

# Thales: Social Media is the military's new battle front

*Thales explores human-centric impacts of social media on warfighters at SMi Group's 6th annual Social Media within the Defence & Military Sector in November.*

LONDON, UNITED KINGDOM, October 18, 2016 /EINPresswire.com/ -- Thales, a global technology leader in the Aerospace, Transportation, Space and Defence & Security markets, have recently launched a new Cyber and Consulting organisation which provides customers with consulting services in digital transformation and cyber-security.



SMi presents the 6th annual conference on

# Social Media

WITHIN THE DEFENCE AND MILITARY SECTOR  
14-15 NOV 2016 | London | [#milsocialmedia](#)

[www.military-socialmedia.com](http://www.military-socialmedia.com)

Social Media within the Defence & Military Sector opens next month

Against this backdrop, Alex Tartar, Head of Cyber at Thales UK has joined the expert speaker lineup for SMi Group's 6th annual conference on [Social Media Within the Defence & Military Sector](#) which takes place on 14 & 15 November 2016 in Central London.

Speaking on Day One of the conference, Alex will present "Social Media: The Military's New Battle Front". This presentation will explore the human-centric perspective on the impacts of social media on deployed personnel in the information age. He will also discuss how the new digital environment may be influencing the war-fighter, presenting a new axis on the information battlefield.

Thales joins a global line-up of expert speakers shaping up the military social media landscape including Saab, Facebook, UK MoD, US Army, Bundeswehr, Irish Defence Forces, NATO, United Nations and more. A detailed list of speakers and their topics can be viewed on [www.military-socialmedia.com/EIN](http://www.military-socialmedia.com/EIN).

Social Media within the Defence & Military Sector 2016 will feature case studies on successful use of social media in military exercises and key presentations on operational training, incorporating social media within information warfare systems, maximising media support and community engagement, social media strategy, future trends within the digital media landscape, and military recruitment.

A detailed programme, as well as registration details, can be viewed on the [event website](#). 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 queries please contact James Hitchen at [jhitchen@smi-online.co.uk](mailto:jhitchen@smi-online.co.uk).

Social Media within the Defence and Military Sector 2016

14 & 15 November 2016

Holiday Inn Bloomsbury, London UK

<http://www.military-socialmedia.com/EIN>

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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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