

Twitter Thread by [Brandwatch](#) ■



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It's 5am in Brighton and we're on our coach to London for #NYKConf.

With just a few hours to go, we'll be tweeting updates and insights throughout the day.

Here's to the best Now You Know yet!

We've arrived. Time to get ready. <https://t.co/CVVfefxsjl>

The Vizia booth is looking incredible as always. <https://t.co/CNGfyMEJut>

We're very, very excited about Brandwatch Insiders. Make sure you sign up! There's a pin badge in it for you. ■

<https://t.co/YYttv2tgN>

Our CMO is pretty excited. #NYKConf

<https://t.co/YZBJWNsBoj>

■ Instagram is down ■

Assuming all the people at #NYKConf taking photos of the lovely venue have broken it.

We're about to kick off. #NYKConf <https://t.co/cQhgm5x4hH>

And here we go. #NYKConf <https://t.co/5WAm2JBL2u>

Great intro from [@willmcinnes](#) to get #NYKConf going.

<https://t.co/Ve61wf9XvR>

After an intro from [@joodoo9](#), [@bexcarson85](#) from our product team is up showing us how far Brandwatch has come and what's next.

Some very retro screenshots from our 2007 version included. ■■

We're really excited about all the great things our users will do with [@MumsnetTowers](#) data.

<https://t.co/JC1NHTsAP7>

We're now onto our big Audiences update: Conversations.

These new features, allowing you to get far more insight on your audiences, are live now. ■

Now the Vizia product team take us through the product, what it does, and what they want it to do.

Ultimately it's all about socialising data and helping it get to the people who need it easily.

Using [@george_duffield](#), our paid ads specialist, as an example, we get to see how Vizia can make processing and reporting on data 6x faster. ■■■■

Get some more details here: <https://t.co/Jz2lyzVPNG>

Up next we have our first keynote: [@nathalienahai](#).

She'll be talking about ethics and humanity in the technological age.

1. Consumer trust in brands is low.
2. Ad & tracker blocking is up.
3. VPN use is up.

A few examples of how our interactions with technology is changing, from [@NathalieNahai](#).

Great points being made about personalisation and permission in this talk.

We're always happier when we say yes to something. #NYKConf

<https://t.co/WHWPths7Bm>

Excellent comparison on transparency.

Sunday Times hid their cancellation policy in loads of text, while TransferWise instantly tell you why their costs are higher as you're looking at prices.

What an incredible and illuminating talk.

"And remember, with great power comes great responsibility."

Thank you for speaking [@NathalieNahai!](#)

After a busy break, we now have [@on_jay](#) talking about collective creativity.