

2025

# ISC2™ | Webinar Prospectus

Confidence Grows Here.



## About ISC2

ISC2 is the world's leading member organization for cybersecurity professionals, driven by our vision of a safe and secure cyber world. Our more than 265,000 certified members, and associates, are a force for good, safeguarding the way we live. Our award-winning certifications – including cybersecurity's premier certification, the CISSP® – enable professionals to demonstrate their knowledge, skills and abilities at every stage of their careers. ISC2 strengthens the influence, diversity and vitality of the cybersecurity profession through advocacy, expertise and workforce empowerment that accelerates cyber safety and security in an interconnected world.

## ISC2 Webinars

Your speakers. Your content. Our platform. As the process of securing critical assets continues to grow in complexity, ISC2 webinars are committed to offering forums for our members that empower them to stay ahead of emerging threats. Partner with ISC2 on educational opportunities on some of the hottest topics and trends in the field, all the while gaining leads and exposing your brands to members in a targeted region of your choice.

- Each webinar is an exclusive sponsorship
- Choose your topic/speaker or align with a hot-topic pre-identified by ISC2
- Quality lead generation converts to sales
- Dedicated marketing support
- Collateral distribution
- Language support for Asia Pacific events

*For all webinars, ISC2 will provide an industry professional moderator and partner with you on webinar development to maximize audience impact.*

### Reach a growing audience of decision-makers

North America

Asia Pacific

Europe, Middle East,  
North Africa

### Average Viewer Rating (scale 1-5)

4.75

4.67

4.67

### Average Pre-Registration

1,812

622

967

### Average Conversion Rate

57%

47%

51%

For more information on sponsorship and exhibit opportunities please contact [isc2asia@isc2.org](mailto:isc2asia@isc2.org).

# Maximize Your Brand Exposure by Delivering Impactful Content

## PRODUCT TYPES

### Coffee with Content



Highly focused security briefings broadcast mid-mornings, regional time.

Length: 30 minutes

Click on the product sample below to check out ISC2's webinar product in-depth.

**Coffee with Content**  
*sponsored by Delinea*

### Think Tanks



Roundtable discussions with panel experts and live audience participation.

Length: 1 hour

Click on the product sample below to check out ISC2's webinar product in-depth.

**Think Tank**  
*sponsored by Proofpoint*

### Security Briefings



Deep dives into subject matters on specific topics.

Length: 1 hour

Click on the product sample below to check out ISC2's webinar product in-depth.

**Security Briefing**  
*sponsored by F5*

### Product Showcases

Brand/product promotions that include facilitated product questions, followed by a demo.

Length: 25 minutes

Click on the product sample below to check out ISC2's webinar product in-depth.

**Product Showcase**  
*sponsored by Hyperproof*

# DEMOGRAPHIC INFORMATION

## NORTH AMERICAN AUDIENCE PROFILE

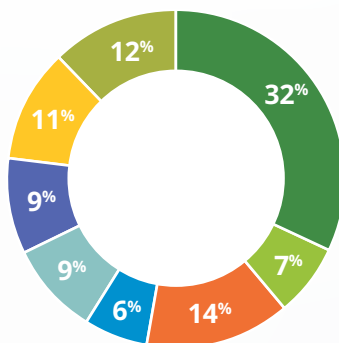
### Security Briefings Channel

Subscribers: 145,296

Level:

- C-Level/Exec/EVP/SVP/VP/AVP = 7%
- Practitioner = 53%
- Director/Manager = 27%
- Analyst/Architect = 13%

Company Size:



- 10,001+
- 5,001 - 10,000
- 1,001 - 5,000
- 501 - 1,000
- 251 - 500
- 101 - 250
- 11 - 100
- 1 - 10

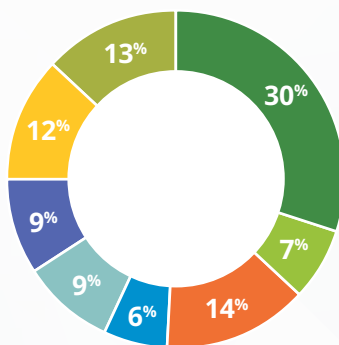
### Think Tank Channel

Subscribers: 143,104

Level:

- C-Level/Exec/EVP/SVP/VP/AVP = 7%
- Practitioner = 53%
- Director/Manager = 27%
- Analyst/Architect = 13%

Company Size:



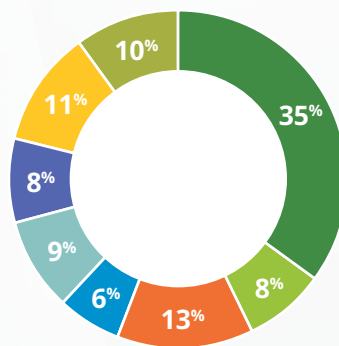
## ASIA PACIFIC AUDIENCE PROFILE

Subscribers: 74,668

Level:

- C-Level/Exec/EVP/SVP/VP/AVP = 7%
- Practitioner = 54%
- Director/Manager = 28%
- Analyst/Architect = 11%

Company Size:



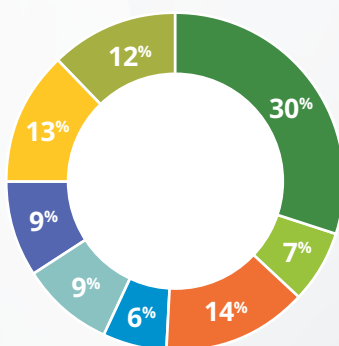
## EUROPE, MIDDLE EAST, AND AFRICA AUDIENCE PROFILE

Subscribers: 94,944

Level:

- C-Level/Exec/EVP/SVP/VP/AVP = 7%
- Practitioner = 53%
- Director/Manager = 28%
- Analyst/Architect = 12%

Company Size:



### Top 10 APAC Regions Driving Engagement

1. Japan: 43%
2. China: 18%
3. Singapore: 11%
4. India: 10%
5. Australia: 7%
6. Taiwan: 3%
7. Malaysia: 2%
8. Thailand: 2%
9. Vietnam: 1%
10. Other: 3%

### APAC Regional Breakdown

1. North APAC: 53%
2. ASEAN: 30%
3. ANZ: 17%

# Region: North America

WEBINAR OPTIONS	Security Briefings \$27,000	Security Briefings \$23,400	Coffee with Content \$18,000	Think Tanks \$28,000	Product Showcase Available only as an add-on to any webinar or event package \$5,000
Available Formats	Live	Pre-Recorded	Live	Live	Pre-Recorded
Guaranteed Lead Generation over a 3-month Period	400 Leads Provided	350 Leads Provided	250 Leads Provided	400 Leads Provided	
60-Minute CPE Webinar	X	X		X	
30-Minute CPE Webinar			X		
25-Minute non-CPE Product Demo					X
On-Demand Viewing Attendance	X	X	X	X	X
ISC2-Provided Moderator	X	X	X	X	
Dedicated Email Featuring Your Content, Speaker and Your Brand + ISC2 Brand	X	X	X	X	
Inclusion in ISC2 Event Newsletters (timing-dependent)	X	X	X	X	X
Post-Event Analysis Report	X		X	X	
ISC2-Provisioned Panelists Join Your Esteemed Expert				X	
Social Media Exposure to Audience of 300,000+ on LinkedIn	X	X	X	X	X

*Discounts available when you bundle any three or more webinars.*



This is one of the best webinars I have ever attended, and that's saying something from someone with over 35 years in IT and InfoSec.



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# Region: UK & Europe

WEBINAR OPTIONS	Security Briefings  £14,000	Coffee with Content  £10,000	Product Showcase  Available only as an add-on to any webinar or event package  £ 5,000
Available Formats	Live and Pre-Recorded	Live	Pre-Recorded
Guaranteed Lead Generation over a 3-month Period	All Leads Provided	All Leads Provided	
60-Minute CPE Webinar	X		
30-Minute CPE Webinar		X	
25-Minute non-CPE Product Demo			X
On-Demand Viewing Attendance	X	X	X
ISC2-Provided Moderator	X	X	
Dedicated Email Featuring Your Content, Speaker and Your Brand + ISC2 Brand	X	X	
Inclusion in ISC2 Event Newsletters (timing-dependent)	X	X	X
Post-Event Analysis Report	X	X	
Social Media Exposure to Audience of 300,000+ on LinkedIn	X	X	X

*Discounts available when you bundle any three or more webinars.*



Great material, I'm collecting some of the slides and sharing with my senior management! I'm also going to insist everyone on my team watch this presentation.



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# Region: Asia Pacific

WEBINAR OPTIONS	Security Briefings  \$12,000	Security Briefings, Local Languages  \$6,000	Product Showcase  Available only as an add-on to any webinar or event package  \$5,000
Available Formats	Live and Pre-Recorded	Live and Pre-Recorded	Pre-Recorded
Guaranteed Lead Generation over a 3-month Period	All Leads Provided	All Leads Provided	
60-Minute CPE Webinar	X	X	
25-Minute non-CPE Product Demo			X
On-Demand Viewing Attendance	X	X	X
ISC2-Provided Moderator	X	X	
Dedicated Email Featuring Your Content, Speaker and Your Brand + ISC2 Brand	X	X	
Inclusion in ISC2 Event and APAC Member Newsletters (timing-dependent)	X	X	X
Post-Event Analysis Report	X	X	
Exposure to APAC Audience of 80,000+ on LinkedIn, Facebook and X.	X	X	X

**Local languages currently featured:** Japanese.  
Discounts available when you bundle any three or more webinars.



This is a fantastic webinar, and I am going to watch this again.  
I enjoyed every bit of it!



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