



October 18-22, 2021

CYBERWEEK

PRESENTED BY **CYBERSCOOP**

HOST KIT

WELCOME TO THE NATION'S LARGEST CYBER COMMUNITY.

U.S. CyberWeek, presented by CyberScoop, is about **big ideas** and coming together to revolutionize the way we **protect against** and **overcome cyberthreats** facing our nation.

Taking place **October 18 - October 22, 2021**, CyberWeek will be powered by the cyber community through **80+ events** that will bring tech's brightest minds and visionaries together to learn, connect, collaborate and inspire.

Host your own CyberWeek affiliated event to **elevate your brand** and **make your mark**.

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WHY HOST A CYBERWEEK EVENT?

When you host a **CyberWeek** event,
you will:

Extend your reach to thousands of cybersecurity experts, decision makers and leaders from government, tech, academia and influential VC's

Amplify your brand and event through inclusion in CyberWeek marketing e-mails and social media promotion

Maximize your event's exposure by being included on our official CyberWeek Calendar

Position your organization's market leadership, expertise, and solutions

HOW WE'LL HELP

PROMOTION

Each week, we'll announce and promote CyberWeek events via our CyberWeek e-mail marketing campaign and our social media platforms.

STRATEGY

Our award-winning events team is here to help! If you are building an event from scratch, our dedicated CyberWeek team is here to help you identify the best strategies and share best practices for putting together an incredible event.



RECOMMENDED FORMATS

ROUNDTABLE

CONCEPT

An intimate and interactive discussion amongst peers

KEY ELEMENTS

- Moderator/Host to lead the discussion
- Compelling discussion topic
- Dynamic discussion questions

SUMMIT

CONCEPT

A combination of keynote speakers, fireside chats and panel discussions with tech leaders that will present research, share case studies, outline plans for 2022 or discuss the “next big thing” in tech

KEY ELEMENTS

- Compelling presentations on timely topics
- Interesting speakers
- Big reveals

DEMO

CONCEPT

Demonstration or lab tour to showcase a product, service, or project

KEY ELEMENTS

- Opportunity for Q&A

CLASS

CONCEPT

An expert-led session to teach tools and techniques, where attendees can learn something new

KEY ELEMENTS

- Exploring trends, case studies and lessons learned of a timely topic

HAPPY HOUR

CONCEPT

Gather in an informal setting to socialize, network, cultivate relationships, discover partnerships and have fun

KEY ELEMENTS

- Space that is conducive to networking
- Music, food, drinks and fun!

HACKATHON

CONCEPT

An opportunity to collaborate on a project with your peers to solve real-world challenges

KEY ELEMENTS

- Ability to host the event over multiple days
- Meeting space that allows for collaboration, like screensharing and whiteboarding
- Moderator/Host to help guide the event

GET READY TO HOST!

Register your CyberWeek Event

Head to **www.cyberweek.us** to submit a Host Request form and secure your spot on the official CyberWeek calendar.

2021 CYBER WEEK

CYBERWEEK BY THE NUMBERS

10,000

Attendees

100+

Community
Events

150

VIP Speakers

AUDIENCE BREAKDOWN BY TYPE

60%

Government

25%

Industry
Executives

15%

Education



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