Bos
Gerard Blom	Deltares
Monique Bekkenutte	KNW Royal Dutch Water Association

### Programme committee

Mario Kortman	Waternet
Vincent Smit	Just Connecting
Renate Rijken	Brabant Water
Anna Eelhart	PWN
Hanneke Koppers	Waterboard Aa en Maas
Warry Meuleman	Waterboard Groot Salland

### All information can be obtained from:

IWC Conference secretariat  
Binckhorstlaan 36-M417  
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The Netherlands

**T** +31.6.111.73.425

**E** WSM@iwccconferences.com

**I** [www.iwccconferences.com](http://www.iwccconferences.com) (latest news and registration)



**Register here**

**OR VISIT [WWW.IWCCONFERENCES.COM](http://WWW.IWCCONFERENCES.COM)**