

DRDC to Address Attendees at Social Media Defence and Military Summit

Social Media within the Military and Defence Sector | 20th and 21st November 2013, London UK

LONDON, UK, July 19, 2013 /EINPresswire.com/ -- SMi are pleased to announce that strategic analyst John Wayne Ross from DRDC, Department of National Defence Canada, will be providing delegates with a unique insight into strategic landscape with case study examples from the recent Boston Bombings and tornado disasters in the United States.

The presentation on: [Social Media](#) as a Disruptive Influence Re-Shaping Social Movements - Disaster to Revolution, will highlight the following areas:

- Movements without central or coordinating direction
- Movements supported based on individual ability to meet perceived group need
- Movements that fade away in absence of perceived need

Attendance at the conference will enable delegates to:

“

The rapid datafication of everything is ushering in an unprecedented period of situational awareness, especially behavioral, emotional and geolocation information generated by Social Media.”

Dan Thompson, Chief of Public Affairs, U.S Army

1. Harness the global power of social media, the new weapon in the online battlefield
2. Learn and network with experts from around the world who shape and influence the social media landscape including Google Wildfire, UK MOD, US Army and MOD France
3. Explore the latest social media platforms shaping the future and how to use them
4. Understand the latest on data protection, data mining and how to stay safe from being monitored by the enemy
5. Analyse the most effective way of using social media

platforms in a military environment



Early indications show that the conference will once again sell out.

For further details visit www.military-socialmedia.com or follow the conference on twitter #milsocialmedia [@smigroupdefence](https://twitter.com/smigroupdefence)

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