

Hootsuite deploy social media across the defence industry this Autumn

SMI's 5th annual Social Media within the Defence and Military Sector conference will be taking place on 19 – 20 November 2015 in London, UK.

LONDON, ENGLAND, UNITED KINGDOM, August 25, 2015 /EINPresswire.com/ -- SMi Group are delighted to announce a new speaker for the two day event which will gather a global audience of defence institutions and social media experts this autumn. Merinda Peppard, EMEA Marketing Director from Hootsuite, will join the speaker line-up at the [conference](#) on Social Media within the Defence and Military Sector, taking place on 19th – 20th November 2015 in London, UK when it returns to London for its 5th annual show.

The presentation entitled: 5 considerations for deploying social media effectively across defence, will discuss the latest trends in social media used in military operations,

gather best practice and case study examples from top defence organisations and give strategic guidance on community engagement and crisis communications.

In the run up to the show, 3 leading experts who will be speaking at the only [military social media event](#) in the industry, will be taking part in a live Q&A. Using the hashtag #milsocialmedia, those who wish to participate can join the live chat at the following times:

- 1ST September between 13:30-14:30 GMT

Caitriona O' Connor, Global Comms Manager Social Media & Content from Saab

Topic: Social Media in Future of Engagement and where it is going

Twitter handle: @CaitrionaJOC

- 2ND September between 16:00-17:00 GMT

Commander Royal Netherlands Navy, Peet Rood, Section Head Social Media & Productions, Allied Command Operations/Supreme HQ Allied Powers Europe

Topic: Crisis Management, Public Perception + Operational Awareness V Security.

Twitter handle: @Peet_Rood

- 4TH September 13:00-14:00 GMT

Zoe Cairns, Partner, Social Media Trainer and Consultant, ZC Social Media

Topic: Measuring Social Media Engagement

Twitter handle: @zoe_cairns



Follow the conversation on twitter at @SMiGroupDefence | #milsocialmedia

For further details or to view a programme for the show, visit www.military-socialmedia.com

Social Media within the Defence and Military Sector

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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