

# Wildfire Google to Present at SMi's Social Media within Military and Defence Conference 2013

*Wildfire Google will be presenting for the first time at SMi's 3rd annual conference in the sell out series, Social Media within the Military & Defence Sector.*

LONDON, July 9, 2013 /EINPresswire.com/ -- SMi are delighted to announce Wildfire Google will be presenting for the first time at SMi's 3rd annual conference in the sell out series, [Social Media](#) within the Military and Defence Sector.

The conference taking place on 20th and 21st November will showcase the latest technology and inform attendees of new platforms and how to use them to an advantage from a military and defence perspective.

This year's event will see Ben Harknett, Head of Regional EU Sales & Client Services from Wildfire Google present for the first time on increasing social engagement and amplifying marketing efforts. He will also be providing delegates with a unique insight into maximising social ROI.



Social Media within the Military and Defence Sector 2013

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I am thrilled to participate in this conference and share with industry professionals. It's a huge opportunity to present our work”

*Sacha AIZENMAN, Head of Digital, French Ministry of Defence*

Wildfire Google will be joined by UK MOD, US Army, Irish Defence Forces, MOD France, DSTL, Nato HQ, Swedish Armed Forces plus leading industry experts at the heart of social media.

Join your peers and book online today at [www.military-socialmedia.com](http://www.military-socialmedia.com)

The French Ministry of Defence who will be attending the event recently stated:

"I am thrilled to participate in this conference and share

with industry professionals. It's a huge opportunity to present our work".

Sacha AIZENMAN, Head of Digital, French Ministry of Defence - DMC (Directorate Media and Communications)

The conference will allow attendees to:

- Discover how to harness the global power of social media, the new weapon in the online battlefield
- Learn and network with experts from around the world who shape and influence the social media landscape including Wildfire Google, UK MOD, US Army, MOD France plus many more...
- Explore the latest social media platforms shaping the future and how to use them
- Understand the latest on data protection, data mining and how to stay safe from being monitored by the enemy
- Analyse the most effective way of using social media platforms in a military environment

The Social Media event will also feature 2 pre-conference workshops:

1. Creating and maintaining a sustainable social media presence within the defence environment - Hosted by Andrew Morton (Lieutenant Colonel Ret'd), Digital and Social Media Manager, Purple Strategies
2. Integrating social media with digital strategy - Hosted by Tim Callington, Director of Digital, Edelman Digital

For further details on the event visit <http://www.smi-online.co.uk/2013military-socialmedia42.asp>

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