

Attendee List released for SMI's #MilSocialMedia 2017

LONDON, ENGLAND, UNITED KINGDOM, November 15, 2017 /EINPresswire.com/ -- SMI Group has released a preliminary list of attendees for the [7th annual Social Media within the Defence and Military Sector](#) conference, which takes place on 6-7 December 2017 in London.

Opening in three weeks, the event has attracted a network of marketing experts and digital platform gurus operating within the sector. The current attendee list showcases delegations from all over the world including Afghanistan, Austria, Belgium, Canada, Denmark, Germany, Hong Kong, Iraq, Ireland, Israel, Netherlands, Singapore, Sweden, Tajikistan, Turkey, United Kingdom and USA.

The full list is available to view at www.militarysocialmedia.com/ein.

Featuring an agenda of [17 presentations](#), a very topical panel debate and discussion, two exclusive workshops and dedicated networking sessions, SMI's Social Media within the Defence & Military sector is the only event with a focus on how the defence and military sector is weaving social media into commercial and tactical operations.

The show will explore top tips and trends surrounding the reality of social media integration into defence operations led by experts from global military forces as well as key decision makers from solution providers at the cutting edge of innovation.

Simultaneously, the event will also showcase fresh case studies exploring the power of social media during military campaigns such as Bundeswehr's Die Rekruten on YouTube; the Irish Defence Force's immersive video and virtual reality recruitment campaign; and how Fujitsu's Global Connectivity platform, which has transformed the way the Ministry of Defence collaborates with industry partners.

The full conference agenda and registration details are available on the [event website](#).



The poster features a dark background with binary code (0s and 1s) and a glowing globe. The text is prominently displayed in white and orange. At the top right is the SMI logo. The main title 'SOCIAL MEDIA' is in large white letters, followed by 'WITHIN THE DEFENCE AND MILITARY SECTOR' in smaller white letters. Below that, the dates '6-7 DEC 2017' and location 'LONDON, UK' are in large white letters. At the bottom, it says 'Join the conversation #milsocialmedia' and 'WWW.MILITARYSOCIALMEDIA.COM'. A registration link 'Register at www.militarysocialmedia.com/ein' is at the very bottom. A circular inset image shows a person's hands typing on a laptop keyboard.

Cophorne Tara Hotel, London, UK

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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. For delegate registration queries please contact James Hitchen at jhitchen@smi-online.co.uk.

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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