

Updated Social Media in the Defence and Military Sector Conference Brochure Now Available #milsocialmedia

The updated event brochure for Social Media in the Defence and Military Sector taking place this November is now available to download from the event website.

LONDON, LONDON, UNITED KINGDOM, July 26, 2018 /EINPresswire.com/ -- SMi Group Reports: The full agenda for the 8th Annual Social Media in the Defence and Military Sector Conference, which is taking place on the 28th and 29th November 2018 in London, UK, is now available for you to download from the event website.

Did you know it has been recognised that the risks and benefits of social media use in the armed forces need to be identified by senior staff and policymakers, to develop effective guidance and secure best practice?

Furthermore, Richard Cole, Director at I3 Gen, who will be chairing the conference, recently explained on social media via a Twitter post on July 3 that we should treat social media like a weapon. He emphasized the importance of learning how to use it safely and provide training, as well as the importance of trusting people to use it responsibly, he also detailed how to take action against improper use.

Source:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/34247/social_media_info_card.pdf

At this year's Social Media in the Defence & Military Sector (#milsocialmedia), taking place on 28th and 29th November 2018 in London, participants will be exploring digital military campaign effectiveness and awareness through social media.

This is a key event for colleagues within the defence, military sector who work in social media, marketing, public relations (internal and external) and public affairs.

SMi Group have been busy working on growing the 2-day agenda and adding a second pre-conference workshop. The complete event brochure is now available for download. The following are the speakers and workshop which have been added since June, more details can be found within the brochure.

- CHAIR: Richard Cole, Director, I3 Gen
- Commissioner Dirk Feldhaus, Director of Communications - German Military, German Army
- Captain Molloy, Press Officer, Irish Defence Forces
- Pre-conference workshop added on 27th November 2018 at 9am to 1pm on The Use of Social



REGISTER BY 28TH SEPTEMBER AND SAVE £200 • REGISTER BY 31ST OCTOBER AND SAVE £100

SMi Group Proudly Presents the 8th Annual...

Social Media in the Defence & Military Sector

Exploring digital military campaign effectiveness and awareness through social media

HOLIDAY INN KENSINGTON FORUM, LONDON, UK
#milsocialmedia

WORKSHOPS: 27TH
CONFERENCE: 28TH-29TH
NOV 2018

Plus **TWO** Pre-conference Workshops

NEW CONFERENCE CHAIRMAN:
Richard Cole, Director, I3 Gen

SUPPLY MILITARY AND INDUSTRY SPEAKERS INCLUDE:
 Brigadier General Hans Dörmann, Leader Taskforce Logistics, Dutch Ministry of Defence
 Colonel Joseph Tan, Director, Nexus, Ministry of Defence, Singapore
 Colonel Julio Garcia Lodeiro, Chief of Army Public Affairs Office, Office of the Chief of Staff of the Spanish Army
 Jordanian Leader Tim Salaw, Head of Digital Communications, Royal Air Force
 Mr. Anthony O'Bryen, Deputy Army Digital Media Division, US Army
 Mr. Steven Markinger, Head of Communications Services, NATO Headquarters
 Helen Davies, Head of Media: Digital, News and creative content, Royal Navy
 Alex Schillman, Head of Digital, Royal Navy
 Mr. Nicolas Clark, UK Communications Manager, Canada A3
 Ms Lucy Ellis, Communications Advisor, Canadian Department of National Defence
 Mr. Tilly Miller, Director for Digital Media and Strategy, Office of the Secretary of Defence, US DOD
 Nathan Harding, Social Media Coordinator, U.S. Africa Command
 Dirk Feldhaus, Director of Communications, German Armed Forces

PLUS TWO PRE-CONFERENCE WORKSHOPS | 27TH NOVEMBER 2018 | HOLIDAY INN KENSINGTON FORUM, LONDON, UK

A: The Use of Social Media for Military Recruitment
Hosted by: Captain Molloy, Irish Defence Forces
9.00am - 12.30pm

B: The Goal of Behavioural Change: Best Practice Thoughts for Defence Campaigns
Hosted by: Joanne Timmermans, Director, Kinetic Thinking
1.30pm - 5.00pm

www.militarysocialmedia.com
Register online or fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711
SPECIAL RATES AVAILABLE FOR MILITARY AND GOVERNMENT REPRESENTATIVES

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#milsocialmedia

Military & Defence Social Media BR

Media for Military Recruitment

The updated events brochure is now available to download on the event website, where you can also register online: www.militarysocialmedia.com/PR2. Bookings made by 28th September will be eligible for a £200 early bird discount.

Follow us @SMigroupdefence
Tag us #milsocialmedia

Interested in sponsoring, exhibiting or speaking at this event?
Contact Sadia Malick, Director, on +44 (0)20 7827 6748 or email smalick@smi-online.co.uk

For media enquiries, contact Simi Sapal on +44 (0) 20 7827 6000 or ssapal@smi-online.co.uk

Social Media in the Defence and Military Sector
28th – 29th November 2018
Holiday Inn Kensington Forum, 97 Cromwell Road, London, UK
www.militarysocialmedia.com/PR2

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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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