

SMi presents...

Social Media within the Military and Defence Sector

Improve your communication strategies

Monday 17th – Tuesday 18th October 2011, Copthorne Tara Hotel, London

Reasons to attend:

- **MEET** senior military representatives who implement the social media strategies
- **DISCUSS** the key security issues linked with social media in the defence industry
- **ANALYSE** the impact social media platforms have had
- **ASSESS** the benefits of each media platform
- **LEARN** from case study example of the best way to fit social media in your organisation
- **NETWORK** with senior policy makers

Sponsored by

MAGUSTM

Keynote speakers:



Pippa Norris, Head of
Online Engagement,
Directorate of Media and
Communications,
Ministry of Defence, UK



Major Juanita Chang,
Director, Online and
Social Media Division,
US Army

Don't miss presentations from:



Steven Mehringer, Head, Communication Technologies Section,
NATO



Captain Ed Buclatin, Director of Public Affairs, **EUCOM**



Lieutenant Colonel Andrew Morton, Chief of Digital and Social Media,
US Army Reserve



Colin Cook, Marketing Director, **British Army**



Dré Veelenturf, Head Communication Policy and Management
Operations, **Ministry of Defence, The Netherlands**



Radim Petratur, Head of the Internet Department, **Ministry of
Defence & Armed Forces of the Czech Republic**



Adam Proctor, Digital Media Manager, **RAF**

BAE SYSTEMS

Price Floyd, Vice President for External Communications and Digital
Strategy, **BAE Systems, US**

BAE SYSTEMS

Barney O'Kelly, Head of Communications, Digital and Strategic,
BAE Systems, UK



Roy Daiany, YouTube Specialist for the US Public Sector, **Google**

MAGUS

Simon Lande, CEO, **Magus**

PLUS 2 HALF-DAY POST-CONFERENCE WORKSHOPS • Wednesday 19th October 2011

Intelligence and Social Media: Lessons from 2011

8.30 - 12.30 **Justin Crump**, CEO, **Sibylline Limited**

In association with



Learning to Live in a 24/7 New Media Environment: From Strategy to Tactics

13.30 - 17.30 **Charles Holt**, Adjunct Lecturer, **Georgetown University**
Lieutenant Colonel Andrew Morton, Chief of Digital and Social Media,
US Army Reserve

www.military-socialmedia.com

Register online or alternatively fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711



08.30 Registration & Coffee

09.00 **CHAIRMAN'S OPENING REMARKS**
Jeremy Dent, Principal, **Social Media Compass**

SOCIAL MEDIA RECRUITMENT

09.10 **KEYNOTE:**
HOW THE MINISTRY OF DEFENCE USES SOCIAL MEDIA TO COMMUNICATE

- Embedding new practices and making it all work
- Operational and personal security challenges
- What we've learnt so far

Pippa Norris, Head of Online Engagement, Directorate of Media and Communications, **Ministry of Defence, UK**

09.50 **ATTRACTING THE BEST: THE ROLE OF SOCIAL MEDIA WITHIN ARMY RECRUITMENT**

- Army recruit marketing and communications strategy
- Role of social media in attracting talent from the digital generation
- How social media supports a sustainable recruiting operation
- Future developments



Colin Cook, Marketing Director, **British Army**

10.30 Morning Coffee

10.50 **'BE PART OF THE STORY' HOW THE ROYAL AIR FORCE HAS OPENED THE WINDOW ON THE LIGHT BLUE FAMILY**

- Communication Strategy – Overview of the full RAF media campaign and how social media was incorporated and amplified it.
- The RAF Recruitment Marketing approach to social media and results to date.
- Future use of social media and its role in RAF recruitment



Adam Proctor, Digital Media Manager, **RAF**

Paul Taylor, Head of Digital Media, **Central Office of Information (COI)**

Gill Worby, Senior Digital Manager, **Central Office of Information (COI)**

11.30 **INTERACTIVE PANEL DISCUSSION**
HOW THE UK MILITARY HAVE EMBRACED SOCIAL MEDIA

- How the UK forces liaise with each other
- Is social media used across the UK military in the same way?
- The future of social media within the UK military

Moderated by:

Jeremy Dent, Principal, **Social Media Compass**

Panellists:

Adam Proctor, Digital Media Manager, **RAF**

Pippa Norris, Head of Online Engagement, Directorate of Media and Communications, **Ministry of Defence, UK**

Colin Cook, Marketing Director, **British Army**

12.30 Networking Lunch

SECURITY ISSUES

13.40 **FROM THE US DEFENCE DEPARTMENT TO THE PRIVATE SECTOR: THE FUTURE IS NOW**

- How this is being utilized now?
- Is social media needed in the private defence sector?
- How is BAE Systems using social media to engage with its myriad audiences?

Price Floyd, Vice President for External Communications and Digital Strategy, **BAE Systems, US**

BAE SYSTEMS

Barney O'Kelly, Head of Communications, Digital and Strategic, **BAE Systems, UK**

14.20 **FREEDOM WITHIN A WEBSITE GOVERNANCE FRAMEWORK: DEFINING THE RULES FOR SOCIAL MEDIA ENGAGEMENT**

- Do's and Don'ts – defining appropriate online behaviour
- Establishing approvals procedures
- Risks and Legal issues
- Monitoring and Measuring

MAGUS

Simon Lande, CEO, **Magus**

15.00 Afternoon Tea

15.20 **Online Video and Beyond: The Power of the YouTube Platform**

- The YouTube audience: prospective recruits, influencers and policy decision-makers
- Innovation on YouTube: firms leading the conversation
- Ways the US Military uses YouTube to engage and recruit
- Engagement Metrics: Measuring success with social media



Roy Daiany, YouTube Specialist for the US Public Sector, **Google**

COMMUNICATION ADVANCEMENTS

16.00 **DUTCH MINISTRY OF DEFENCE SOCIAL MEDIA CASES**

- From Tweet to questions in Parliament
- Manage social media: an illusion?



Dré Veelenturf, Head Communication Policy and Management Operations, **Ministry of Defence, The Netherlands**

16.40 **POWER OF FEEDBACK, POWER OF RESPONSE**

- The importance of feedback for the organisation
- What's important for your audience
- Importance to show that we care what you think



Radim Petratur, Head of the Internet Department, **Ministry of Defence & Armed Forces of the Czech Republic**

17.20 **ESTONIAN MILITARY PERSPECTIVE ON SOCIAL MEDIA**

- How the Estonian Ministry of Defence has implemented social media
- Monitoring of social media platforms



Peeter Kuimet, Public Affairs Officer, **Ministry of Defence, Estonia***

18.00 **CHAIRMAN'S CLOSING REMARKS AND CLOSE OF DAY ONE**

* Subject to final confirmation

Register online at www.military-socialmedia.com • Alternatively fax your registration to

Sponsored by

MAGUS™

Magus helps global companies maintain the effectiveness, quality and compliance of their enterprise websites. Our solutions are used by many of the world's most successful companies including: Unilever, Shell, Alstom, Cobham, ING, Rolls-Royce, AXA, parliament.uk, KPMG and Thomson Reuters. Magus is recognised as a thought leader in the field of enterprise website governance and compliance, regularly contributing on this issue at conferences around the world. We also work to consolidate industry best practice, and are the lead consultant to the BSI British Standards code of practice: "PAS 124: Defining, implementing and managing website policies and standards". We're known for our leadership in website quality monitoring, our user-friendly applications and our obsessive commitment to customer support. www.magus.co.uk

08.30 Registration & Coffee

09.00 **CHAIRMAN'S OPENING REMARKS**
Jeremy Dent, Principal, **Social Media Compass**

NATIONAL SECURITY

09.10 **KEYNOTE:**
HOW THE US ARMY USE SOCIAL MEDIA TOOLS

- Learning how you, like the US Army, can balance security with transparency
- How the US Army finds the content to populate social media sites
- Learn how many people and how much budget it takes to operate all the US Army's official social media sites

Major Juanita Chang, Director, Online and Social Media Division, **US Army**

09.50 **HOW EUCOM IMPLEMENTED SOCIAL MEDIA WITH NO ALLOCATED BUDGET**

- Why EUCOM embraced social media
- How social media was implemented into the EUCOM's communication strategy
- Progressing social media in the next few years

 **Captain Ed Buclatin**, Director of Public Affairs, **EUCOM**

10.30 Morning Coffee

10.50 **THE DANGER OF LEAKING SENSITIVE INFORMATION**

- The importance of training military personnel on social media platforms
- Understanding the importance of what you can say on Web 2.0 sites

 **Senior Representative**, Department of Emerging Media Integration, **US Navy**

11.30 **INTERACTIVE PANEL DISCUSSIONS**
HOW THE US MILITARY HAVE EMBRACED SOCIAL MEDIA – THE WAY FORWARD

- How the US forces work together on their social media strategy
- How social media was implemented into the Department of Defence
- Where social media could be implemented in the next few years

Captain Ed Buclatin, Director of Public Affairs, **EUCOM**
Lieutenant Colonel Andrew Morton, Chief of Digital and Social Media, **US Army Reserve**
Major Juanita Chang, Director, Online and Social Media Division, **US Army**
Charles Holt, Adjunct Lecturer, **Georgetown University**
Senior Representative, Communications Department, **US Navy**

12.30 Networking Lunch

13.40 **NATO'S NEW DIGITAL DIRECTION**

- NATO social media overview
- Why NATO needs social media
- Social media and sensitive information
- Social media risks versus reward



Steven Mehringer, Head, Communication Technologies Section, **NATO**

SPECIAL ADDRESS

14.20 **JIHADIST USE OF SOCIAL MEDIA AND INTERNET SITES**

- How Al-Qaeda use Web 2.0 sites to generate mercenaries
- Create strong terrorist cults
- Gaining intelligence on NATO armed forces

 **Justin Crump**, CEO, **Sibylline Limited**

15.00 Afternoon Tea

PUBLIC AWARENESS

15.20 **CREATING RESILIENT ON-LINE COMMUNITIES**

The US Army Reserves' creation and management of social media sites that provide real, relevant and responsive content

- How to provide "awareness" by creating a vehicle for participation and user-generated content
- How to promote "activity" and respond in a timely manner by using subject matter experts within your organisation and community of users
- How to promote "advocacy" by getting stakeholders to adopt and republish your content on "user ground"

 **Lieutenant Colonel Andrew Morton**, Chief of Digital and Social Media, **US Army Reserve**

16.00 **LEARNING TO LIVE IN A 24/7 NEW MEDIA ENVIRONMENT**

- What's changed within the communications arena?
- What hasn't changed from the last 10 years in communication?
- How to adapt to the social media world.

 **Charles Holt**, Adjunct Lecturer, **Georgetown University**

16.40 **CHAIRMAN'S CLOSING REMARKS AND CLOSE OF CONFERENCE**

+44 (0) 870 9090 712 or call +44 (0) 870 9090 711 • GROUP DISCOUNTS AVAILABLE

Supported by



Intelligence and Social Media: Lessons from 2011

Wednesday 19th October 2011

8.30 – 12.30

In association with:



The rapid growth of social media offers both an opportunity and a threat to the law enforcement/security community in states, NGOs and corporations. However, the inherent slow pace of bureaucratic systems means that more often than not hostile or extremist elements are better positioned to take advantage of the opportunities offered. This workshop addresses the ways in which this situation may be turned on its head, enabling the security community to transform what is currently a significant challenge into a valuable strategic and tactical asset, whilst respecting all legal and ethical constraints.

Agenda:

- 08.30 Registration & Coffee**
- 09.00 The growth and nature of social media**
- 09.20 New and emerging technologies**
- 09.40 Adversarial use and perception of social media**
- 10.00 Morning Coffee**
- 10.20 Data gathering and source development**
- 10.40 Open source and paid software solutions**
- 11.00 Strategic and tactical intelligence exploitation**
- 11.20 Use in support of strategic aims**
- 11.40 Opportunities for direct support to operations**
- 12.00 Justifying expenditure / defining ROI**
- 12.20 Q & A session**
- 12.30 Close of Workshop**

About your workshop leaders:



Justin Crump, CEO, Sibylline Limited

Justin is an intelligence and security expert with fifteen years' service in the British Armed Forces, including operational experience in the Balkans, Iraq and Afghanistan. Military career highlights include graduating with distinction from the Army's colloquial Arabic course, three years as ADC to Major General the Duke of Westminster and responsibility for the recruitment, organisation and training of 6,500 policemen in Maysan, Iraq on Operation TELIC 3. He continues to serve as a staff officer with a TA reconnaissance regiment.

As a result of his experience he is now a recognised commentator on world affairs, particularly as regards Islamist terrorism and the underlying theology. He has made regular appearances on Al-Jazeera English and has been interviewed by radio and print media worldwide. He is in demand as a speaker at conferences and events, for example speaking annually at the UK National Counter-Terror Expo. He is a mentor for the New Delhi-based think-tank and not-for-profit Security Watch India and is an active supporter of the Cities Security and Resilience Network (CSARN). He is also an expert on the design and delivery of training on security and intelligence topics.

In 2010 Justin left to set up Sibylline Ltd. Based on feedback from former Assynt clients, Sibylline's main effort is supporting the current trend towards improving security leadership and management, with particular focus on the use of intelligence to deliver business value, increase efficiency and improve organisational resilience.

Learning to Live in a 24/7 New Media Environment: From Strategy to Tactics

Wednesday 19th October 2011
13.30 – 17.30

Communication is the tool by which you lead. Proper leadership is trying tactics to strategy to goals so that you build an understanding and unity of effort. The New Media Environment, which includes social media, has changed the complexity of leadership on a global scale. We will talk about the complexities of leadership, the extended battlefield, and how even the smallest things play out on a global scale.

Agenda:

- 13.30 Registration & Coffee**
- 14.00 It's your reputation, own it**
 - Learning the lay of the land and discerning the confused seas
- 15.00 It's your story, tell it**
 - Understanding influence and why it's important
- 16.00 They are your people, lead them**
 - Finding yourself, do something, watch, listen, adjust, repeat
- 17.00 Q & A session**
- 17.30 Close of Workshop**

About your workshop leaders:



Charles Holt, Adjunct Lecturer,
Georgetown University

Jack Holt is a recognized leader in successfully formulating, implementing and managing communication programs for very large organizations including both the Department of Defense and the US Federal Government. He has been called upon to teach at the graduate level, consult with other organizations, and collaborate on how to effectively use the new and emerging media to assist organizations in meeting their business needs and improve customer communications, implement change management and innovative organizational environments. He has over ten years direct experience in communication strategy development, policy analysis and development, organizational design, knowledge management, training and development and as a coach, teacher and mentor on these subjects.

Jack is an adjunct faculty member and lecturer at Georgetown University Technology Management program, former senior strategist of emerging media for the U.S. Dept. of Defense, member of the vGov Steering Committee, the DoDTechipedia Governance Board, the University of Oklahoma Risk and Crisis Management Community Advisory Board, the PRSA Counselors to Higher Education Committee and the 2009 Chair for the PRSA National Capital Region Public Affairs and Government Committee. He has taught sessions on New Media strategies and tactics at the Defense Information School, the Naval Postgraduate School and the NATO School.



Lieutenant Colonel Andrew Morton,
Chief of Digital and Social Media, **US Army Reserve**

He's served as both an Infantry and Public Affairs officer for more than 19-years including assignments in Bosnia, Macedonia, Egypt and Iraq. Andrew took part in the Army's Training with Civilian Industry program and worked with Mullen Advertising followed by an assignment in the Army Reserve Advertising and Marketing office. He heads the Army Reserve's web and social media efforts, hoping not to be the first person ever to break the internet. Andrew lives in Washington, DC with his three young children and his better half, Dr. Melinda Morton, who's perplexed that her husband gets paid to be on Facebook.

The Army Reserve Social Media efforts have fostered connections b/t Soldiers, families, and within communities across the United States. As an organization of over 200,000 Soldiers & twice that number of family members, the Army Reserve cannot rely on traditional means of communications to connect Soldiers & families to resources, information & each other.

SOCIAL MEDIA WITHIN THE MILITARY AND DEFENCE SECTOR

Conference: 17th – 18th October 2011, Copthorne Tara Hotel, London Workshop: Wednesday 19th October 2011

4 WAYS TO REGISTER

www.military-socialmedia.com

FAX your booking form to +44 (0) 870 9090 712

PHONE on +44 (0) 870 9090 711

POST your booking form to: Events Team, SMi Group Ltd, Great Guildford Business Square, 30 Great Guildford Street London, SE1 0HS, UK

Unique Reference Number

Our Reference

LV D-014

DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

Title: Forename:

Surname:

Job Title:

Department/Division:

Company/Organisation:

Email:

Address:

Town/City:

Post/Zip Code: Country:

Direct Tel: Direct Fax:

Mobile:

Switchboard:

Signature: Date:

I agree to be bound by SMi's Terms and Conditions of Booking.

ACCOUNTS DEPT

Title: Forename:

Surname:

Email:

Address (if different from above):

Town/City:

Post/Zip Code: Country:

Direct Tel: Direct Fax:

Terms and Conditions of Booking

Payment: If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of event require payment on booking. Access to the Document Portal will not be given until payment has been received.

Substitutions/Name Changes: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. Two or more delegates may not 'share' a place at an event. Please make separate bookings for each delegate.

Cancellation: If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conferences documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

Alterations: It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

Data Protection: The SMi Group gathers personal data in accordance with the UK Data Protection Act 1998 and we may use this to contact you by telephone, fax, post or email to tell you about other products and services. Unless you tick here ☐ we may also share your data with third parties offering complementary products or services. If you have any queries or want to update any of the data that we hold then please contact our Database Manager databasemanager@smi-online.co.uk or visit our website www.smi-online.co.uk/updates quoting the URN as detailed above your address on the attached letter.

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)
MILITARY, GOVERNMENT & PUBLIC SECTOR RATE

	Fee		TOTAL
☐ Conference & Interactive Workshops (A and B)	£2097.00	+VAT	£2516.40
☐ Conference only	£899.00	+VAT	£1078.80
☐ Interactive Workshops Only	£599.00	+VAT	£718.80

COMMERCIAL ORGANISATIONS

☐ Conference & Interactive Workshops (A and B)	£2597.00	+VAT	£3116.40
☐ Conference only	£1399.00	+VAT	£1678.80
☐ Interactive Workshops Only	£599.00	+VAT	£718.80

PROMOTIONAL LITERATURE DISTRIBUTION

☐ Distribution of your company's promotional literature to all conference attendees	£999.00	+VAT	£1198.80
--	---------	------	----------

GROUP DISCOUNTS AVAILABLE

The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

VENUE Copthorne Tara Hotel, Scarsdale Place, Kensington, London, W8 5SR.

☐ Please contact me to book my hotel

Alternatively call us on +44 (0) 870 9090 711,
email: hotels@smi-online.co.uk or fax +44 (0) 870 9090 712

DOCUMENTATION

(Shipped 10-14 days after the event)

I cannot attend but would like to purchase access to the following Document Portal/paper copy documentation:	Price		Total
☐ Access to the conference documentation on the Document Portal	£499.00	+ VAT	£598.80
☐ The Conference Presentations - paper copy (or only £300 if ordered with the Document Portal)	£499.00	-	£499.00

PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods **quoting reference D-014 and the delegate's name**. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:

- ☐ **UK BACS** Sort Code **300009**, Account **00936418**
- ☐ **Wire Transfer** Lloyds TSB Bank Plc, 39 Threadneedle Street, London, EC2R 8AU
Swift (BIC): **LOYDGB21013**, Account **00936418**
IBAN **GB48 LOYD 3000 0900 9364 18**
- ☐ **Cheque** We can only accept Sterling cheques drawn on a UK bank.
- ☐ **Credit Card** ☐ Visa ☐ MasterCard ☐ American Express

All credit card payments will be subject to standard credit card charges.

Card No:

Valid From Expiry Date

CVV Number 3 digit security on reverse of card, 4 digits for AMEX card

Cardholder's Name:

Signature: Date:

I agree to be bound by SMi's Terms and Conditions of Booking.

Card Billing Address (If different from above):

VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document Portal and Literature Distribution for all UK customers and for those EU customers not supplying a registration number for their own country here:

If you have any further queries please call the Events Team on tel +44 (0) 870 9090 711 or you can email them at events@smi-online.co.uk