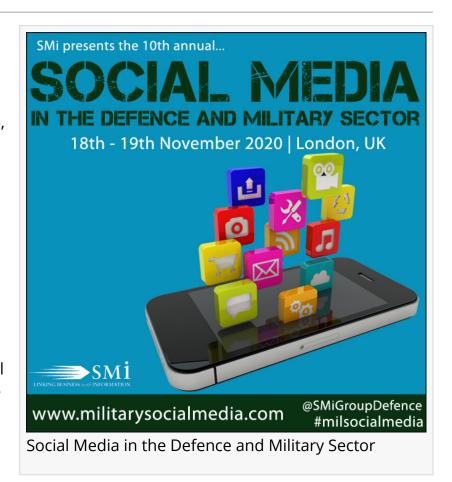


UK MoD and US DoD speakers announced for Social Media in the Defence and Military Sector

SMi reports: New programme details announced for Social Media in the Defence and Military Sector 2020

LONDON, UNITED KINGDOM, August 5, 2020 /EINPresswire.com/ -- The 10th annual <u>Social Media in the Defence</u> and <u>Military Sector Conference</u> will reconvene in London on the 18th – 19th November 2020.

As military and government officials prepare their latest presentations for the upcoming attendees will have the chance to engage with a dynamic audience of industry experts and social media platform specialists and explore crucial topics such as recruitment, audience engagement, crisis response tactics and combating fake news.



For interested parties, a £100 discount will be added to the conference price for registrations made by 30th September. Register at http://www.militarysocialmedia.com/einPR4

Agenda Updates: New UK MoD and US DoD Speakers

This year, Mr Ed Low, Senior Communications Officer, Directorate of Defence Communications, UK MoD, has joined the speaker line-up. Mr Low will be presenting on 'UK MoD's Digital Communication Strategy and the Impact of Covid-19' covering:

- •The MoD's newest communications initiatives and case studies of success
- •Adapting digital messaging in a COVID-19 world: how the MoD is ensuring that it engages in an effective, appropriate, and targeted way
- •How the MOD developed content to build public trust and provide an insight into the work of

defence

• How the MOD reorganised its digital communications teams to be more effective during the COVID19 crisis.

Mr Kuande Hall, Manager, Social Media Training Office, Defense Information School, US DoD will also be presenting exclusively on 'Six Demands for Social Media Success' covering:

- •The Importance of Creating Social Media Strategy
- Identifying Your Target Audience
- Bstablishing Your Brand Identity

The two-day event will comprise of exclusive Host Nation presentations from the UK MoD and dedicated sessions on COVID-19 response and the role of the military in keeping the world virus-free.

For more information, the full agenda is available to download on the website at http://www.militarysocialmedia.com/einPR4

Social Media in the Defence and Military Sector

Conference: 18th - 19th November 2020

Workshop: 17th November 2020

London, UK

Sponsored by: i3 GEN

#MilSocialMedia

For Delegate, sponsorship or exhibition queries, contact Sadia Malick on smalick@smionline.co.uk or call +44 (0)207 827 6748

For media queries please contact Carina Gozo at CGozo@smi-online.co.uk.

--END

Carina Gozo SMi Group +44 20 7827 6016 email us here

This press release can be viewed online at: https://www.einpresswire.com/article/523313593

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.