



WEBINARS

2022 SPONSORSHIP OPPORTUNITES Asia-Pacific



ABOUT (ISC)²

(ISC)² is the leading international nonprofit membership association focused on inspiring a safe and secure cyber world. Best known for its acclaimed Certified Information Systems Security Professional (CISSP®) certification, (ISC)² offers a portfolio of credentials that are part of a holistic, programmatic approach to security. Our membership, more than 160,000 strong, is made up of certified cyber, information, software and infrastructure security professionals who work to advance the industry

ABOUT (ISC)² WEBINARS

As the process of assessing risk and securing the information assets of any organization continues to change and grow in complexity, (ISC)² is committed to offer our members various forums to keep current. By attending our webinars, they advance their knowledge on emerging issues and get up-to-date on current trends and hot topics while earning CPE credits to maintain their security credentials.

WHY SPONSOR

- Partner with (ISC)² on webinar delivery to increase your global brand recognition
- Reach new regional stakeholders through content delivered live and on demand
- Build new, qualified leads that convert to sales
- Present content that aligns with your brand, backed by the strength of (ISC)²

AUDIENCE DEMOGRAPHICS

(ISC)² Member Count in Asia-Pacific

- (ISC)² is a certification and membership association with 160,000+ members worldwide, 23,700 of our members are based throughout the Asia-Pacific region.
- (ISC)² certification holders are mid-senior level information security professionals. Over 80% of (ISC)² members hold the CISSP certification, the Gold Standard global cybersecurity credential

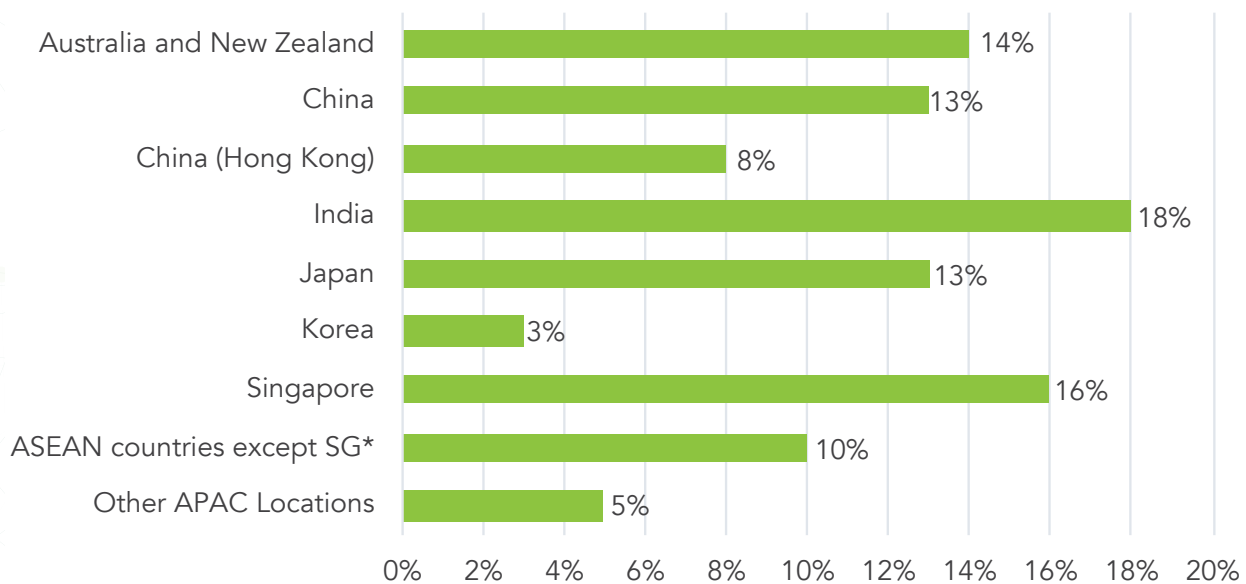
(ISC)² Member Count in Asia-Pacific

Australia & New Zealand:	3,700+	Korea:	2,200+
China:	3,900+	Singapore:	3,000+
China (Hong Kong):	2,000+	ASEAN countries except SG*	1,100+
India:	3,200+	Others:	800+
Japan:	3,500+		

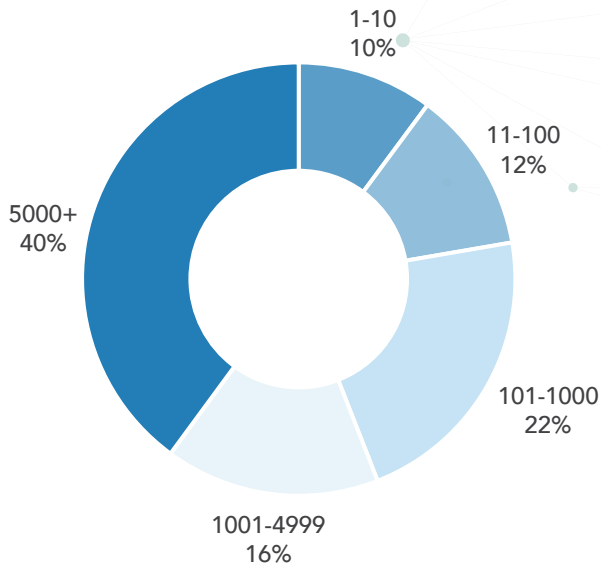
*ASEAN countries except SG are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam.

Webinar Registrant Profile

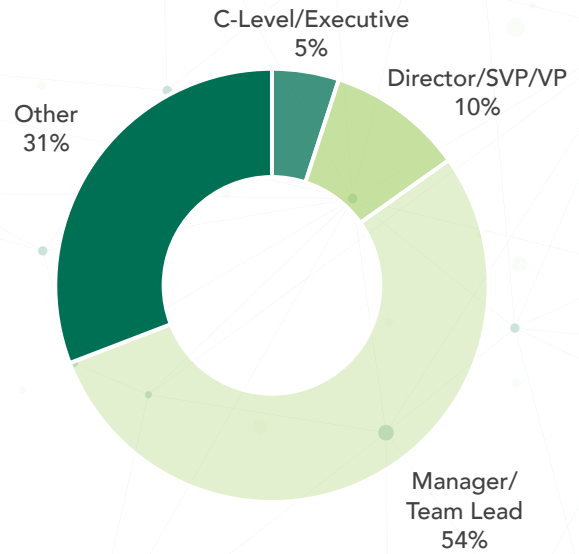
Location



Company Size



Job Level



*The statistics were based on the pre-registrants, live and one-month on-demand viewers of the webinars (conducted in English) hosted during Jan – Oct 2021.

*ASEAN countries except SG are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam

WEBINAR NUMBERS AT A GLANCE:

Subscribers: (ISC)² Security Briefings – Asia-Pacific Channel 47,241

Language	Avg. Pre-Registration	Avg. Live (Unique)	Avg. 1 Month Archive (Unique)	Avg. Opt-in Leads to Sponsor
English	440+ (80% are (ISC) ² Members)	220+	420+	390+
Chinese	210+ (85% are (ISC) ² Members)	110+	220+	130+
Japanese	270+ (83% are (ISC) ² Members)	180+	230+	190+
Korean	90+ (76% are (ISC) ² Members)	60+	120+	90+

SPONSORSHIP OPPORTUNITY

Fees:

English language: **\$14,000**

Chinese, Japanese, Korean language: **\$8,000**

Key highlights:

- **EXCLUSIVE SPONSORSHIP:** Each webinar is an exclusive sponsorship. The audience is yours!
- **SPEAKING OPPORTUNITY:** You select the speaker, giving you the option to select who can best maximize your topic – and your brand!
- **CUSTOMIZED TOPIC:** You determine the topic for your webinar, so it will align perfectly with your solutions and marketing campaigns. (ISC)² will work with you to define messaging for maximum viewer engagement.
- **ENDURING CONTENT:** Your live presentation will be recorded and hosted on-demand to allow for additional viewing, and upon request we can provide you with the raw MP4 file 90-days after the conclusion of your webinar.
- **LANGUAGE OPTIONS:** English (with live captions), Chinese, Japanese and Korean
- **AUTOMATIC CPE SUBMISSION:** (ISC)² members receive CPE credits for each hour of webinars viewed. The points will automatically appear in their (ISC)² accounts which makes it one of the most convenient ways to maintain their (ISC)² certifications



(ISC)² Security Briefings in Asia-Pacific provide a unique marketing experience that will allow vendors active in the cybersecurity space in the Europe, Middle East and Africa to introduce a topic of choice to large audiences of senior information security professionals in the region.

- 60-minute live webinar
- 300 guaranteed live and on-demand leads provided over a 3-month period for English language webinars
- All leads provided for webinars held in Chinese, Japanese and Korean
- Additional leads may be purchased at \$35.00 per lead after lead fulfillment
- Lead contact information provided to the sponsor includes name, company, job title, country, email, phone, industry, company size
- (ISC)² provides an industry expert to serve as your webinar host
- (ISC)² will list your webinar on its website and associated BrightTALK channel
- Each webinar will receive one (1) dedicated email promoting the webinar to our opt-in members in the Asia-Pacific region
- Each webinar will be featured in our monthly member newsletters and promoted through (ISC)² social media channels
- We will syndicate the webinar to your company's own BrightTALK channel (if applicable)
- Opportunity to provide up to three (3) pieces of content to be included as downloadable handouts for attendees
- Sponsor can request up to 3 registration survey questions to understand the business interests and priorities of the audience



Other sponsorship opportunities in 2022:

- **(ISC)² Security Congress:** Our flagship conference attracting thousands of security thought-leaders from around the world. The 2022 edition will be taking place in a hybrid form: virtually and in person in Las Vegas on Oct 10-12.
- **(ISC)² Webinars North America:** Present on a topic of your choice to a senior cybersecurity audience of 500+ live viewers. Broadcast at a time convenient to all North American audiences.
- **(ISC)² Webinars Europe, Middle East and Africa:** Weekly, educational, one-hour virtual seminars with region-specific content.
- **(ISC)² Executive Roundtables** Exclusive invitation-only, in-person roundtable events bring together 20 top executives from around the world to develop strategies that foster collaboration and advance the profession.
 - Singapore – July 15-16, 2022 • Venue: Conrad Centennial Singapore Hotel
 - London, UK – September 16-17, 2022 • Venue: Nobu Hotel London Portman Square
 - Phoenix, AZ, USA – November 11-12, 2022 • Venue: Arizona Biltmore
- **(ISC)² SECURE Summits:** A global calendar of one-day, in-person and virtual events where (ISC)² members gather to stay up-to-date on current topics and network with their peers

In-person Summits

Event Start Date	Event Name	Event Location	Event Venue
April 7, 2022	SECURE - London	London	BMA House
July 14, 2022	SECURE - Singapore	Singapore	Shangri-La Singapore
December 9, 2022	SECURE - Washington, DC	Washington, DC	Renaissance Washington, DC Downtown Hotel

Virtual Summits

Event Start Date	Event Name	Start Time <i>* Subject to change</i>
June 15, 2022	SECURE North America - Virtual	9:00 a.m. CST
November 10, 2022	SECURE Asia-Pacific - Virtual	8:00 a.m. (GMT +8)
December 8, 2022	SECURE UK & Europe - Virtual	8:00 a.m. GMT

For more information on any of the above sponsorship opportunities, please contact **Lisa Pettograsso** at lpettograsso@isc2.org, +1 (571) 348-4780