(ISC)²®

Headquarters: Clearwater, Florida, USA
Industry: Information Technology and Services (Education)
Company Size: 51-200 employees
BrightTALK Channels: View channels

Case Study

❓ Challenge

(ISC)² is an international organization working to create the gold standard in cyber security awareness and certifications for IT professionals. With membership more than 115,000 strong, (ISC)² helps their members stay ahead of the latest strategies, threats, and innovations in the security space. Tim Garon, their Membership Media Services Manager, works to expand and educate their members in continuing education and awareness of new technologies and threats in the infosecurity space. In order to grow their sponsor relations, Garon is tasked to expand their membership numbers and thus needed a platform to connect with leading IT professionals around the globe.

☁ Solution

(ISC)² was introduced to BrightTALK in 2009 and continues to use the platform for growth. By leveraging BrightTALK, (ISC)² scaled their pillar programs into a global engine. Since infosecurity concerns vary across regions, (ISC)² runs multiple channels on BrightTALK to tailor their content to the right audience. These different series not only provide their members great content but also increase their global exposure to new IT professionals, which is highly valued by their partners and sponsors.

Why (ISC)² chose BrightTALK:

- Consistent additions to the technology, enabling more flexibility and features to offer sponsors

- Several of their sponsors also use BrightTALK, which allows them to cross syndicate content between channels and maximize content exposure

- Reliable and stable platform that can host an unlimited number of attendees

⊜ Results

Quickly tapped into qualified target audience to engage and nurture 72,700+ IT professionals. (ISC)² hosts webinars to educate and debate with their audience and leading experts. BrightTALK provided a seamless solution to facilitate those stimulating conversations that keep their audience coming back for more.

> " BrightTALK has been a fundamental part of our marketing efforts over the years, and will continue to be as it helps us grow our global footprint.
>
> —Tim Garon, Membership Media Services Manager

Sold out of 2016 sponsor inventory by April 2016. (ISC)² hosts one webinar per week in North America to consistently engage their audience and attract new viewers**.** Webinars in other regions like EMEA and APAC are hosted on a regular basis as well. "Our sponsors love the audience we're delivering. We're able to find a lot of that audience on BrightTALK," said Garon. BrightTALK enables (ISC)² to engage their existing audience while expanding their exposure with no extra effort.

About (ISC)²

(ISC)² is an international nonprofit membership association focused on inspiring a safe and secure cyber world. Best known for the acclaimed Certified Information Systems Security Professional (CISSP®) certification, (ISC)2 offers a portfolio of credentials that are part of a holistic, programmatic approach to security. Our membership, over 115,000 strong, is made up of certified cyber, information, software and infrastructure security professionals who are making a difference and helping to advance the industry. Our vision is supported by our commitment to educate and reach the general public through our charitable foundation – The Center for Cyber Safety and Education™.