



WEBINARS

INSPIRING A SAFE AND SECURE CYBER WORLD

2019 Media Kit - North America



THE (ISC)² WEBINARS

(ISC)² Webinars are a proven method of reaching high-level IT security executives in an intimate setting. Members advance their knowledge on emerging issues and get up-to-date on current trends and hot-button topics. The process of assessing risk and securing the information assets of any organization continues to change and grow in complexity. Members use our webinar to remain current.



(ISC)² Think Tank - 60-minute roundtable webinar where influential security experts present and debate on a range of thought-leadership topics surrounding today's most pressing security challenges and take a deeper look at how they relate to a particular industry or region.

(ISC)² Security Briefings - webinar series is a multi-part "deep dive" on a subject over a pre-determined period. This allows the sponsor to present exclusively on a topic, getting deeper in the subject matter over a longer period of time.

(ISC)² Briefings On Demand - This is a pre-recorded version of the Security Briefings above – NOT live webinars. We will pre-record all the webinars in your series and release them at the same time into our on-demand archive library (similar to Netflix when they drop an entire season of a TV show all at once).

(ISC)² Solutions Summit - Solution providers to present their approach to a certain issue or problem, talking about the technologies that they use and the approach they take to solve the challenge at hand.

(ISC)² e-Symposium - online equivalent of a traditional conference with live expert speakers with whom members can interact from the convenience of their own workplace or home. These half-day events are held on a monthly basis and are a complimentary benefit to (ISC)² members.

WEBINAR AVERAGE REGISTRATIONS/VIEWINGS

Think Tank:

Average Pre-Registration

644

Average Live (Unique)

360

Average 6 month Archive

4,310

Security Briefings:

Average Pre-Registration

798

Average Live (Unique)

370

Average 6 month Archive

2,323

Solutions Summit/e-Symposium:

Average Pre-Registration

747

Average Live (Unique)

368

Average 6 month Archive

4,076



SECURITY ROUNDTABLE WEBINARS

Aimed at (ISC)² members the (ISC)² Think Tank webinars will focus on the various industry and product verticals that exist within information security. Marketed to (ISC)² members as a free member benefit as well as to non-members who may be interested in the topic being presented, these 1-hour educational webinars will bring together a single sponsor along with other industry experts to discuss and debate on a range of thought-leadership topics surrounding today's most pressing security challenges and how they relate to a particular industry or region.

The webinars have enjoyed high attendance rates and long average viewing times, attributed to quality content and the availability of CPE credit.

Marketing for our webinars is done through email messages and promoted through our website, online banners and ads. Additional marketing is done through the BrightTalk Channel.

Webinar duration: 40-60 minutes • Only 3 speakers: the Sponsor's subject matter expert (SME), 2 speakers invited by (ISC)² and the (ISC)² moderator.

As a speaker, you will present live using your phone. The audience registers via the (ISC)² ThinkTank website to "attend" the live event. Experience shows that members enjoy the live and interactive presentations where they can ask the speakers questions and follow along with the discussion. After the live event, the presentations are made available through a permanent archive with on-demand audio webcasts, downloadable podcasts and slides.

Exclusive Sponsorship - US\$17,000

- » Branding (company logo used in all marketing messages)
- » The archived webinar is made available to members and non-members via (ISC)² Think Tank Channel resource repository
- » Qualified leads ("cherry-pick" from registered attendees), 230 guaranteed number of leads
- » Event listing and link on (ISC)² events page.
- » Automatic email sent to all people who pre-registered but did not show up/log in for the live webcast. Email includes the archive link for the webcast so they can listen at their convenience.
- » Add up to 3 attachments/assets to your webinar – PDFs, whitepapers, links, slides, or videos. The audience will be able to see your assets in the "Attachments" tab while viewing your webinar. We track who clicks on the assets and provide you with that information.



CUSTOM WEBINAR SERIES

(ISC)² Security Briefings Webinar Series is an opportunity for sponsors and attendees to “dive deep” into a topic by providing a multi-part webinar series on a subject over a pre-determined period. This allows the sponsor to present exclusively on a topic, getting deeper in the subject matter over a longer period of time. Attendees will appreciate the opportunity to immerse themselves in a topic and hear how a sponsor approaches solving the issue(s) being discussed.

Webinar duration: 40-60 minutes • Only 2 speakers: (ISC)²'s host and the Sponsor's subject matter expert (SME).

The webinar opens with a few words from the host, setting the problem/topic to be discussed, and introducing the sponsor's SME. The SME will present during a 40 - 45 minute time period on the subject that is the focus of the event. At the end of the presentation, the host and SME will have an interview style discussion exploring the information brought up during the presentation and answer questions submitted from the audience.

As the exclusive Sponsor of this webinar, you determine the topic of your webinar series. You will secure guaranteed high caliber pre-qualified leads, enhance branding & awareness, and thought leadership. Your speaker controls the presentation, and your speaker is the only speaker (other than the host), so it truly is an exclusive sponsorship.

Exclusive Sponsorship Package

Mini-Session – 3 Webinars: \$55,000 - 1 webcast per month for 3 consecutive months.
All leads from live webinar and 30 day period.

Full Session – 6 Webinars: \$105,000 - 1 webcast per month for 6 consecutive months.
All leads from live webinar and 30 day period.

Promotion & Marketing

- » New to 2018: 200x150 Banner and URL tp hyperlink banner in dedicated email
- » Targeted e-mail registration invitations and reminders to highly qualified audience of (ISC)² members
- » Sponsor is encouraged to market the webcast to their community. (ISC)² will provide one (1) unique tracking URL.
- » Event listing and link on (ISC)² events page. If Sponsor has a Brighttalk channel, (ISC)² is happy to syndicate the webcast into one (1) of the Sponsor's channel(s).
- » Cross promoted via (ISC)² outlets.
- » Automatic email sent to all people who pre-registered but did not show up/log in for the live webcast. Email includes the archive link for the webcast so they can listen at their convenience.

(continued)

- » Add up to 3 attachments/assets to your webinar – PDFs, whitepapers, links, slides, or videos. The audience will be able to see your assets in the “Attachments” tab while viewing your webinar. We track who clicks on the assets and provide you with that information.
- » Sponsor speaking slot that includes 40 minute presentation
- » Sponsor receives MP4 file of each part after 30 days exclusivity period ends (for each part). Additional leads (over and above your guarantee number leads) can be purchased for \$40/lead.



WEBINARS
BRIEFINGS ON DEMAND

CUSTOM WEBINAR SERIES

This pre-recorded webinar series is a deep exploration into one umbrella topic, area, or problem/solution set. Each webinar in the series focuses on one facet or sub-topic of the umbrella topic. Think of each webinar in the series as part 1, part 2, etc. of the umbrella topic. The webinars in your series should align with each other to tell a compelling story.

This is a pre-recorded series -- not live webinars. We will pre-record all the webinars in your series and release them at the same time into our on-demand archive library (similar to Netflix when they drop an entire season of a TV show all at once).

Your presentations should not be sales or product pitches. These are educational webinars, so please take a thought leadership approach, share practical insights, timely actionable knowledge, best practices, strategies, case studies, etc.

- » Exclusive sponsorship
- » Sponsor selects one umbrella topic that is segmented in a minimum of 3 webinars up to a maximum of 6 webinars. Each webinar in the series will explore a different facet of your umbrella topic.
- » Your presenter controls the presentation and is the only speaker other than the (ISC)² host.
- » Attendees earn CPEs and stay current on cutting edge solutions to help them secure the information assets of their organizations and better manage their security programs in a cost effective manner.
- » Sponsor to receive MP4 file for each part after 3 month exclusive (ISC)² access.

Format

- » Webinar duration: each webinar in your series lasts @ 60 minutes
- » Only 2 speakers: Sponsor’s presenter and (ISC)²’s host
- » The webinar opens with a few words from the (ISC)² host setting the problem/topic to be discussed and introducing the Sponsor’s presenter

- » Your presenter makes a PowerPoint slide presentation.
- » The host and your presenter have an interview style discussion that expands on and further explores the information from your slide presentation.
- » The host does a recap and concludes the webinar.

Sponsorship Benefits

- » Exclusive Sponsorship
- » Sponsor determines the topic
- » Sponsor receives full contact information for ALL of the leads generated by their series for a period of 3 months
- » If the sponsor has a channel on the BrightTalk platform, we can syndicate this series into your channel
- » Presentations & thought leadership
- » Branding & awareness
- » Content Syndication: For each webinar in your series you have the option to provide us with up to 3 links to attachments/assets for attendees to download for additional information on your products/services/solutions.
- » Send us links to whitepapers, slides, videos, or other files.
- » Deeply engaged audience of high caliber information security professionals
- » Solid attendance rates and long average viewing times are attributed to quality content and availability of CPE credit

Promotion & Marketing

- » 24 hours prior to your series being released, we will issue a dedicated eblast to our opt-in North America members promoting your webinar series exclusively
- » Listing and link on our website
- » Social media

Notes

- » (ISC)² will provide an MP4 of each part of the series after the 3 month period has expired.
- » (ISC)² maintains editorial control

Pricing

- » 3 webinars - \$50,000 / All leads for 3 months
- » 6 webinars - \$84,000 / All leads for 3 months
- » Additional leads can be purchased for \$35/lead.

(ISC)² Deliverables

- » (ISC)² will provide Sponsor with contact information for all the registrations (leads) generated by this series as detailed above for a period of 3 months. All leads are provided in Excel spreadsheets and emailed to the Sponsor.
- » (ISC)² will promote the webinar to its opt-in North America members as described above.
- » (ISC)² will make the series available for on-demand playback via the archive library.
- » (ISC)² provides the webinar host



*Great motivational theme
and great presentation skills.*



*Excellent Webinar. I have a better
understanding Payment Security and
where this technology should be applied.*



*Great presentation!
LOTS of useful information!*



WEBINAR

IT security product and service providers all feel they have the best “solution”, but there is no “one size fits all” answer. The technology and approach of one solution may not fit an organization’s IT infrastructure, but another in that category might. With the plethora of offerings out there, how can IT security practitioners compare and contrast the technologies, approaches and features in particular solution areas? Enter Solutions Summit.

Solutions Summit offers two versions:

1. This is an exclusive sponsorship where a solution provider makes 3 or 4 presentations discussing their technology and approach and how their product offerings compliment each other or work together to solve pressing security problems. Each presentation is followed by audience Q&A. This format is also suitable for live hacks and sharing case studies. Sponsor has the option of bringing in their customers and partners to make presentations and help them tell their story.

Sponsor is provided full contact information as provided by the registrants for ALL leads generated by the live webinar. Leads from archive/on-demand viewings will be available for \$50/lead. We will send you blind archive lead reports once a month for 3 months.

Pricing: \$25,000 for three presentations
\$33,000 for four presentations

2. Standalone Version - In this format, solutions from up to four companies would present their approach and technology for solving an issue. This enables attendees to compare the solutions, ask questions of the suppliers and have access to information in one setting. Each presenter/ sponsor would receive 40 - 45 mins to run a presentation, case study or a demo (not a demo of the product, demonstration of the technology) of their approach. This would be followed by a 10 – 15 minute moderated Q&A between the presenter and the audience. (Note that the webinar cannot be a demo of a product for the audience). This version allows solution providers to showcase their approach and how their technology can work within an IT infrastructure.

Sponsor provided 200 leads and purchase additional for \$50/lead

Pricing: \$25,000 for 3 presentations
\$33,000 for 4 presentations

- » MP4 file: We provide the sponsor with the MP4 file after the 3 month archive lead generation period ends.



Exclusively for members, (ISC)² provides a free half-day webinar where individuals can participate in a live setting learning from industry experts on the latest topics and trends. This half-day webinar is packed with thought leadership from industry experts. The sponsor will develop the overall topic with (ISC)² approval. The subject matter includes key industry issues, resources and download options, and a quiz at the end.

Webinar duration: 3 hours (3 unique 40-50 minute sessions with 10-20 minute Q/A)

- » Speakers present via a phone line and online presenter's console
- » Each session will be moderated by (ISC)²'s moderator who will lead a Q&A with the audience at the end of each presentation
- » Webcast will be made available as an on-demand archive approx. 48 - 72 hours after the live event concludes
- » Webcast will be promoted to (ISC)² members via email campaigns, social media and online banners

Exclusive Sponsorship Package – US\$20,000

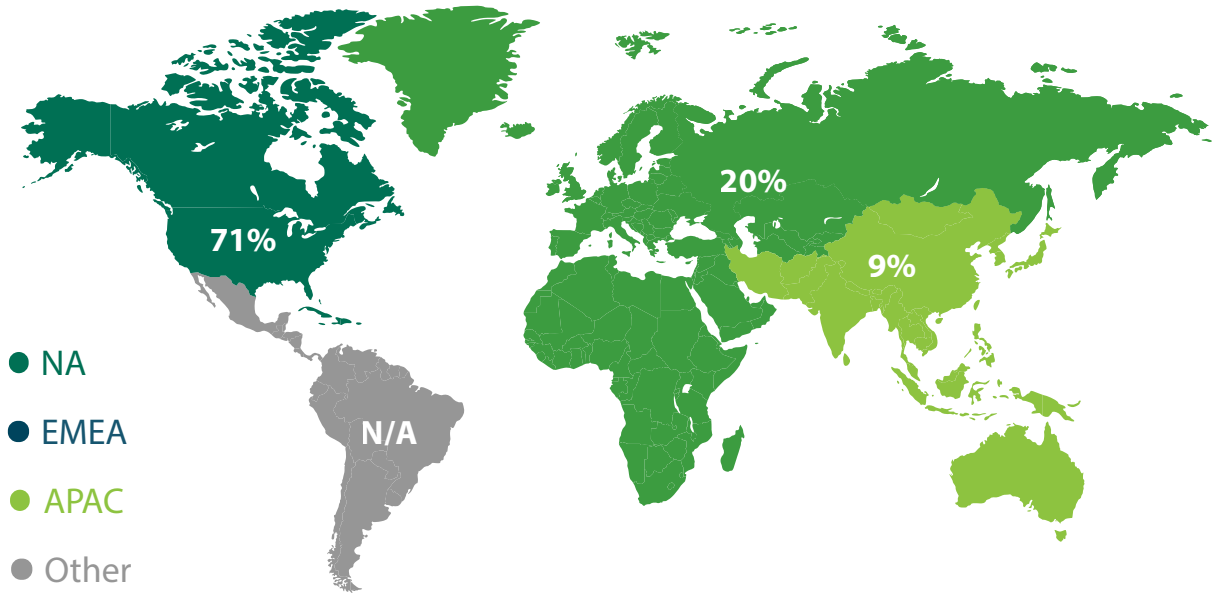
- » Exclusive single sponsor
- » Branding (company logo)
- » 45 minute dedicated speaking slot (must be industry or technology specific and not product/sales focused), including Q&A
- » Presentations will also appear as an archive on the webinar platform
- » Guarantee 430 leads Sponsor receives full contact information (as provided by the registrants) for all of the leads generated by the live webinar.
- » Option of purchasing additional leads at a 50% discount

WEBINAR SCHEDULES

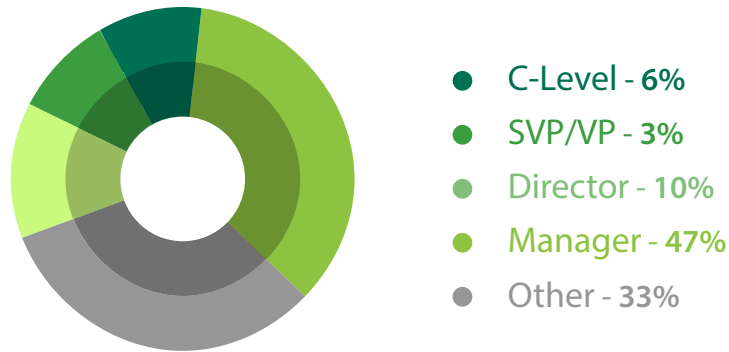
Think Tank	Security Briefings	Solutions Summit/ e-Symposiums	Security Briefings On Demand
Dates			
1/17/2019	1/10/2019	1/24/2019	Q1
2/14/2019	2/7/2019	2/21/2019	Q2
3/14/2019	3/21/2019	Skip for RSA	Q3
4/11/2019	4/4/2019	4/18/2019	Q4
5/9/2019	5/2/2019	5/16/2019	
6/13/2019	6/6/2019	6/20/2019	
7/18/2019	7/11/2019	7/25/2019	
8/15/2019	8/22/2019	Skip for Black Hat	
9/12/2019	9/5/2019	9/19/2019	
10/10/2019	10/3/2019	10/17/2019	
11/14/2019	11/7/2019	11/21/2019	
12/19/2019	12/12/2019		

DEMOGRAPHICS

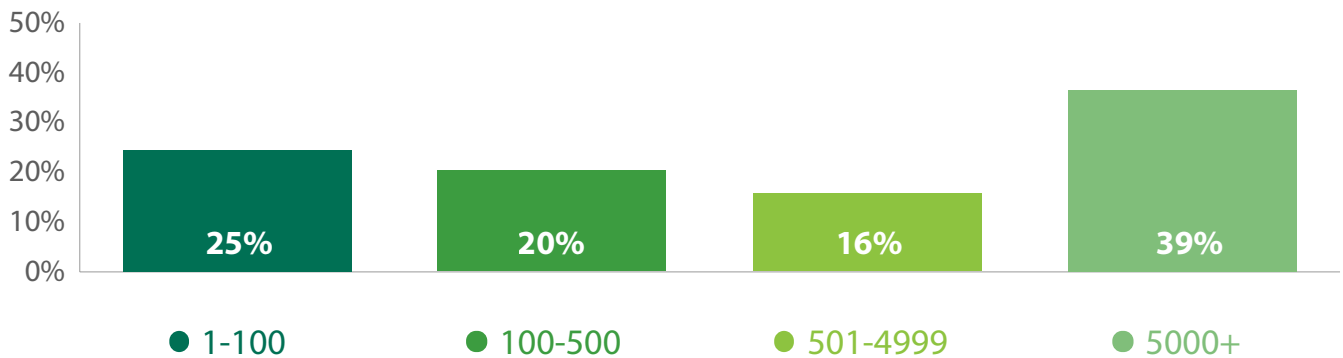
Region



Job Level



Company Size - Number of Employees



* Numbers represent full aggregation of the program.