

# Women in Defence UK & The British Army announced to present at Social Media in the Defence and Military Sector 2019

*SMi reports: Women in Defence UK & British Army announced to present at the 9th annual conference, taking place in London on 20th and 21st November 2019*

LONDON, LONDON BRIDGE, UNITED KINGDOM, October 22, 2019 /EINPresswire.com/ -- As Social Media has become a crucial tool for the Armed Forces in the 21st century, and can be used as a platform to reach out to a global audience, SMi's 9th annual [Social Media in the Defence and Military Sector](#) conference, will take place in London on the 20th and 21st November 2019.

SMi are pleased to announce two brand new speakers have been added to the agenda including: Rachael Clamp, Leadership Team, Women in Defence UK who will present: Women in Defence UK: Strategically Growing and Engaging; and Colonel Christopher MacGregor, Assistant Head, Army Media & Communications, British Army who will present: Fighting with Facts – The British Army.

To download the conference agenda, exclusive speaker interviews, past attendee lists and much more visit: [www.militarysocialmedia.com/einpr8](http://www.militarysocialmedia.com/einpr8)

Those who attend the 2019 conference will network with leading social media guru's from over sixteen nations including: Australia, Austria, Belgium, Brazil, Canada, Germany, Hong Kong, Italy, Norway, Singapore, Spain, Sweden, Switzerland, Tajikistan United Kingdom, USA and more.

The two-day event aims to aid delegates in developing their social media strategies by looking at the ways in which nations and key industry players are using social media, as digital communications becomes essential to the perception of military and defence activities globally.

Highlights include:

- Timely Case Studies on Live Operations- Case studies explore the power of social media during



SMi presents the 9th annual...  
**Social Media**  
**IN THE DEFENCE AND MILITARY SECTOR**  
20th-21st November 2019 | London, UK

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9th Annual Social Media in the Defence and Military Sector

military campaigns such as the Swedish Armed Forces Intelligence operation Stockholm archipelago and Norwegian National Security Authority's Crisis Communications: Mitigating Cyber Incidents

- Exclusive Industry Perspectives- Lamberto Martinello, Communication Campaigns, Leonardo will discuss the impact of social media to support regional campaigns plus many others!
- Effective Audience Engagement- Content creation is important, but how do experts effectively engage their audience? Learn more from the Brazilian Army, the Bundeswehr and i3 Gen on all things AI, Chatbots, You Tube and much more!
- Two [Pre-Conference Workshops](#)- Audience Engagement through Virtual Reality (VR) and Augmented Reality (AR) & Digital Transformation in Government Communications. The first of which will be led expertly by a strategic expert with experience serving in the Irish Armed Forces and now VRAI. SMI's second workshop will be hosted by the former Head of Communications Services, NATO Headquarters

To [register for the conference](#) and/or workshops, secure your place at [www.militarysocialmedia.com/einpr8](http://www.militarysocialmedia.com/einpr8)

Social Media in the Defence and Military Sector  
Conference: 20th – 21st November 2019  
Workshops: 19th November 2019  
London, UK

If you would like to showcase your solutions to key decision makers within the industry, contact Sadia Malick on +44 (0) 207 827 6748 or [smalick@smi-online.co.uk](mailto:smalick@smi-online.co.uk)

For delegate and group booking enquiries, contact James Hitchen on +44 (0) 207 827 6054 or [jhitchen@smi-online.co.uk](mailto:jhitchen@smi-online.co.uk)

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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>

Natasha Boumediene  
SMi Group  
+44 20 7827 6020  
[email us here](#)

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