



# InfoProtect 2009

Challenging the Latest Threats in Information Security Management

5 & 6 October - Brussels, Belgium

## What is InfoProtect 2009 Summit?

InfoProtect is a business summit produced, organized and executed by Endeavour Events. Endeavour Events specializes in the production of international business summits for senior executives from European Fortune 500 companies. Endeavour events are custom-made and designed around the specific requirements of the participants.

Endeavour Events offer its clients a unique and dynamic product. The business summit concept allows for a maximum level of interaction through pre-arranged one-to-one business meetings, networking, workshops, presentations and think tanks producing long lasting and sustainable business relationships.

Please visit [www.endeavourevents.com](http://www.endeavourevents.com) for more information on Endeavour and our summits.

## Why InfoProtect 2009 Summit?

Security by nature is constantly evolving. As one threat is seemingly extinguished another emerges to replace it. Many organizations have been subject to large losses as a result of being ill-equipped or unprepared to deal with continuously shifting security threats. In order to prevent this IT Security Systems must be constantly evolving and adapting, thus creating a sizeable demand for a wide array of methods to combat the expanse of IT security threats that the corporate world is confronted with. The InfoProtect 2009 Summit will address current security issues and help to identify new and significant threats to corporate IT systems and ways in which to prevent, mitigate and manage them.

The InfoProtect 2009 Summit will bring together the top decision makers from European Fortune 500 in a unique platform that will foster the exchange of ideas and create an environment for the delegates to source new technologies and solutions from the world's leading IT solution providers.

## Previous InfoProtect Summits

- Over 100 attendees
- Over 60 CIO, CISO's and IT Directors from European Fortune 1000
- 20 Solution Partner companies
- Over 140 one-to-one meetings conducted in 2 days
- Keynote Presentations from industry guru's Kevin Mitnick, Michael Colao and many more



"This was an excellent event, well organised and well managed by Endeavour Events. They under-promised and over-delivered . My expectations were exceeded in all respects. Ascertia had no hesitation in recommending Endeavour Events and the InfoProtect Business Summit. "

Ascertia Limited  
Solution Partner

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## Reasons for Attending InfoProtect 2009

**Personal invitations** – All delegates are personally invited to our business summits by a dedicated in-house team ensuring uniformity and seniority of the attendees.

**Tailor-made programme** – All speakers and delegates are interviewed identifying the hot topical issues, concerns or personal interest for the programme. We also ensure that the delegates are "in the buying mode" so all attendees are:

- Decision-makers (signatories)
- Budget holders
- Actively looking to purchase and implement IT Security solutions (hardware/software) within the next 6-12 months.

**One-on-one meetings** – The unique business summit model allows the top management / sales / business development executives from the solution provider companies conduct pre-arranged, face-to-face business meetings with the decision-makers who have shown interest in their products, solutions and services.

**Presentations** – The event programme consists of various presentations from industry gurus. Solution providers are also invited to have input into the event programme by addressing the delegate audience directly; organising client-case study presentations and/or facilitating workshops for a select group of prospects.

**Networking** – Participants will find themselves "rubbing shoulders" with 60-80 CIO's, CISO's, Directors/Heads of IT from across the globe with business interests in Europe. The summit format allows for formal meetings, presentations, workshops and think tanks. It also allows for more informal discussions during coffee breaks, luncheons and free time, as well as the opportunity for a solution provider to host their most important existing clients and prospects during a hospitality function like a cocktail reception.

**Hospitality** – All our business summits take place in the most luxurious locations in Europe. This allows not just for a very productive business environment, but also for an opportunity to relax and enjoy the 5-star surroundings and all the leisure facilities of the venue.

## How are the delegates invited / selected?

The delegate audience is the decisive "factor" in the success of our business summits. Our Production Managers identify the business institutions and decision-makers from these companies that are the key players in their industry and are most likely to purchase and implement new IT security services and solutions in the next 6-12 months. The delegates are therefore very carefully screened in order to make sure only decision-makers with serious projects in mind are offered an opportunity to attend our business summit and conduct meetings with the solution providers.

Many of the solution provider companies we invite to our business summits have been recommended by the potential buyers themselves. This is why we are confident in our solution partners' ROI at our business summits and that our delegates are satisfied that their questions will be answered and appropriate solutions offered!



## The Venue

All Endeavour business summits take place in some of the most luxurious 5-star hotels and resorts in Europe. Cherished for its casual sophistication and quirky blend of architecture, trendy cafes and famed historic sites, Brussels is one of the most unusual cities in Europe.

## The Dates

The InfoProtect Business Summit is a 2-day event – it will take place in October 2009. The summit will start at 09:00 on Monday 5 October 2009. We advise all attendees to arrive at the event the evening before and enjoy an extra night at the 5-Star hotel for a special price we have negotiated for all our guests.

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## Solution Partner Categories and Main Topics

Based on the feedback we have received from InfoProtect 2008 delegates as well as information gathered from a comprehensive survey of over 200 Fortune 1000 CIO's, CISO's and IT Directors from across Europe, we have identified the following pertinent subject areas:

- Identity Access Management
- Latest Developments on IT Security Legislation
- Software Security
- Intrusion Detection & Prevention
- Implementation of the latest Security Products
- Globalising IT Security
- Hacking: the new threats
- Managing Identity and Intellectual Property threats
- Information Security across borders
- Network Security
- Virtualization
- Operational aspects of IT Security
- Business Continuity Planning
- Corporate Security Policies
- Content Management
- Biometrics
- Risk Management, Compliance & Governance
- Information Security Management
- Cross Organisational Security
- Compliance and Governance
- IT Security Budget: Investing Efficiently
- IT Security Vulnerability and Incident Response Management
- Risk Management
- Firewall Management & Efficiency
- Risk Reduction
- Legal Data Protection & Compliance
- Interoperability and Security Standards
- Data Protection and Cyberspace Regulations
- Managing & Preventing the Latest Virus Outbreaks
- Digital Fraud
- Anti-Spam & Anti-Phishing

## One-on-one meetings

Each solution partner is granted access to all of the delegate information several weeks prior to the event including:

- Delegate name, profile (including job title, scope of responsibility);
- Company profile;
- Indication of the budget and the areas of interest.

Based on this information, solution providers make requests for meetings via our interactive event website. Invitations for meetings are forwarded directly to the participating delegates. This is then relayed to the delegates allowing them to request meetings with the solution partners they think can address their needs.

Each summit participant has an opportunity to create his / her own agenda for the duration of the summit several weeks prior to the event taking place. All summit participants are invited to interact with each other in order to set the agendas for their meetings so that time is not wasted on unnecessary introductions.

## Speaking opportunities / workshops:

Depending on their sales strategy, solution partners have an opportunity to either deliver a presentation or conduct a workshop for a select group of delegates at the summit.

We strongly recommend solution providers to use their top clients as speakers and utilize the "reference selling" technique during their client case study presentations.

Workshops are interactive, more technically-orientated sessions / discussions conducted for a select group of delegates. Workshops are offered to those solution provider companies that have either been specifically recommended by the attending delegates or those providing solutions / services in the areas that many delegates have shown a high level of interest in.

The topics of all presentations and workshops are to be decided upon by the solution partners together with our Production Manager responsible for the event programme. All presentations and workshops are promoted via our interactive event website to allow delegates to register for them in advance.

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## What will your day at InfoProtect 2009 look like?



08:00-09:00	Breakfast with delegates
09:00-09:45	Presentation
09:45-10:15	Meeting
10:15-10:45	Meeting
10:45-11:00	Coffee Break
11:00-11:30	Meeting
11:30-12:00	Meeting
12:00-12:45	Presentation
12:45-14:00	Lunch with delegates
14:00-14:30	Meeting
14:30-15:00	Meeting
15:00-15:45	Presentation
15:45-16:00	Coffee Break
16:00-17:00	Workshop
17:00-19:00	Free-time / networking
19:00-20:00	Cocktail reception
20:00-22:30	Dinner with delegates

## Some examples of the delegates attending InfoProtect Summit:

IT Manager  
Information Security Officer  
Information Security Officer  
IT Security & Telecom Director  
Corporate Security Officer  
Chief Superintendent  
Head of Information Security  
System Architect  
IT Quality Controller  
Information Security Officer  
IT Manager  
Information Security Officer BNL  
Director of Information Mngmnt  
Information Security Officer  
Process & Information Manager  
Global Information Sec. Architect

A&P Kieffer Omnitech Sàrl  
ABP  
ABN AMRO  
Alstom Transport  
Amadeus Data Processing  
Belgian Federal Judicial Police  
BT  
Canon Europe N.V.  
CEVA Logistics  
Commerzbank AG  
Delta Petroleum Products Trading Co.  
DHL / Comris  
Dresdner Kleinwort  
DSB Bank  
Electrabel  
Eli Lilly and Company – Lilly UK  
Elisa Communications  
Euroclear sa/nv  
Inter IKEA Systems BV  
Keytrade Bank  
KPN  
Lloyd's Register  
Munich Airport  
Nokia  
Otto GmbH & Co KG  
Rabobank Nederland  
Royal Ahold  
Siemens  
TNT  
Toyota Motor Europe  
Vestas Wind Systems A/S  
Volvo Information Technology

Senior IT Security Manager  
Group Head of IT Security  
Architecture Manager  
CTO  
CISO  
Group IT Information Security Mngnr  
VP Operations & Services  
Corporate IT Security  
Div. Manager IT  
Information Security Manager  
Information Security Officer  
IM Director  
Information Security Officer  
Sr Mgr Network Security Center  
IT Security Manager  
Global Perimeter Protection  
Manager

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