



WEBINARS

2020 SPONSORSHIP BRIEF - EMEA -

The banner features the ISC² logo and 'WEBINARS SECURITY BRIEFINGS' at the top. The main title is 'Curing Alert Fatigue with Risk Based Alerting, MITRE ATT&CK and Automation'. It includes a play button icon, the date '27 September 2019' and time '13:00-14:00 BST', and the Splunk logo. Three speakers are listed: James Harfen (Director, Splunk), George Patsourakou (Security Strategist, Splunk), and Brandon Dunlap (Moderator, ISC²).

(ISC)² WEBINARS SECURITY BRIEFINGS

Curing Alert Fatigue with Risk Based Alerting, MITRE ATT&CK and Automation

27 September 2019
13:00-14:00 BST

splunk

James Harfen
Director
Splunk

George Patsourakou
Security Strategist
Splunk

Brandon Dunlap
Moderator
ISC²

THE (ISC)² SECURE WEBINARS

(ISC)² Secure Webinars are a weekly series of hour-long online events attracting a senior cybersecurity audience of 200-400 live viewers.

As the process of assessing risk and securing the information assets of any organisation 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.

All our webcasts are hosted in the 48,000+ subscribers strong (ISC)² EMEA Secure Webinar channel on BrightTALK and promoted to a senior cybersecurity audience of (ISC)² members and constituents.

WEBINAR AVERAGE REGISTRATIONS/VIEWINGS

Webinar Stats 2019:

Average Pre-Registration

450 - 600

Average Live (Unique)

300

Average 6 month total
(live + on-demand)

500

Average viewing time
(mins)

49

Sponsorship Opportunities

The (ISC)² Secure Webinars provide a unique marketing experience that will allow vendors active in the cyber security space to introduce their security solutions to large audiences of senior information security professionals.

We can work with you to establish the desired outcome/ROI from your involvement and build a solution best suited to achieve your goals.



(ISC)² Security Briefings are 60-minute webinars featuring sponsor presenter(s) and a moderator provided by (ISC)². They allow the sponsor to present exclusively on a topic of their choice. Attendees will appreciate the opportunity to immerse themselves in the subject matter and hear how a sponsor approaches solving the issue(s) being discussed. These sessions are scheduled either in singles or a sponsor can book a series which allows to get deeper in the subject matter over a longer period of time, significantly increasing viewer interest and leads output as a result.



Exclusive Sponsorship Package

Single session: £10,000 - 1 webcast. Total of 400+ live and on-demand leads.

Series: 3x Webinars: £27,000 - webcasts over 3 consecutive months. Total of 1,200+ live and on-demand leads.

The Rewind: £2,500 (Optional)

The Rewind is a new media product from (ISC)² spinning out of our successful webinar offerings on the Brighttalk platform. Many infosecurity practitioners find that they do not have the time to take in an entire webcast, as much as they would like to. The Rewind details what was covered in a webcast, in a concise, information filled PDF. This original, custom content covers all the important information that was discussed in the webcast, including insights from subject matter experts and actual practitioners who are dealing with real world cyber security issues protecting their organisations.

According to the 2018 IDG Customer Engagement Research Report, tech decision makers engage in a multi-channel approach for content consumption. Adding this to a sponsored webcast, The Rewind can be positioned behind a landing page to further position your organisation as a thought leader or to invite people who may have missed the webcast to view the entire event.

Sponsorship Benefits

- » Sponsor determines the topic but (ISC)² provides input on topic popularity trends and works with the Sponsor to define messaging for maximum viewer engagement
- » Full contact information for all opted-in live and on-demand viewers generated by Sponsor's webinar for a period of 6 months
- » Content syndication: if Sponsor has its own channel on BrightTalk, the webcast can be syndicated into this channel
- » Thought leadership, branding and awareness
- » Opportunity to provide up to 3 links to supporting materials (white papers, demos, solution briefs) for attendees to download as additional assets
- » 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

- » Targeted e-mail registration invitations and reminders to highly qualified audience of (ISC)² members and other contacts
- » Special promotion via bi-monthly newsletters
- » Event listing and link on (ISC)² events calendar
- » Banner advertising on (ISC)² webpage
- » Social media promotion via (ISC)²'s LinkedIn, Twitter and Facebook profiles
- » Sponsor is encouraged to market the webcast to their community. (ISC)² will provide a unique tracking URL.
- » 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.

5 star for being brave and presenting a live demo! Good level of technical depth while still engaging the audience and conveying the information required. Interesting Q&A and discussion re integrity of the backups.

Webinar Delegate 2018, BT

Working with (ISC)² allows us to elevate our security messaging whilst engaging with our core infosec audiences. Working with the team is always a pleasure as they help us to produce only the highest quality webinars. Our longstanding working relationship means that (ISC)² are well versed in our brand and requirements, making each project more seamless than the last.

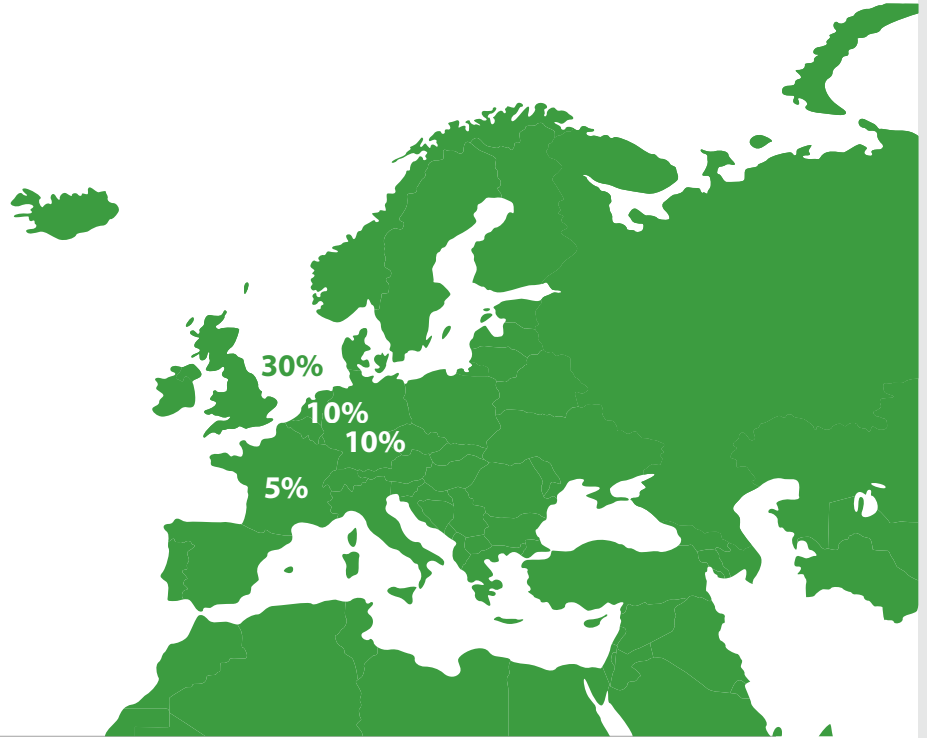
Rachel Pritchard, Digital Marketing Manager EMEA, Splunk.

DEMOGRAPHICS

Region

UK & Ireland: 30%
Netherlands: 10%
Germany: 10%
France: 5%
Rest of EMEA: 10%

North America: 15%
Rest of world: 15%

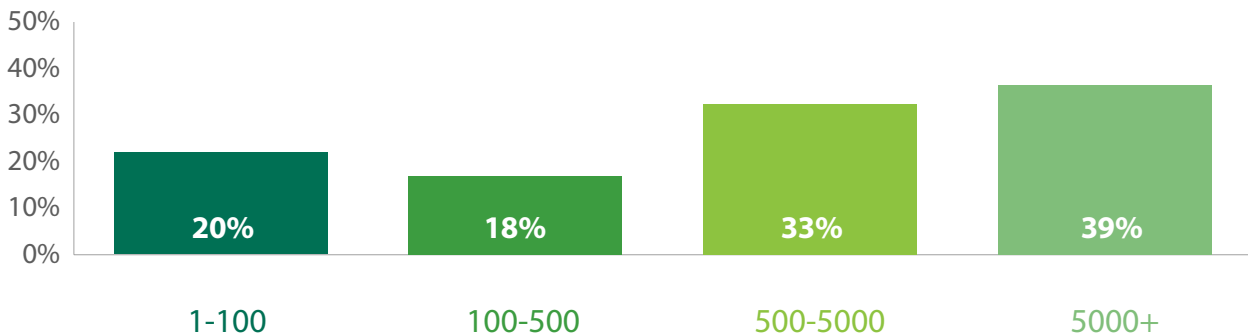


Job Level



C-Level - 8%
Director - 10%
Manager - 47%
Other - 35%

Company Size - Number of Employees



* Numbers represent full aggregation of the program.

(ISC)² webinar viewers are employed by organisations such as...

