

# US Army to provide an exclusive update on social media in the US Department of Defense

*SMI's Social Media within the Defence & Military Sector conference will take place on the 19 - 20 November 2015 in London UK*

LONDON, ENGLAND, UNITED KINGDOM, September 11, 2015 /EINPresswire.com/ -- Following on from the success of previous shows, the only military focused social media event in the market returns to London this autumn to gather a global audience of leading militaries and defence institutions shaping the social media landscape.

SMi Group are delighted to welcome Lieutenant Colonel Juanita Chang from the United States Army onto the agenda for the [5th annual congress](#), Social Media within the Defence and Military Sector, set to take place on 19th & 20th November in Central London.

Lt Col Chang previously served as the personal media and

public affairs adviser to the Under Secretary of the Army. Her presentation entitled: Taking a Strategic Approach to Social Media, will offer a compelling update on US Army and DoD social media activity, as well as provide delegates with best practice on social media tools.

Other recent additions to the agenda include: A special keynote from the Israel Defense Forces on communicating conflict; a case study driven presentation from HootSuite Marketing Director - EMEA, Merinda Peppard and an address from EchoSec on gathering critical intelligence and monitoring incidents in real-time to deliver actionable knowledge to intelligence professionals.

Featured speakers include:

- Mick Latter, Digital Recruiting and Digital Content Manager, 77 Brigade British Army
- Israeli Defense Official, IDF Spokesman, Israel Defense Forces (IDF)
- Merinda Peppard, Marketing Director, EMEA, HootSuite
- Lieutenant Colonel Juanita Chang, Masters Student, National War College, United States Army
- Karl Swannie, CEO, EchoSec
- Rebekah Selman, Interim Head of Marketing, RAF
- Caitriona O'Connor, Global Communications Manager Social Media & Content, Saab
- Nathan Tyler, Head of Digital, British Forces Broadcasting Service
- Cathy Milhoan, Director, DoD Production, Defence Media Activity
- Director General Janice Keenan, Marketing & E-Communication, Department of National Defence
- Hans Damen, Brigadier General, Royal Netherlands Army
- Giovanni Galoforo, Strategic Communication Instructor, Italian Navy Staff College
- Fredrik Johnsen, Communications Advisor, Norwegian National Security Authority



Social Media within the Defence & Military Sector 2015

- Steven Mehringer, Head of Communication Services, Public Diplomacy Division, NATO HQ
- David Tunney, Head of Social Media, European External Action Service
- Commander Royal Netherlands Navy Peet Rood, Section Head Social Media and Productions, Allied Command Operations/Supreme Headquarters Allied Powers Europe (SHAPE)

A full speaker line-up and conference agenda is available to download at the [website](#)

Social Media within the Defence & Military Sector

19 - 20 November 2015

Holiday Inn Kensington Forum, London UK

Follow the conversation on Twitter at #milsocialmedia

[Official Website](#)

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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>

Teri Arri

SMi Group Ltd

+44 (0)20 7827 6162

email us here

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