



An invitation to participate in THE IT SECURITY ANALYST & CISO FORUM WEDNESDAY 14TH & THURSDAY 15TH JULY 2010



BRIEF IN TWO DAYS THE MOST POWERFUL IT SECURITY ANALYSTS IN THE WORLD, PLUS PARTICIPATE IN A ROUNDTABLE DEBATE WITH A DOZEN TOP CISOs

We will once again host the forum in July 2010 at The Royal Lancaster Hotel in London.

The forum has been designed as a highly selective event for around ten IT security companies to brief the top IT security analysts in the world providing a highly exclusive networking opportunity to help shape the industry. These key analysts will meet with your CEO or CTO for ten one-to-one briefings, each 40 minutes, to hear about your company's roadmap, technology benefits, competitive advantage, market development strategies and overall company philosophy.

Some of the analysts attending:

Graham Titterington
Ovum IT

Steve Coplan
The 451 Group

Phil Hochmuth
Yankee Group

Derek Brink
Aberdeen Group

Dan Blum
Burton Group

John Kindervag
Forrester Research

Andy Kellett
Ovum IT

Ariel Avitan
Frost & Sullivan

Eric Damage
IDC

Nigel Stanley
Bloor Research

Jon Collins
Freeform Dynamics

Martin Kuppinger
Kuppinger Cole + Partner

Bob Tarzey
Quocirca

What the analysts say:

Nigel Stanley - Bloor Research

"An excellent event providing Bloor with lots of useful information to write about."

Ariel Avitan - Frost & Sullivan

"I flew over from Israel and met interesting and impressive companies that wouldn't necessarily be on my radar but are now."

John Kindervag - Forrester Research

"This event gave me a global perspective on the world of information security and to hear from a wide range of vendors. It was a privilege to hear such honest exchange from so many great CISOs."

Graham Titterington - Ovum

"The event is a cost and time efficient method for both vendors and analysts to meet and one I will certainly make time for again."

What the companies say:

Gregg Lampf - Safenet

"This is the third year we have participated and see it as highly valuable to cultivate our relationship with the most influential analysts in the world."

Sean Glynn - Credant

"An invaluable insight into the state of the market from many of the biggest companies in the world, as well as market intelligence into what lies ahead from the analysts. All hugely beneficial information to take back to the States and use."

Martin Blackhurst - Redstone Managed Solutions

"It has given us a good steer in developing our future MSP/SaaS roadmap."

Yuval Ben-Itzhak - Finjan

"We come every year and will be back again. It's hugely valuable, a great use of my time and a very worthwhile investment for Finjan."

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

- Build, nurture and update key relationships with the analysts who assess and define your company's future.
- Provide an extremely cost effective and rare opportunity in both time and investment – meeting a year's worth of key analysts in one day.
- Establish your technology sector in its own entirety rather than be on the periphery of another with mixed reviews.
- Easiest and most effective way to make in-roads with the analyst community.
- Increase your coverage with key analysts writing about your organisation within IT Security research and reports.
- Network, update and communicate your message!
- Gather insight into current analyst thinking and assessments.
- Meet, network and debate with a dozen of Britain's top CISOs!
- Be there rather than your competitors!

PARTICIPATE IN THE SECOND DAY ROUNDTABLE DEBATE WITH END-USERS AND ANALYSTS

Day two is the real icing on the cake and has proved to be everyone's favourite part of the forum, with around a dozen of Europe's most influential CISOs and CIOs openly and candidly sharing their experiences and views on their IT security niggles, challenges, needs and desires. In a totally unique and informal setting, you'll get to meet a range of IT security decision makers and hear what they believe is hot or not and what each of them requires from the IT security vendor community. The roundtable discussion lasts the morning and involves the end-users, analysts and vendors in lively debate, followed by a networking lunch, where you get to meet personally all the end-users. Where else can you meet and network with over a dozen of some of the top IT security influencers in EMEA? All at the IT Security Analyst and CISO Forum – a hugely invaluable and highly exclusive event.

IT SECURITY ANALYST FORUM VENDOR PACKAGE

You will get to brief at least 10 analysts at a cost of £7500 plus VAT.

This package entitles you to two nights in London's prestigious Royal Lancaster Hotel:- the first night is on Tuesday 13th July for informal drinks before the event starts and accommodation is also provided on Wednesday 14th July. This package also includes the networking analyst dinner on the 14th and the second day end-user roundtable debate on Thursday 15th July, which will finish after lunch. Any additional colleagues can attend for £850 plus VAT.

Companies that attended the CISO and Analyst Roundtable in 2009 included:

AstraZeneca
Dresdner Kleinwort
Eli Lilly
BP
Rolls-Royce Plc
Unilever

National Health Service (UK)
General Motors
Gala Coral Group
Sab Miller
BBC Future Media & Technology
HMRC- IMS Live Services

Barclays
Deutsche Bank AG
GlaxoSmithKline
Orange
With the guest speaker at Lunch
Rt HON David Blunkett MP



**Vendor places are strictly limited –
For further information contact Yvonne Eskenzi on
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