

Agenda released for the highly anticipated return of Social Media within the Defence and Military Sector

Social Media within the Defence and Military Sector returns to London this autumn on 19th and 20th November, 2015

LONDON, LONDON, UNITED KINGDOM, May 28, 2015 /EINPresswire.com/ -- SMi Group are thrilled to announce that registration is now live to attend the [5th annual conference](#) on Social Media within the Defence & Military Sector , taking place on 19th and 20th November 2015 in Central London.

Following on from the huge success of last year's sell-out show, this year's event will ask questions such as; what lessons can the defence industry learn from the private sector? How can social media be effectively utilised for military recruitment? How can we respond to new threats from extremist groups? What has been the impact of social media in military operations? How is digital capacity built in developing countries? Does open source intelligence

impinge on human rights? How do we reach and engage our target audience in 2016 and beyond?

This is just a snapshot of what will be covered. To download a brochure visit www.military-socialmedia.com

The truly global speaker line-up will feature leading militaries and defence institutions shaping the social media landscape from Belgium, Canada, Italy, Netherlands, Norway, Sweden, United Kingdom, and the USA. Featured speakers include:

- Andrew Morton, Director of Social Engagement, SHRM - Conference Chairman
- Steven Mehringer, Head of Communication Services, Public Diplomacy Division, NATO HQ
- Mick Latter, Current Head of Digital and Media Engagement, Headquarter Corps of Army Music (Owner of Gannet Media Limited)
- David Ogen, Head of Careers Marketing, RAF
- David Tunney, Head of Social Media, European External Action Service
- Brigadier General Hans Damen, Netherland Ministry of Defence, Royal Netherlands Army
- Giovanni Galoforo , Strategic Communication Instructor, Italian Navy Staff College – Intituto Studi Marittimi
- Cathy Milhoan , Director, DoD Production, Defense Media Agency
- Director General Janice Keenan , Marketing & E-Communication, Public Affairs, Department of National Defence
- Fredrick Johnsen , Communication Adviser, Norwegian National Security Authority



- Commander Royal Netherlands Navy Peet Rood , Section Head Social Media and Productions, Allied Command Operations/Supreme Headquarters Allied Powers Europe
- Lieutenant Colonel Juanita Chang, Public Affairs Officer for the Under Secretary of the U.S. Army
*SFC

For those who are interested in attending there is currently a £300 discount available online which expires on 30th June. To register and for further details, visit the website at www.military-socialmedia.com

Follow the conversation on twitter [@SMiGroupDefence](https://twitter.com/SMiGroupDefence), #milsocialmedia

Social Media within the Defence and Military Sector
Social Media – A Strategic Resource for Today's Defence Community
19-20 November 2015
Holiday Inn Kensington Forum, London UK
www.military-socialmedia.com

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About SMi Group:

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

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