



“This network is invaluable to get the perspective of other security professionals and understand real solutions that are applied to the challenges companies are facing around information security and risk.”

**Joe DeSalvo, CSO, Iron Mountain**

“Very interesting dialogue and valuable use of my time.” **Mike Wilson, CISO, McKesson**

“The roundtable agenda and moderator keep the discussion on topic and spirited. It’s been a great opportunity to voice and explore opinions that can either validate your strategy or provide guidance for potential direction.” **Russell Ross, CISO, E\*TRADE Financial**

“Two hours with individuals at this level is far more valuable than a multi-day conference.” **Craig Lucca, Bloomberg**

\* For more information about Cisco TelePresence, visit [www.cisco.com/web/go/telepresence](http://www.cisco.com/web/go/telepresence).

## Engage with information security executives at your own private roundtable

Gain 50+ hours of dedicated customer face time in a single day. Establish long-term foundational relationships. Jump-start revenue momentum and fill the top of the sales funnel. The Roundtable Network stages private roundtables that match your information security products and services to qualified enterprise customers.

### How does it work?

Each roundtable brings together 15 to 20 carefully selected executive-level (CISO) prospects for a lively discussion on a topic of your choice. Participants dive deep into your topic-specific pain points under the guidance of a select thought leader in information security, such as industry luminary Steve Katz. The executives educate each other. They validate each other. After two to three hours of discussion, they’re eager to hear your company’s solution to their problems. The roundtable concludes with your 30-minute expert presentation of relevant products and services.

The Roundtable Network offers flexible lead generation event options based on the geography or vertical market you wish to target. Choose from:

**Metro Roundtables.** These in-person sessions are held quarterly in conveniently located venues in San Francisco, New York, and Toronto. Metro Roundtables include a meal or cocktail hour.

**Roundtables with TelePresence.\*** Leverage breakthrough technology from Cisco to convene top companies across multiple geographies. This option is perfect for targeting vertical sectors—such as Healthcare, Retail, and Financial Services—as well as for addressing horizontals within a distributed region.

After your roundtable, you’ll have face-to-face relationships with decision-makers in Global 2000 companies—and you’ll receive their complete contact details. These are highest-quality executive-level leads, who’ll leave the roundtable motivated to engage with your company.

### Why does it work?

More and more, enterprise executives are turning to their peers to identify technology solutions and glean recommendations. The Roundtable Network fully supports this critical paradigm shift. Through an efficient forum, executives convene with their peers to discuss a common issue and learn about a single vetted solution specific to the pain at hand.

The Roundtable Network leverages the established executive relationships and credibility of President, Pam Brodt. With more than 15 years of enterprise sales experience, Pam has access to the top of the organization. She knows exactly who to call and how to get above the noise.

After six years of consistently valuable events, the Roundtable Network has earned the trust of information security and risk officers in Global 2000 companies. Attendees are not paid. They accept our invitation because they are interested in the topic, excited to learn from their peers, and confident that we'll design an event that's worth their time. Everybody wins.

### **What do you get?**

The Roundtable Network handles every aspect of your event. You select a timeframe and a topic, and we prepare a customized roundtable around the problem you want to address. Whether you choose the Metro Roundtable format or the Roundtable with TelePresence, your job is easy.

You show up. You listen. You learn. By the end of your roundtable, you're in a perfect position to engage in an effective sales process with each and every prospect.

**Invitations.** The Roundtable Network prepares a one-page invitation that highlights your key messages and demonstrates great value to your customer. After you've approved the target list, we customize the communications for each executive.

**Personalized recruitment.** We follow up on each invitation with personal phone calls and emails to find the best fit with your company's offerings. Since we limit the number of invitations each executive receives to four per year—and they already know the value of the forum—they respond positively to the invitation. And since your fee is based on the number of people that attend, you can trust the methodology.

**Event management.** You can also trust that your roundtable will run smoothly, because we take care of all the details. We identify an exclusive venue, configure the meeting room, handle AV support, arrange meals and refreshments, and interact with the hotel.

**Content development.** Your information security topic is in good hands with us. We design a discussion framework that's consistent with your solution messaging—and moderate the conversation in such a way that it tees up your presentation. We even guide you on what to present.

**Follow-up.** Within 48 hours of your event, The Roundtable Network sends a personal email to each participant, playing back what we heard them say at the table and on their feedback forms. We'll copy you on this email, laying a clear and smooth path for your follow-up call and the start of your sales process—all while the buzz is still fresh.

### **Ready to get started?**

To reserve a date for your private information security roundtable—or for more information—email [pam.brodt@theroundtablenetwork.com](mailto:pam.brodt@theroundtablenetwork.com), call 650-400-6864, or visit [www.theroundtablenetwork.com](http://www.theroundtablenetwork.com).

"Every company wants to call higher. The Roundtable Network makes it happen. We not only gain access to top security decision makers in large enterprises, we also have the invaluable opportunity to hear the uncensored challenges facing today's CISO as they directly relate to our space."

**Gretchen Hellman, VP of Marketing & Product Management, Vormetric**

"The Roundtable Network events have reliably provided us targeted security executives. Their events are consistently well attended and conducted, and a wise choice for security practitioners and vendors alike." **Mark Hoffman, VP of Security Marketing, Unisys**

"It was amazing! We arrived in New York City to find 28 enterprise executives anxious to hear about how McAfee solves their risk and compliance challenges. Our local sales team said it was the most qualified set of executives we've had access to." **Marty Ward, Senior Director, Risk and Compliance, McAfee**