

**MOST
INSPIRING
WOMEN IN
CYBER**

AWARDS

Background

In 2020, Eskenzi PR partnered with the IT Security Guru to launch the Most Inspiring Women in Cyber Awards. Our mission is to highlight some of the remarkable women within the industry; women who have made exceptional contributions, and are paving the way for other girls and women considering a career within the field.

Due to the pandemic, the inaugural event was held virtually, but in 2021, with the support of KPMG and Beazley, we managed to pull off a fantastic in-person awards ceremony. Hosted in the heart of Canary Wharf, London, the event saw dozens of remarkable women within the industry come together for fruitful discussion as well as food and drinks! We were also fortunate to have Jenny Radcliffe, a renowned social engineering expert, attend as our keynote speaker.

In 2022, we came back bigger and better, hosting the awards ceremony at the BT Tower - thanks to our sponsors, Beazley, BT, KPMG and KnowBe4.



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Why get involved?

Eskenzi PR has been working at the heart of the cybersecurity community since 1995, with Reed Exhibitions' Infosecurity Europe being the company's first fully retained client. We also host a number of the industry's leading events, including the IT Security Analyst & CISO Forum, Security Serious Unsung Heroes awards, and the European Cyber Security Blogger Awards. So, not only do we have fantastic connections, but we have the experience and know-how to run some killer events. Here's how you can benefit from taking part with the Most Inspiring Women in Cyber events:

- Establish your company as a strong advocate for diversity within the tech/cyber space.
- Meet and network with the industry's top talent.
- Gather valuable insight into how your organisation can foster a more diverse and inclusive work environment.
- Generate positive PR and portray the company as *the* place to work.
- Work with a dedicated, professional and creative team at Eskenzi PR.

How you can get involved

Be a sponsor and help us create an unforgettable experience for the fantastic women in our industry at the awards on the 27th of February.

In the past, the event has included a keynote speech, presentation of the award trophies, a roundtable discussion as well as an informal networking session with food and drinks. However, we are pretty flexible about switching things up at future award ceremonies and welcome any ideas you might have.

We are firm believers that running events like these should be fun and rewarding for those involved. There are no strict rules on how the agenda should look or what activities should be held. We're all ears for new, creative ideas!



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Cost

The cost to co-sponsor the Most Inspiring Women in Cyber Awards is **£7,500 + VAT each**.

Previous sponsors had their logos featured with our media partner, the IT Security Guru, and a guaranteed thought-leadership piece placed with the publication. Company representatives also had a spot on the speaking as well as judging panel, and branding was included on all related publicity (i.e. social media promo, press releases, banners, brochures, certificates, trophies etc.)

As a PR agency at our core, we also have great media connections to get you in front of journalists from Tier 1 security and even national publications.

Case Study: 2021 Most Inspiring Women in Cyber Awards

- 89 individuals registered for the physical event, with 69 in attendance.
- 24 individuals attended via Zoom at its peak.
- 78 total nominations came through, with 58 nominations completed and selected for the shortlist.
- Top 21 women selected as the most inspiring by our esteemed panel of judges.
- Jenny Radcliffe attended as keynote speaker, with 3,202 views via LinkedIn Live and 129 likes (as of 07.12.21).
- £400 raised for NSPCC.
- 5,960 views of MIWIC - IT Security Guru page (as of 8th December 2021)
- 3,490 views on feature articles, averaging 166 views per article. 2,957 were unique views.
- 5,352 views of nominee shortlist articles and Top 21 announcement article (as of 8th December). 4,269 were unique views.
- Almost 42,000 impressions on Twitter solely from posts published on the IT Security Guru page.

Get in touch if you would like to discuss this further:

Yvonne Eskenzi - yvonne@eskenzipr.com

Beth Smith - beth@eskenzipr.com

