Lead Generating Webcasts

Webcasts are a proven approach to delivering interactive briefings on emerging trends and industry best practices on a wide range of security topics. However, reaching the right audience for your specialized message, and finding a format that suits your team and content availability, can be challenging.

Our webcast solutions deliver the best in thought leadership, security strategy and technology capabilities, while generating qualified sales leads. Our range of formats provides flexibility based on a marketers’ communication goals and available resources.

- **Engage your target on topics of specific interest**
  Access our audience of over 1.7M security executives, decision-makers and practitioners

- **Build content across the funnel**
  Educate around strategy, product functionality and technical expertise

- **Generate actionable, quality sales leads**
  Build on an educated audience with personalized sales follow-up

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**55K** Event Registrations

**32K** Online Learning Hours Consumed

**430K** Active Audience

**95%** Positive Attendee Rating
Lead Generating Webcasts

CYBERSECURITY HOT TOPICS SERIES (Live and On-Demand)

Monthly Series (12 per year) - (See 2024 editorial calendar below)
Only 1 sponsorship available each month.

Each month CyberRisk Alliance will examine a solution area from a news (attacks and threat vector stories), hacker, or CISO approach to evaluating, and a solutions perspective.

- 50-minute series that blends both presentations and discussion formats into a single agenda
- Aligns your brand to SC Media’s news and cybersecurity landscape analysis
- Moderator-prepared discussion format highlights your organization’s approach to the topic solution area
- 150 leads* (registrations, live attendees, and on-demand views) Lead reports will include a breakdown of registered vs. attended live, vs. attended on-demand
- 6-week promotion lead time required

PANELCAST (Live and On-Demand)

Panel discussion on a topic or subtopic of your choice, or an SC Media news topic to source a variety of opinions and approaches to it.

- 50-minute panel discussion
- Moderator and CISO or cybersecurity expert provided, sponsor may provide one speaker from their organization and one customer speaker
- 120 leads* (registrations, live attendees, and on-demand views) Lead reports will include a breakdown of registered vs. attended live, vs. attended on-demand.
- 6-week promotion lead time required

DRILL DOWN (On-Demand Only)

Illustrate your technical expertise and how your products solve industry challenges with this presentation or demonstration-style webcast format.

- 30-minute presentation or demonstration
- 100 leads (registrations and on-demand views) Lead reports will include a breakdown of registered vs. attended live, vs. attended on-demand
- Leads delivered within a 6 week to 3 month period, and can be delivered as they are collected to ensure follow-up happens while the lead is active/in-market.

2024 Cybersecurity Hot Topics Webcast Series:

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<tr>
<th>Month</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January 10, 2024</td>
<td>Ransomware</td>
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<tr>
<td>February 14, 2024</td>
<td>Third-Party Risk</td>
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<tr>
<td>March 13, 2024</td>
<td>Network Security</td>
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<tr>
<td>April 10, 2024</td>
<td>Zero Trust</td>
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<tr>
<td>May 15, 2024</td>
<td>Artificial Intelligence (AI)</td>
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<td>June 12, 2024</td>
<td>Threat Intelligence</td>
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<td>July 10, 2024</td>
<td>Governance, Risk, and Compliance</td>
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<td>August 14, 2024</td>
<td>Cloud</td>
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<td>September 11, 2024</td>
<td>Identity</td>
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<td>October 9, 2024</td>
<td>Application Security</td>
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<td>November 13, 2024</td>
<td>Endpoint Security</td>
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<tr>
<td>December 11, 2024</td>
<td>Attack Surface Management</td>
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*There is no cap on total leads delivered. The lead number includes no guarantees on live vs. on-demand attendance.

Showcase your solutions and align your brand with high-quality, actionable content

Contact sales@cyberriskalliance.com to learn more today.

CyberRisk Alliance provides business intelligence that helps the cybersecurity ecosystem connect, share knowledge, and make smarter and faster decisions.
Learn more at www.cyberriskalliance.com.