The Conversationalist Agency to Showcase Innovation in Social Media Intelligence as One of The “Best of British” Companies at Prestigious South by Southwest Event in US

Thursday 2 March, 2017

LONDON, UK

Agency will showcase the latest in global reaching multilingual social intelligence as one of only 17 UK businesses sharing cutting-edge ideas and services

London, UK. 16 February, 2017 – The Conversationalist Agency® (TCA)—a premier social intelligence provider of multilingual, global social insights—today announced it has been selected as a “Best of British” company by the UK Trade and Investment authority. The agency is one of only 17 selected out of hundreds to represent UK innovation at the South by Southwest (SXSW®) Interactive Conference.

SXSW® is an annual conglomerate of film, interactive media and music festivals and conferences that take place in mid-March in Austin, Texas, each year. The event attracts 85,000 participants from 85 countries and is a cross-sectoral creative and interactive event that merges a first-rate film festival with a fast-growing digital trade event and one of the world’s largest music festivals. This year’s event runs from 10-19 March 2017. With more than 1,500 attendees, the UK is the single largest international delegation.

“We are delighted to have this opportunity to put British innovation on the global stage in front of some of the most diverse, collaborative and inventive communities in the world,” said TCA CEO Jackie Cuyvers. “We’re excited to show the world the value of social intelligence when taking local language and cultural content in context. We’re honoured to be recognized as a leader in global social intelligence, and as an innovator in the UK.”

Cuyvers has also been selected from among more than 4,000 applicants to host an event at SXSW® Interactive. On Saturday, 11 March, at 11:30 a.m. local time, she will lead Social Listening Meetup (#solimeetup)—a first-of-its-kind event that will gather experts, analysts, agencies and brands to discuss the application of social listening for developing insights and recommendations to drive business impact.

The Trade Mission and Great Britain House will be hosted by the UK Department for International Trade and the UK Trade & Investment.

About The Conversationalist Agency®

The Conversationalist Agency® (TCA) is a global organization specialising in multilingual social media insights and business intelligence. With a global team of experienced analysts, TCA makes multi-country business intelligence efforts and social listening projects scalable and successful by providing actionable insights that answer strategic business questions.

For more information

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