

NCI Agency TechWatch Day
Military use of Social Technologies
13 February 2013

Call for Presentations



Hosted by
Director Service Strategy
NATO Communications and Information Agency
The Hague, The Netherlands

Background and Objectives

The NATO Communications and Information (NCI) Agency was established on 1 July 2012 as a result of the merger of the NATO Consultation, Command and Control Agency (NC3A), the NATO ACCS Management Agency (NACMA), the NATO Communication and Information Systems Services Agency (NCSA), the ALTBMD Programme Office and elements of NATO HQ ICTM. The establishment of the Agency is part of a broader NATO reform. The new NCI Agency "connects forces, NATO and Nations" - it is NATO's IT and C4ISR provider, including cyber and missile defence.

For the purpose of this TechWatch Day, we consider Social Technologies all those technologies enabling people to connect and share opinions and information online.

While the focus in the title of the event is Social *Technologies*, the underpinning emphasis for the day is to understand how technologies can support operational needs in form of understanding *human behaviours* and addressing them.

The TechWatch day will on one hand address the social analysis technologies to support intelligence gathering in support of pre-deployment and operations planning activities as well as support on-going operations and, on the other, address how social technologies can support operational units in their command and control functions.

Greater emphasis will be on Social analysis technologies to support intelligence gathering and big-data mining from the largest human data hub ever; the open social media landscape.

The TechWatch Day on Military use of Social Technologies is intended as a forum for the industry and NCI Agency to discuss current and forthcoming technological developments in the area of Social Technologies, and exchange knowledge on industry best practices and specific NATO requirements. Of particular interest is how these developments may pertain to NATO as a military alliance.

Submission Guidelines

Industry is invited to submit an abstract for a presentation and / or a demonstration in any of the topics listed below. The abstracts will be reviewed by the NCI Agency and the 8-12 most relevant proposals will be invited for a presentation at the NCI Agency TechWatch Day. Obviously, the more time and effort spent on providing an abstract that exposes the content of the presentation, the higher the chances are that the proposal will be accepted.

During the event, each invited participant will be assigned a time slot (30 minutes talk + 10 minutes Q&A) for a presentation and/or demonstration. Alternatively, a shorter time slot (15 + 5 min.) can be allocated, if so requested in the submission. Speakers should be prepared to entertain questions from subject matter experts.

All presentations must be unclassified and will be posted on NCI Agency's internal Portal after the event. The NCI Agency TechWatch is intended for educating and inspiring NCI Agency staff about new concepts and technologies, in preparation for their engagement in relevant NATO projects. The primary audience for this particular TechWatch day is NCI Agency scientific and engineering personnel who are or will be working on projects to develop services around social technologies for military users. Hence it is **not intended** to be a pre-sales or marketing event for industry and presentation proposals will be selected accordingly.

Important Dates

Presentation / demo abstract submission deadline: **18 January 2013**

Acceptance notification: **25 January 2013**

NCI Agency TechWatch Day: **13 February 2013**

Topics

The NCI Agency is looking for high quality, technical and diverse industry presentations and/or demonstrations related, but not limited, to the following topics:

- Big-data mining of social media data; crawling the social media landscape;
- Social Media analysis technologies for NATO's STRATCOM purpose; on-going analysis on world-scale around NATO's reputation (and how this can serve NATO's operation specific analysis);
- Social Media analysis technologies; understand the operational environment as a whole;
- Sentiment analysis; understand the operational environment from a hostility perspective;
- Social Technologies for operational real-time geo mapping and reconnaissance work;
- Social Technologies for C-IED mapping and real-time alerts;
- Social Media technologies as a Command and Control asset; democratised technology in a hierarchical military structure;
- Social Media and Social Media landscape; a powerful platform for outreach in support of operations;
- Social technologies as a PSYOPS tool, to 'influence' local populations in operations;
- Examples of best practices for how to use Social Technologies effectively for understanding and addressing human behaviours.

Venue Information

The NCI Agency TechWatch day on Military use of Social Technologies will be held at:

NATO Communications and Information Agency
Oude Waalsdorperweg 61
2597 AK The Hague
The Netherlands

Contact Information

Presentation abstracts/proposals and any queries about the event should be sent to techwatch@ncia.nato.int