

EXCLUSIVE! Israel Defense Forces join speaker line-up at Social Media within the Defence and Military Sector 2015

SMi Group are delighted to welcome the Israeli Defence Forces onto the agenda for Social Media Defence & Military 2015

LONDON, ENGLAND, UNITED KINGDOM, August 3, 2015 /EINPresswire.com/ -- SMi Group are delighted to announce a new speaker for the 2 day event which will gather a global audience of social media experts and military institutions this autumn.

An Israeli Defence Official will join the un-rivalled line-up at the [conference on Social Media](#) within the Defence and Military sector when it returns to London for its 5th annual show.

The exclusive presentation entitled: Communicating Conflict – Social Media Challenges on the Battlefield, will offer a compelling overview of the Israeli Defense Forces current

social media presence and activities. As well as giving insight into what makes a successful campaign, the keynote address will also provide strategic guidance on building a strong organic following in support of a crisis/war effort, and discuss future efforts in social media at the IDF.

Other featured addresses include:

- **SOCIAL MEDIA – THE QUESTION OF AUDIENCE VERSUS INFLUENCE?**

Presented by Mick Latter, Head of Digital and Media Engagement, Headquarters Corps of Army Music and new member of the British Army unit dedicated to social media, the 77th Brigade

- **THE EFFECT OF DIGITAL ON MILITARY RECRUITMENT – AN RAF PERSPECTIVE**

Presented by Rebekah Selman, Head of Marketing at the RAF

- **COUNTERING SOCIAL MEDIA TERRORISM: A US DEFENSE DEPARTMENT PERSPECTIVE**

Presented by Cathy Milhoan, DoD Production Director from Defence Media Activity

- **NATO'S DIGITAL OUTREACH: CREATING A GLOBAL CONVERSATION**

Presented by Steven Mehringer, Head of Communication Services from the Public Diplomacy Division at NATO HQ

- **THE SECRET TO EFFECTIVE TARGET GROUP ENGAGEMENT - WHO, HOW AND WHY?**

Presented by Caitriona O'Connor, Global Communications Manager for Social Media & Content at



Saab

• BUILDING DIGITAL CAPACITY IN EAST AFRICA AND THE WESTGATE TERROR ATTACK

Presented by Detective Superintendent Robert Jeffrey OBE, Head of Intelligence for the Metropolitan Police's National Counter Terrorism Functions Command

A full programme and speaker line-up is available online at www.military-socialmedia.com

Featured content such as speaker interviews, are available to read in the event [download centre](#)

5th annual conference on:

Social Media within the Defence & Military Sector

19 – 20 November 2015

Holiday Inn Kensington Forum, London UK

www.military-socialmedia.com

Follow the conversation on Twitter at #milsocialmedia

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