

A new dawn of social media in defence: #milsocialmedia returns to London in December

SMI's sell-out #milsocialmedia series returns this December to explore social media as the vital tool for 21st Century communications in the defence sector

LONDON, UNITED KINGDOM, June 28, 2017 /EINPresswire.com/ -- Registration is now live for [SMi's 7th conference on Social Media within the Defence and Military Sector](#) which takes place on 6th and 7th of December 2017 at the Copthorne Tara Hotel in London.

The event will explore the top tips and trends surrounding the reality of social media becoming increasingly integrated into defence operations. It will also provide a platform to network with experts from leading military forces from Austria, Canada, Germany, Ireland, Israel, Netherlands, Norway, United Kingdom and the USA, as well as key decision makers from solution providers at the cutting edge of innovation.

The event will showcase fresh case studies exploring the power of social media during military campaigns such as Bundeswehr's Die Rekruten on YouTube; the Irish Defence Force's immersive video and virtual reality recruitment campaign; and how Project Cirrus showcased Fujitsu's Global Connectivity platform, which has transformed the way the Ministry of Defence collaborates with industry partners.

Key speakers include:

- Brigadier-General J.T.M. Hans Damen, Director of Support, Royal Netherlands Land Army
- Colonel Alexander Philipp Lintenhofer, Online Team, Republic of Austria Federal Ministry of Defence and Sports
- Lieutenant Colonel (Ret'd) Peter Lerner, Former Spokesman for Foreign Media, Israel Defence Force
- Lieutenant Colonel (Ret'd) Andrew Morton, Director of Social Engagement, SHRM
- Commandant Pat O'Connor, Deputy Director, Defence Forces Public Relations Branch, Irish Defence Force
- Brad Kimberly, Director of DoD Social Media, Defense Media Activity
- Helen Craven, Head of Digital Strategy, UK Ministry of Defence
- Robin Riley, Digital Transformation Lead, Information Systems and Services, UK Ministry of Defence



The poster features a dark background with binary code (0s and 1s) scattered throughout. At the top right, the SMI logo is displayed with the tagline 'LINKING BUSINESS WITH INFORMATION'. The main title 'SOCIAL MEDIA' is written in large, bold, white capital letters. Below it, the subtitle 'WITHIN THE DEFENCE AND MILITARY SECTOR' is in smaller, white capital letters. A central graphic shows a circular inset of a laptop screen displaying a globe, with a hand typing on the keyboard. To the left of this graphic, the dates '6-7 DEC 2017' and 'LONDON, UK' are written in large, bold, white capital letters. At the bottom, the text 'Join the conversation #milsocialmedia' is in white, followed by the website 'WWW.MILITARYSOCIALMEDIA.COM' in large, bold, white capital letters. Below the website, the registration information 'Register now at www.militarysocialmedia.com/EIN' is written in a smaller white font.

- Lydia Santis, PR and External Communications UK & ROW, Cobham
- Jetmira Tershani, Communications Manager, Saab
- Colin Jacobs, Managing Director, Immediate Future
- Maxine Ashbrook, Head of Marketing, Defence and National Security, Fujitsu
- Dr Stuart Thomson, Head of Public Affairs, Government and Infrastructure, Bircham Dyson Bell

Further information, including a full line-up and conference agenda, is available at www.militarysocialmedia.com/EIN.

For more updates on the conference, follow SMi Group on @smigroupdefence and join the conversation using [#milsocialmedia](https://twitter.com/milsocialmedia) on Twitter.

For media queries please contact Honey de Gracia at hdegracia@smi-online.co.uk.

Social Media Within the Defence and Military Sector 2017

6-7 December 2017

Copthorne Tara Hotel, London, UK

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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