

# AN INVITATION TO PARTICIPATE IN THE IT SECURITY ANALYST & CISO FORUM PLUS VENDOR EXPO

18TH AND 19TH APRIL 2016  
MELIA WHITE HOUSE HOTEL REGENT'S PARK, LONDON



THE IT SECURITY  
ANALYST & CISO  
FORUM

- BRIEF IN TWO DAYS THE MOST POWERFUL IT SECURITY ANALYSTS IN THE WORLD
- PLUS PARTICIPATE IN A ROUNDTABLE DEBATE WITH A DOZEN TOP CISOs
- BRING IN SALES LEADS FROM THE CISO DEBATES AND VENDOR EXPO

## DAY ONE

### THE IT SECURITY ANALYST & CISO FORUM WILL ENABLE YOU TO:

- Build, nurture and update key analysts who assess and define your company's future in both a formal and informal environment.
- Provide an extremely cost & time effective way for your CTO or CEO to brief a year's worth of analysts in one day.
- Gather insight into current analyst thinking and assessments.
- Be ahead of your competitors!

## DAY TWO

### THE CISO AND ANALYST ROUNDTABLE DEBATE – PLUS YOUR CHANCE TO QUIZ THE CISOs

- This annual roundtable is looked forward to by a dozen or so CIOs & CISOs as they know it's one of the only truly honest environments where they can vent their opinions and exchange their experiences amongst like-minded colleagues in a private and informal setting.
- What is unique and special is that the analysts and vendors get to put a question to the table in order to stimulate debate, resulting in unique insight and the inside track on what the CISOs are looking for from the vendor community. This event will have your sales guys chomping at the bit to participate!
- Meet, network, debate & influence a dozen of Britain's top CISOs!

For more information contact **Yvonne Eskenzi**  
call **+44 (0)20 71832 832** or email **yvonne@eskenzipr.com**  
Vendor places are strictly limited to 12 places for the Analyst and CISO element of the event

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## DAY TWO AFTERNOON

### 2-6PM CISO FORUM DEBATES & VENDOR EXPO, NETWORKING DRINKS IN EXHIBITION AREA

- After the CISO discussions the EXPO will be opened up to further IT Security Professionals to attend the educational CISO and Analyst presentations on what's hot, what's not and what is the next big risk enterprise organisations will be facing.
- The CISO Forum Debates & Vendor Expo will attract around 50-75 additional security professionals providing you with an increased number of leads from the event helping the cost per lead of this activity. It will be invitation only and registrations will be vetted.
- The Expo will be run from 2.00-6.00pm enabling attendees to network during breaks and at 4.30 pm each vendor will have a theme and serve drinks and refreshments from their booth area.

### PLEASE NOTE:

Each exhibitor will be provided with a table, room for a banner stand or pop up booth, electricity and 2 chairs and a table for drinks. If you would like to theme your area to go with your drinks and food choice we are happy to assist.

**For more information contact Yvonne Eskenzi: call +44 (0)20 71832 832 or email [yvonne@eskenzipr.com](mailto:yvonne@eskenzipr.com)**

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## ▶ IT SECURITY ANALYST FORUM & CISO VENDOR PACKAGE

### PACKAGE ONE

The package entitles you to 2 nights stay in the hotel including:

- 17th April – the evening before in the “Queen’s Head and Artichoke pub”
- 18th April – Up to 10 briefings during the Analyst day
- 18th April – Analyst Informal Dinner
- 19th April – Morning at the CISO roundtable and CISO networking lunch
- 19th April – Afternoon exhibiting at the CISO Debates and Vendor Expo where you will be given all attendees leads
- Cost of the event is £10,500 which includes one delegate, any additional delegates attend the entire event for £850. Two members of your team will be able to staff your booth for free during the afternoon of day two at the CISO Forum Debates & Vendor Expo.

### PACKAGE TWO

EXPO area only – 2-6pm 19th April £2,950

## ▶ SOME OF THE ANALYSTS ATTENDING

Ovum – **Andy Kellett** and **Rik Turner**  
IDC – **Duncan Brown**  
451 Group – **Scott Crawford** and **Dan Raywood**  
Forrester Research – **John Kindervag**  
Bloor Research – **Fran Howarth**  
Kuppinger Cole + Partner – **Martin Kuppinger**  
Quocirca – **Bob Tarzey**  
NSS Labs – **Paula Musich**  
IT Harvest – **Richard Stiennon**  
Securosis – **Mike Rothman**  
Telesperience – **Teresa Cottam**  
Goode International – **Alan Goode**  
ABI Research – **Michela Menting**

## ▶ END-USER COMPANIES PLANNING ON ATTENDING THE CISO AND ANALYST ROUNDTABLE INCLUDE:

Barclays	Foreign Commonwealth Office
Santander	John Lewis
National Grid	NFU Mutual
Travellex	Snow Valley
Network Rail	Betfair
GlaxoSmithKline	Channel four
Virgin Media	Lloyds
BP Plc	Oxfam
HMRC	Unilever
Commerzbank	The Economist
BBC Future Media & Technology	NATS
BT	Publicis



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