

# Hear from US DoD and Milrem Robotics at Social Media in the Defence and Military Sector

*SMI reports: US DoD and Milrem Robotics join the speaker line-up for Social Media in the Defence and Military Sector conference*

LONDON, UNITED KINGDOM, June 22, 2020 /EINPresswire.com/ -- As artificial intelligence and digital mimicry becomes more sophisticated, social media platforms have seen a surge of advancements used to create fake, but realistic, audio and video, also known as 'deepfakes'. These deepfakes are often used to spread disinformation to the public and have become a crucial weapon for military and government to combat. 'The Pentagon, through the Defense Advanced Research Projects Agency (DARPA), is working with several of the country's biggest research institutions to get ahead of deepfakes'\* (Source: CNN Business).

The poster has a blue background. At the top, it says 'SMi presents the 10th annual...' in white. Below that, 'SOCIAL MEDIA' is written in large, bold, black letters. Underneath, 'IN THE DEFENCE AND MILITARY SECTOR' is in smaller, bold, black letters. The dates '18th - 19th November 2020 | London, UK' are in white. In the center, there is a 3D illustration of a smartphone with various colorful social media icons (like a camera, mail, music, and shopping cart) floating above it. At the bottom left, the SMi logo is shown with the tagline 'LINKING BUSINESS with INFORMATION'. At the bottom right, the website 'www.militarysocialmedia.com' and social media handles '@SMiGroupDefence' and '#milsocialmedia' are listed. The title 'Social Media in the Defence and Military Sector' is at the very bottom in white.

With that said, SMi Group's [Social Media in the Defence and Military Sector conference](https://www.militarysocialmedia.com), is set to return to London on the [18th and 19th November 2020](https://www.militarysocialmedia.com) for its 10th year running. The event will feature keynote presentations such as US DoD's Chief Public Affairs, Ms Mary Markovinov who will further explore on the issue of deepfake technology.

Over the course of two days, this conference will deliver a thorough overview of the different social media uses for the military. Social media for the military predominantly involves information and recruitment functions. The importance of online platforms to the military is always growing, such as by fulfilling a welfare function for personnel to keep in touch with family and friends and as a strategic communication tool for opinion-forming and psychological

operations. Bringing together a global audience of highly regarded military and industry experts

Interested parties can save £300 using the early bird discount by registering before 30th June at [www.militarysocialmedia.com/einPR2](http://www.militarysocialmedia.com/einPR2)

With that in mind, SMI have announced the newest additions to the speaker line-up for Social Media in the Defence and Military Sector conference.

Ms Mary Markovinovic, Chief Public Affairs, Daniel K. Inouye Asia-Pacific Center for Security Studies (DKI APCSS), US DoD exclusively presenting on 'Deepfakes and the Battle for Truth'

- An introduction to Deepfakes – what are they and how are they made?
- Are they a threat or is it just entertainment?
- Is it possible for governments to use Deepfakes for good?
- How can we stop Deepfakes from undermining governments?

Mr Gert Hankewitz, Export Director, Milrem Robotics exclusively presenting on 'Industry Perspective: Communicating with the Public about Robotics and Autonomous Systems'

- Milrem's overall approach to communicating and marketing its robotics and intelligent functions technology
- Lessons for communicating about robotics whilst remaining mindful of public sensitivities
- What an increasingly unmanned battlefield means for public affairs professionals

Attendees will have the chance to learn from a truly established line-up of speakers from across the world. Key nations include [UK, USA, Germany, France, Singapore, Brazil, Afghanistan and many more.](#)

For the full speaker line-up, the brochure will soon be available to download online at [www.militarysocialmedia.com/einPR2](http://www.militarysocialmedia.com/einPR2)

Social Media in the Defence and Military Sector  
Conference: 18th – 19th November 2020  
Workshop: 17th November 2020  
London, UK  
#MilSocialMedia

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\*'What is a deepfake, explained' (Source: CNN Business)

<https://edition.cnn.com/interactive/2019/01/business/pentagons-race-against-deepfakes/>

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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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