

Tweeting from the Trenches: 20 Industry Insights from Hootsuite, 77th Brigade, Israel Defence Forces, Saab and US Army

Senior Military and digital marketing professionals get ready for SMI's 5th annual congress on Social Media within the Defence and Military Sector

LONDON, ENGLAND, UNITED KINGDOM, September 24, 2015 /EINPresswire.com/ -- Some of the most senior international military leaders and digital gurus will gather this November in London to discuss the latest developments in social media within the defence sector, when SMI's [5th annual show](#) returns to London this autumn.

This year's event will provide a comprehensive overview of current issues and ongoing considerations with social media in the defence and military sector to both new and seasoned stakeholders. The two day agenda features over 20 thought provoking presentations from leading military institutions and key industry specialists such as the newly formed 77th Brigade, US Army, Hootsuite, Israel Defense Forces, Saab,

NATO SHAPE and US DoD; spotlight sessions on intelligence and ethics; progressive insight into effective engagement; best practice on social media in operations; guidance on how social media tools can help brand awareness; and an outlook on future trends.



Social Media within the Defence & Military Sector 2015

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Very interesting array of speakers, love how international the audience are as well

CTP Inc, 2014 Attendee

In addition to the conference, the social media military show will include two pre-conference interactive workshops taking place on 18th November.

The first workshop hosted by the British Forces Broadcasting Service and former Sky News editor Tim Marshall, will focus on the creation of sharable content and discuss the power of image, as well as ask questions such as: Can “comment” and analysis add value to a brand? What is “click baiting”? How

can social media be used to exploit new markets and spread a positive message? How has Islamic State been able to harness the power of social media?

The second workshop entitled: Building and Managing Social Media Communities, will be hosted by PR and marketing expert, Andrew Morton. With over 20 years of service as an army officer, Andrew will discuss how to build a strategic plan; grow an audience and successfully monitor, moderate and manage communities; and explore multiple social media platforms including mobile specific.

A detailed programme is available to download at www.military-socialmedia.com

The one of a kind conference is currently the only social media event in the market which is specifically tailored to an audience of military and defence professionals. A snapshot of confirmed attendees include:

Airbus, British Army, British Forces Broadcasting Service, College of Policing, Cranfield University, Danish Defence, Defense Media Activity, DND - Public Affairs, Echosec, Elbit Systems, European External Action Service, French Joint Defence Staff, HootSuite, Israel Defense Forces, Italian Navy, NATO Headquarters, NATO SHAPE, Norwegian National Security Authority, QinetiQ, Royal Netherlands Army, Saab, SELEX, SHRM, United Nations, US Army, ZC Social Media

For those who are interested in attending, there is currently a £100 earlybird saving available online which expires on 30th September.

Social Media within the Defence and Military Sector

19th & 20th November 2015

Holiday Inn Kensington Forum, London UK

www.military-socialmedia.com

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Follow the conversation on Twitter at @SMiGroupDefence #milsocialmedia

Speaker interviews are also available to read in the event [download section](#).

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About SMi Group:

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