

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

30TH APRIL AND 1ST MAY 2012  
LANCASTER LONDON HOTEL, LONDON

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

## 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.
- Meet, network, debate & influence a dozen of Britain's top CISOs!
- Be ahead of your competitors!!

## DAY TWO – THE CISO AND ANALYST ROUNDTABLE DEBATE – PLUS A 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!

## IT SECURITY ANALYST FORUM & CISO VENDOR PACKAGE

The package entitles you to:

1. 29th April - the evening before in the bar
2. 2 nights stay
3. 30th April - Analyst Day
4. Analyst Informal Dinner
5. 1st May - CISO roundtable and CISO networking lunch

Cost of the event is £7500, extra delegates attend for £850 plus vat  
The cost of this event has remained the same for 6 years!

Vendor places are strictly limited to 12 places – for more information contact Yvonne Eskenzi on **+44 (0)20 71832 832** or email **yvonne@eskenzipr.com**



## Some of the analysts attending:

**Ovum** - Graham Titterington  
**The 451 Group** - Wendy Nather  
**IDC** - Phil Hochmuth  
**Aberdeen Group** - Derek Brink  
**Forrester Research** - John Kindervag  
**Frost & Sullivan** - Pablo Barreneche  
**Analysys Mason** - Edward Hamilton  
**Bloor Research** - Nigel Stanley  
**Freeform Dynamics** - Tony Lock  
**Canalys** - Alex Smith  
**Kuppinger Cole + Partner** - Martin Kuppinger  
**Quocirca** - Bob Tarzey  
**Juniper Research** - Nitin Bhas  
**Current Analysis** - Paula Musich  
**EMA** - Scott Crawford

## End-user companies planning on attending the CISO and Analyst Roundtable include:

**Barclays**  
**Santander**  
**National Grid**  
**Travellex**  
**Network Rail**  
**GlaxoSmithKline**  
**Virgin Media**  
**BP Plc**  
**HMRC**  
**Commerzbank**  
**BBC Future Media & Technology**  
**BT**  
**Foreign Commonwealth Office**  
**John Lewis**  
**NFU Mutual**  
**Snow Valley**



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# SO WHAT HAVE PREVIOUS ATTENDEES GOT TO SAY ABOUT THE FORUM?



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**Analysts felt it was most worthwhile especially as most of them have been attending for the past 5 years.**

**Wendy Nather, The 451 Group:**

“The forum was a priceless opportunity for me to hear from many top CISOs at once, in a different geographic theatre from my own. I also enjoyed meeting vendors, some for the first time, in a more intimate environment than at the big conferences.”

**Phil Hochmuth, IDC:**

“This event allows me to condense what would be a month of work into one day, while allowing me to have access to CISO level executives who would otherwise be very hard to contact.”

**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.”

**Some of our vendors have attended every one of the five forums we’ve organised:**

**Russ Dietz, Safenet:**

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

**Michi Kossowsky, HP:**

“I found the event to be very worthwhile. The ability to ask the CISO Forum questions and have 1:1 time with them – not to sell but to pick their brains was priceless.”

**We have an amazing array of top notch CISOs that participate from many of the top 20 biggest companies in Europe – here is what they have to say:**

**CISO, BBC:**

“An excellent opportunity for a meeting of minds, information and entertaining – very worthwhile.”

**CISO, Commonwealth Office:**

“The discussion was interesting and informative. I also found the networking useful and enjoyed the good humoured discussion.”

**CISO, Virgin Media:**

“Providing a Chatham house rule enables people to be very open. No one person has the answer but lots of people have nuggets to help on the journey.”

Don't forget, vendor places are strictly limited.  
Contact Yvonne Eskenzi on **+44 (0)20 71832 832** or  
email **[yvonne@eskenzipr.com](mailto:yvonne@eskenzipr.com)** to book your place now!