



bservatoire
International Cybersecurity Observatory



Access the First

French and European cybersecurity community

The Observatory in brief

VALUE CREATION

- Content creation
- Debate of ideas
- Generate leads

PUBLIC

1st French cyber community

- 25,000 qualified contacts in the European cyber ecosystem
- More than 50% of end customers
- Cybersecurity directors and RSSI
IT and economic decision-makers
Security and risk management directors
DPO et legal officers
DSI
Integrators, distributors, consulting companies
Public and regalian sphere

CHANNELS

- Website
50 000 views per month
- Newsletter
Distribution to 25,000 people
- Social networks
30,000 subscribers
- Events
Participation of 2500 people each year

Why become a partner ?

To position ourselves as a reference player in the cybersecurity or trusted digital market

Who ?

- Publishers of cybersecurity solutions
- Trusted digital solution and service providers (publishers, cloud providers...)
- Consulting firms, services and integrators
- Large groups
CAC 40 / SBP 120

Objectives ?

- To position yourself as a reference player in the market
- To meet all year the European Cybersecurity Ecosystem
- To enhance your expertise by intervening on key issues
- Transform your image by enhancing your cyber investments into a competitive advantage
- Develop your visibility and media presence thanks to the Observatory's media partners

How ?

- With offline and online event speeches
- With editorial content (article, ITV video)
- Through the promotion of your digital content
- Many KPI's to make your investment objective





SPEAKING AT PHYSICAL AND DIGITAL EVENTS



OUR PRESENTIAL MEETINGS



OUR BREAKFASTS

- 1H30 format
- Physical event in Paris
- Topic : topical/background topics
- Recurrence : monthly
- Animation by CEIS

Objective

- Evangelization, feedback, current affairs debate

Editorial

- Themes proposed by the editorial committee : technological, operational or regularoty topics, customer testimonials.
- Intervention within a panel of 2 to 3 people

Targets

- French Ecosystem
- IT decision-makers
- Integrators, distributors, consulting company
- Public and regalian sphere

Audience

- Physics**
- 100 people
- Digital**
- Social networks
- Video content
ITV « outside the set»

EXAMPLE *Topic : Phishing, a weapon of mass intrusion ?*



Date : 02.25.2020



Audience : 112 participants



Format : physical + interviews « outside the set »



Speakers :

Jérôme Notin, CEO of Cybermalveillance,
Alexandre Hugla, Head of the Abuse Department at Gandi
Eric Freyssinet, representative of the Gendarmerie Nationale



OUR 100% DIGITAL FORMATS

OUR WEBINARS

	Objective	Editorial	Targets	Audience
<ul style="list-style-type: none"> → 1H30 format → Digital event → Topic : »business » themes, presentation of solutions/projects → Speakers on a recording platform + targeted face-to-face invitations → Recurrence : monthly → Animation by CEIS 	<ul style="list-style-type: none"> → Presentation of a project/solution, operational feedback, business issues → Customer testimonial 	<ul style="list-style-type: none"> → Thematic co-constructed with the partner → Panel of 2 to 3 people defined with the partners 	<ul style="list-style-type: none"> → IT decision-makers → Personalized targeting according to the subject and the partner → Security directors 	<p>Presential</p> <ul style="list-style-type: none"> → 10 people invited by you <p>Digital</p> <ul style="list-style-type: none"> → Live streaming (more than 100 people) → Full replay or excerpts → Sending the source file to the partner for distribution on its communication channels → Review article in the newsletter

EXAMPLE *Topic : From Vulnerability Management to Risk Management*



Date : 09.30.2020



Audience : 102 participants



Format : streaming + replay



Intervenants :

Thibaud Signat, Security Engineer Manager Europe at Tenable
Guillaume Vassault-Houlière, CEO of YesWeHack
Arnaud Martin, RSSI of Groupe Caisse des Dépôts



EDITORIALIZED CONTENT TO DEVELOP YOUR NOTORIETY

VIDEO CONTENT, SURVEYS & BAROMETERS



CYBER NEWS

- 5 minutes format
- ITW of 2 people with an animator
- Topic : topical issues
- Recurrence : monthly

- Objective**
- Comment on an event
 - Debate a current topic

- Editorial**
- Themes defined by the Editorial Committee, questions defined with interviewees

- Targets**
- IT and economic decision-makers

- Audience**
- Digital (website, social networks)



CYBERLEADERS

- 3 minutes format
- ITW of an expert
- Topic : feedback, portrait
- Recurrence : monthly

- Objective**
- Present and highlight a key actor of the ecosystem, recognized for his action or projects

- Editorial**
- Themes defined by the Editorial Committee, questions defined with interviewees

- Targets**
- DSI
 - RSSI
 - DPO / Security Director

- Audience**
- Digital (website, social networks)

SURVEY/BAROMETER



- Objective**
- Highlighting a key trend
 - Enhancing your brand
 - Positioning yourself as a reference player

- Editorial**
- Survey constructed by the Editorial Committee. Intervention of your managers or experts

- Targets**
- IT and economic decision-makers

- Audience**
- Digital (website, social networks)
 - Diffusion by the media partners of the Observatory
 - Paper distribution at the FIC

EXAMPLES



CYBER NEWS

« Will the next virus be a CYBER one ? »

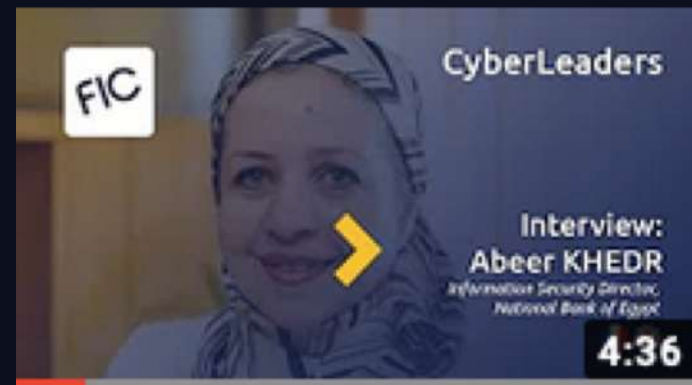
In the current health context, Julia Sieger is studying the possibility that the next virus will be a series of cyber chain attacks. To address this topic, Juhan Lepassar, Director of ENISA and Pascal Steichen, CEO of SecurityMadeinLu, share their thoughts on this threat.

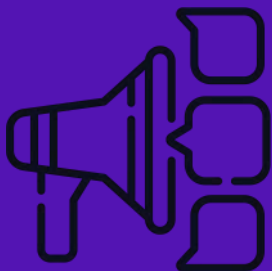


CYBERLEADERS

ITW of Abeer KHEDR, CIO of the National Bank of Egypt

While cybersecurity is a major issue for the banking sector, the FIC Observatory was able to interview, through the voice of Cyrille Bellanger of « L'Agence Editoriale », Mrs Abeer KHEDR. Stakes for the financial sector in Egypt, data protection, use of the Cloud... Abeer KHEDR, winner of the « Egypt CISO of the Year 2018 » answers our questions in an exclusive interview.





THE PROMOTION OF YOUR EDITORIAL CONTENT



NEWSLETTER

Get visibility in the Observatory's Newsletter, by publishing articles !



DISTRIBUTION
TO 25,000
SUBSCRIBERS

MONTHLY
NEWSLETTER

TARGETS THE
ENTIRE
EUROPEAN
CYBER
ECOSYSTEM

RELAYED ON
SOCIAL
NETWORKS AND
WEBSITE



OBJECTIVES

- Position your expertise
- Present one of your studies
- Provide feedback
- Share your vision of a topic
- React to an event



EDITORIAL







Editorials of executives
Partner articles
Thematic sections:
Cyberlaw
Techno
Threat intelligence
Feedback from experience
Agora section
News
Position statements
FIC Thematic Pathways



THE 2021 AGENDA



2021 AGENDA

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
BREAKFASTS 	●	●	●		●	●	●		●	●	●	●
WEBINARS 	●	●	●	●	●	●	●		●	●	●	●
PRESS MEETING 									●			
NEWSLETTER 	●	●	●		●	●	●		●	●	●	●
CYBER NEWS 	●	●	●	●	●	●	●		●	●	●	●
CYBERLEADERS 	●	●	●	●	●	●	●		●	●	●	●



OUR PARTNERSHIP OFFERS



BREAKFASTS



WEBINARS



PRESS MEETING



NEWSLETTER



CYBER NEWS



CYBERLEADERS



LOGO DISPLAY

INVITATIONS & NEWSLETTER

BREAKFAST VIDEO

WEBSITE

CYBER NEWS

CYBER LEADERS

SILVER

10k€

1

1 content

1

1



GOLD

20k€

1

1

2 contents

2

2



PLATINUM

35k€

2

2

1

4 contents

3

3



+ PARTICIPATION IN THE EDITORIAL COMMITTEE

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