

Here's how to make the most of your time meeting end-users at IFSEC International 2020.



# WHO AM 1?

As a Security Manager, everything depends on keeping my business safe. I've been in the game a long time, but my role is becoming increasingly technical, so keeping on top of the latest products is essential.

## WHAT ARE MY OBJECTIVES?

- Keep my business safe from physical threats but in collaboration with IT
- If possible, save the business money without compromising on security
- Maintain close relationships with suppliers

### WHAT ARE MY CHALLENGES? Navigating the complex array of

- security solutions Ensuring everyone at the company
- understands their responsibilities Staying ahead of potential security threats



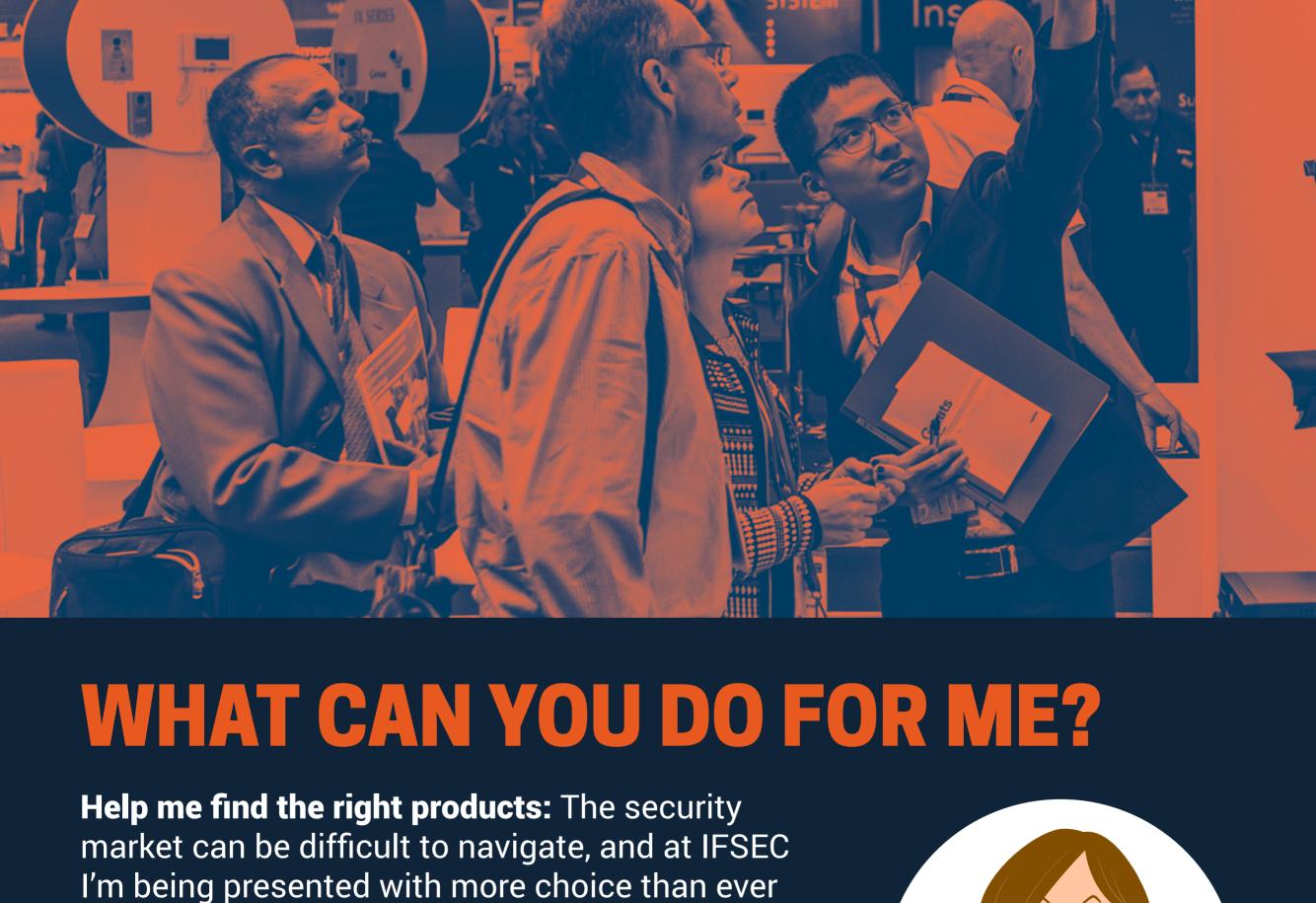


### Bespoke 1-2-1 meetings that connect me with the companies behind the products Real-time demonstrations of products, so I can trust what I'm seeing Insightful information that helps me keep up with trends within the industry

HOW WILL I USE MY TIME AT IFSEC INTERNATIONAL?

- evidence they work

Case studies and simulations - if I can't see solutions in action, I want



#### meet my needs, so I need you to show me how they work in practice. I won't believe you unless you can prove your claims.

Help me find the right products.

before. I need help identifying the products to



IFSEC International in 2019, an increase of 7% in the number of visitors per exhibitor.

IFSEC International visitors represented a total

spending power of £23 billion.

INTERNATIONAL

Download the event brochure for more information on exhibiting

