Strategic IT-security 2020

Threat intelligence and business continuity

Nordic DIGITAL conference

November 3, 2020

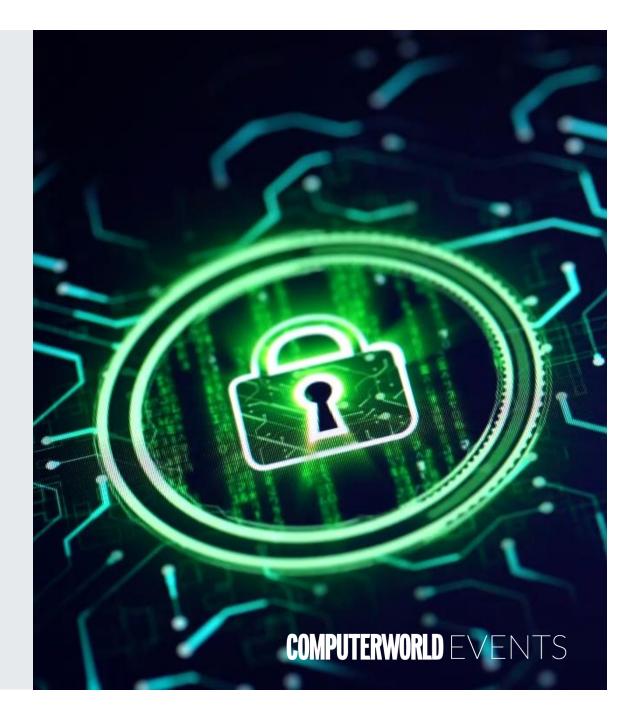itsecurity2020.com

BACKGROUND

Good IT security has become a very strategic discipline. At the strategic IT-security 2020 conference, we are therefore taking the temperature of the IT security landscape right now and we will go in depth with the latest Nordic trends, solutions, and strategies in the area.

In modern organizations, today, operations, earnings and competitiveness are deeply dependent on data and IT. The consequences of crashes and hacker attacks can be profoundly serious and threaten the entire business.

At the same time, there is no room for downtime, day-long restore sessions or lost data. Even small gaps in the service window, will challenge both the customer satisfaction and the budgets.

It is therefore essential that the IT department has the tools to both look ahead and anticipate the threats with threat intelligence as well as have a plan for how to maintain business continuity when an attack occurs.

- But what is the right level for IT security?

- What is important for the business and its continued operation?

- How do you plan your IT security efforts strategically?

- What do you do when the damage is done?

- And how soon can you be back in business?

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COMPUTERWORLD EVENTS

PROGRAM

The program is continuously updated here

Time	Topic
09.00 – 09.05	Welcome by the Computerworld Editor in Chief
09.05 – 09.30	Keynote speaker and Q&A
09.30 – 9.50	**Thycotic**
09.50 – 10.10	**Darktrace**
10.10 – 10.25	Keynote interview moderated by Computerworlds Editor in Chief
10.25 – 10.45	**Ivanti**
10.45 – 11.05	**Partner speech and Q&A**
11.05 – 11.15	BREAK
11.15 – 11.35	Keynote talk with two experts moderated by Computerworlds Editor in Chief
11.35 – 11.55	**Partner speech and Q&A**
11.55 – 12.15	**Partner speech and Q&A**
12.35	Wrap up by the Computerworld Editor in Chief

See here in the video what some of our partners have gained from attending Computerworld's digital conferences.

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BECOME PARTNER

- AND GET DIRECT ACCESS TO NEW CUSTOMER LEADS

With the professional virtual conference set-up at Computerworld you now have the opportunity to address the participants.

At Computerworld we screen all participants to ensure, that all in the audience have a relevant background and are relevant to the topic.

At the conference you will therefor be able to talk about your tools and competences within it security to an interested group of IT professionals. Which problems can you help solve and how can you help the customer evolve with cloud.

YOUR PARTNER PACKAGE:

- 20-minute speech incl. Q&A.

- Lead list with contact details and email permission. GDPR compliant

- Evaluation of your presentation.

- List of participants who want further dialogue.

- Branding on the event page, on sign up page and in invitations

- Branding at the conference - graphics with your logo for intro / outro and name tags.

- Marketing through the Computerworld channels

- Ability to do live polls with participants during your speech

- Participants can ask questions via a chat function

DKK 60.000/
EUR 8.000

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THE PARTICIPANTS

WHAT FORMER PARTICIPANTS SAY ABOUT THE IT-SECURITY CONFERENCE:

91 %

had a **very good or good overall impression** of the conference.

92 %

thought that the conference **had a very high or high professional level.**

90 %

felt that their **expectations were meet to a very high or high degree**

We expect approx. 150-200 participants from the Nordic countries: Denmark, Norway, Sweden and Finland.

The participants are IT decisionmakers from medium, large and enterprise companies:

- CIOs
- CISOs
- IT security manager
- IT managers
- IT-sikkerhedsspecialister
- It-sikkerhedschefer

......and other decisionmakers

"Good diversity among the speeches"

"Good speeches with professional content and going in depth with the material."

"Very interesting and many good points."

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ADDITIONAL OPTIONS & GET THE MOST OF YOUR PARTNERSHIP

ADVERTORIAL

Native banners at computerworld.dk incl. at least 500 readings and performance reporting:
- We write the article for you (based on an interview) **DKK 25,000**
- You supply the article yourselves **DKK 15,000**

LEAD GENERATION
Based on a whitepaper:
- Our journalist will write a whitepaper for you, incl 6-8 pages layout and +20 leads with contact details **DKK 35,000**
- You supply the whitepaper and get +20 leads with contact details **DKK 16,000**

BE ACTIVE:

- Promote your presence/speech on your website

- Promote your presence/speech on SoMe

- Share Computerworlds posts on SoMe

- Promote your presence/speech in your own newsletters

THE PARTICIPANTS LIKES:

- Customer cases

- Benefits and solutions

- Use pictures and short texts on your slides

- Which challenges and pains you can solve

- No sales talk

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MARKETING

- Banners in Computerworld newsletters
- Banners on Computerworld.dk
- E-mail invitations sent to Computerworld Denmark database with 32.000 it - professionals
- Invitations to Nordic participants through Computerworld in Norway, Sweden and Finland
- Posts on Facebook and LinkedIn
- Partner promotion package

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CONTACT

For further information about the NEW Nordic digital conference, please contact us today and be sure to reserve your slot at the conference and get Nordic leads and marketing.

Maibritt Møller Bryding
Sales Director
E-mail: mmo@cw.dk
Tel: +45 27 284 041

Bettina Thomasen
Key Account Manager
E-mail: bth@cw.dk
Tel: +45 27 200 303

Niels Steenberg
Key Account Manager
E-mail: nis@cw.dk
Tel: +45 77 300 213

Jesper Holm
Account Manager
E-mail: jeh@cw.dk
Tel: +45 77 300 271