

# NATO to discuss exploitation of social media – a counter-terrorism perspective

LONDON, UNITED KINGDOM, October 23, 2017 /EINPresswire.com/ -- SMI Group has confirmed that Lieutenant Colonel Alexander Brand, Branch Head Concept & Policy, NATO Centre of Excellence Defence against Terrorism (COE-DAT) will be speaking at the [7th annual Social Media Within the Defence & Military Sector](#) conference in London.

Lietuenant Colonel Brand will present a session with a focus on Exploitation of Social Media - a Counter-Terrorism Perspective. The session will cover

- Background on the NATO COE-DAT/Social Media project
- Counter-terrorism analysis by the military - a black swan scenario?
- Intelligence & Social Media - an unbridgeable opposition?
- Counter-terrorism measures and Social Media - a possible outlook

The presentation comes at a relevant time, as social media giants such as Facebook, YouTube, Twitter, etc, join to fight against terrorism content following Europe's and USA's call to action for tech firms to establish and industry forum and develop new technology to improve detection and removal of extremist content.

[Social Media within the Defence & Military 2017](#) will explore top tips and trends surrounding the reality of social media integration into defence operations led by experts from military forces from Austria, Canada, Germany, Netherlands, Norway, United Kingdom and the USA, as well as key decision makers from solution providers at the cutting edge of innovation such as Immediate Future, Fujitsu and Saab.

[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 Fujitsu's Global Connectivity platform, which has transformed the way the Ministry of Defence collaborates with industry partners.

The full conference agenda and registration details are available on [www.militarysocialmedia.com/ein](http://www.militarysocialmedia.com/ein).

For those interested in attending, there is currently an Early Bird discount of £100.



Social Media Within the Defence and Military Sector 2017  
6-7 December 2017  
Copthorne Tara Hotel, London, UK

--ENDS--

For more updates on the conference, follow SMi Group on @smigroupdefence and join the conversation using #milsocialmedia on Twitter.

For media queries please contact Honey de Gracia at [hdegracia@smi-online.co.uk](mailto:hdegracia@smi-online.co.uk). For delegate registration queries please contact James Hitchen at [jhitchen@smi-online.co.uk](mailto:jhitchen@smi-online.co.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>

Honey de Gracia  
SMi Group Ltd  
+44 (0)20 7827 6102  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.