Microsoft Security

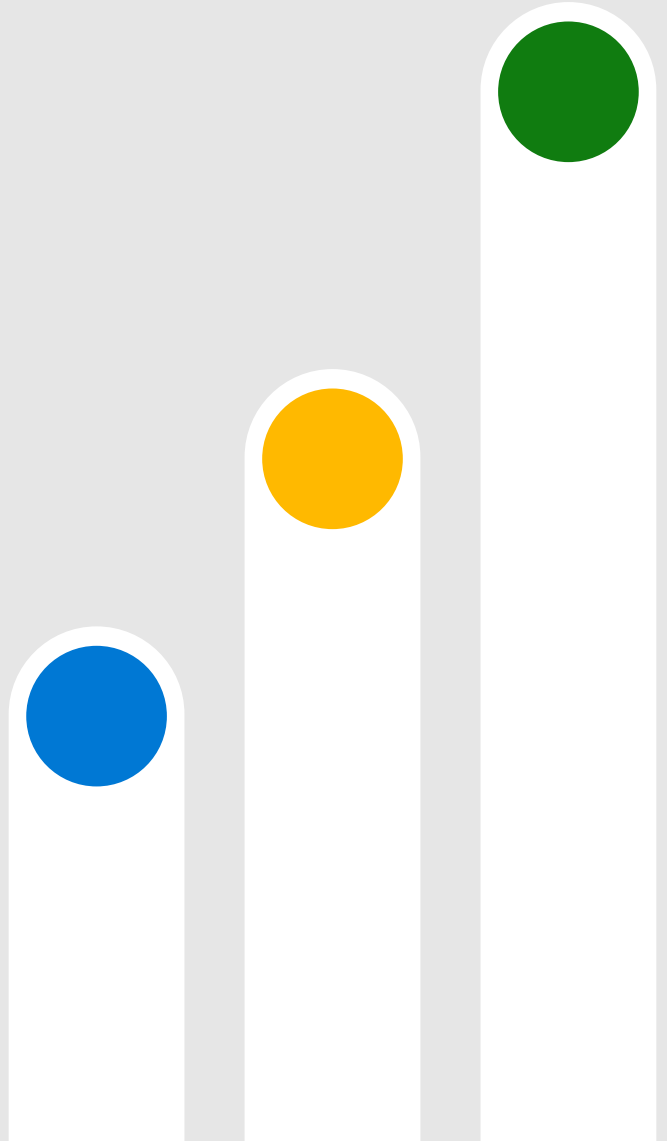# CY 2023 Events and Moments Plan

Jessica Afeku

Phil Montgomery

Agenda

» Goals

» Review current state of Security events

» Align on CY 2023 plan for event delivery

» Align on launch of Microsoft Secure

» Lock on next steps

» Address the following challenges

Goal

Define and execute an event and moments strategy to win hearts and minds of our customers and ecosystem, establish Microsoft as *the* security leader and maximize growth

Considerations

» RSA moving from Feb to June 2022

» Microsoft as a thought leader,
end-to-end security

» Lead Generation & Business
Acceleration

» No Flagship Microsoft Event for Security

» Alignment with Corporate Events

» Customers dealing with
"Digital Event Overload"

» Competitors…
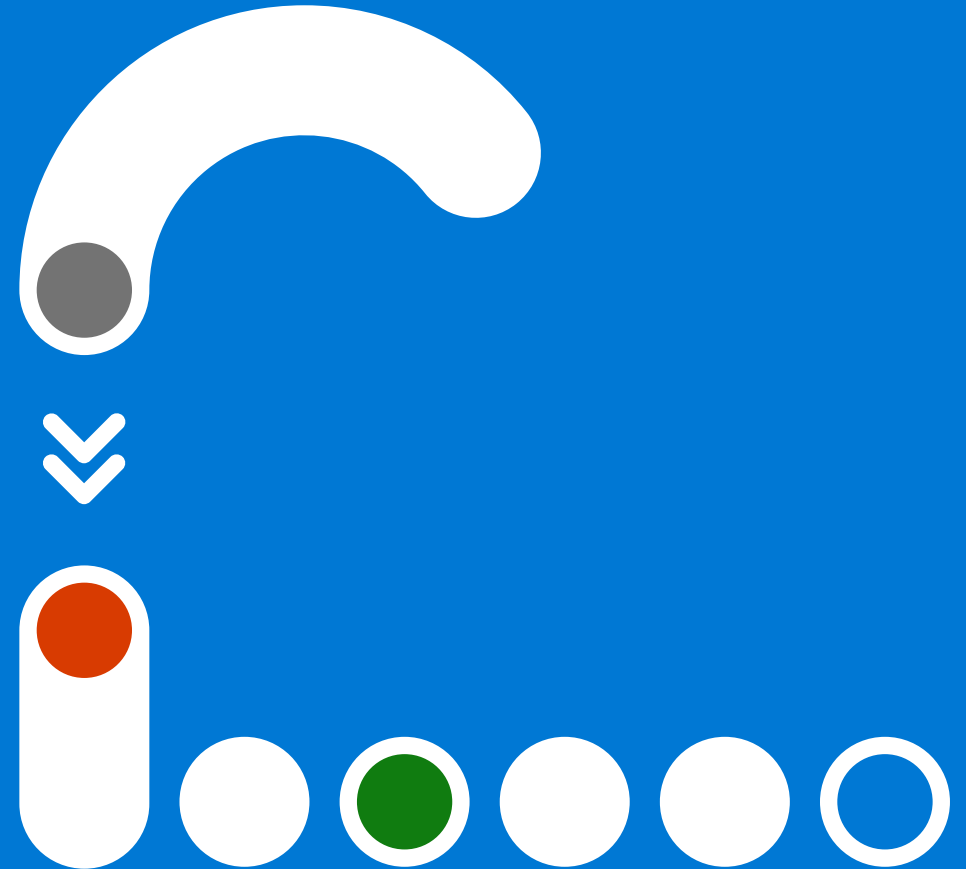
Competitive Event Landscape

Competitor	Event Name	# of Attendees	FY21 Delivery	FY 22 Delivery
okta	Oktane **FY22 April 19 – 22, 2022** FY 21: April 5 – 9, 2021	21,000 registered attendees	Virtual	Virtual
aws	re:Inforce **FY22: June 28 – 29** FY21: N/A	15,573 registered attendees	No delivery	In-Person, Houston, TX
CROWDSTRIKE	Fal.con **FY22: October 12 – 14** FY21: October 15, 2020	1,400 registered attendees	Virtual	Virtual
proofpoint.	Protect Americas **FY22: TBD** FY 21: June 8 – 9, 2021	*reg #'s not available	Virtual	TBD
vmware	Carbon Black **FY22: TBD** FY21: June 3, 2021	20,000 registered attendees	Virtual	TBD
Google Cloud	Security Summit **FY22: July 20, 2021** FY21: NA	TBD	NA	Virtual

CY22 Event Framework

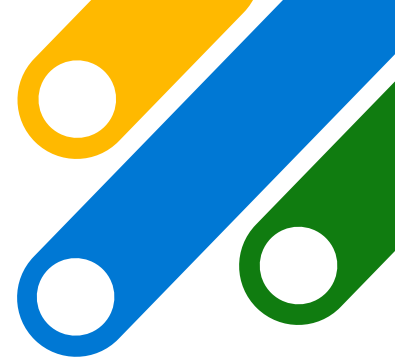|	Inspire (1st Party)	Ignite (1st Party)	RSA (3rd Party)	CISO Summit (1st Party)	Build (1st Party)	Innovation Moments (1st Party)
Audience	Partners (Global)	80% IT Pro 20% Developer (Global)	CISOs, SecOps, ISVs, MSSPs, and Compliance (North America)	CISOs (Global) Top 50-100	80% IT Pro 20% Developer (Global)	CISOs, SecOps, ISVs, MSSPs, and Compliance
Audience Reach	96K	360K	15K	120*	150K	10K – 15K
Security Audience %	NA	3.2%	100%	100%		100%
Content Altitude	100-200 level	100 – 200 level	100 – 300 level	100 level	100 – 300 level	200 level
Content Focus	Business Priorities (Partner Focused)	Business Priorities (Product Focused)	Business Priorities + Thought Leadership	Thought Leadership	Business Priorities	Business Priorities
Security Content Represented	6%	6%	100%	100%	7%	100%
News / Announcements	◕	◕	◕	None	◔	◑
Organizer	1st party	1st party	3rd party	1st party	1st party	1st party

*Pending approval by SLT

✷ = broad reach & impact with customers

Current challenges & opportunities

Challenges

- Microsoft flagship customer events (Ignite & Build) have limited security audience reach

- Security 3rd Party flagship events have limited real estate to engage with key audience given heavy industry & peer participation

- Best of breed security vendors as well as Google & AWS have flagship security events where they can engage broadly and deeply with security focused audiences

- Digital moments have helped us scale however don't offer the depth for engagement and enable us to include community/ecosystem to the extent needed

Opportunities

- As Security grows in importance for Microsoft it will be important to have a flagship security event where we can deeply engage with customers and community at large

- Hybrid is here to stay and having a comprehensive strategy which balances 1st party with 3rd party, digital with analog, large scale with intimate will be important

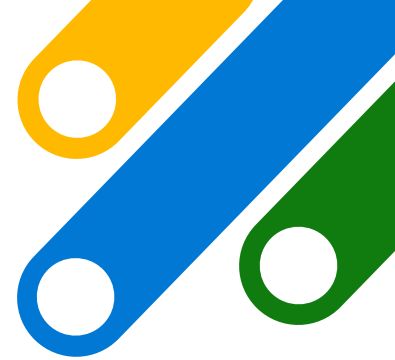# Current challenges & opportunities

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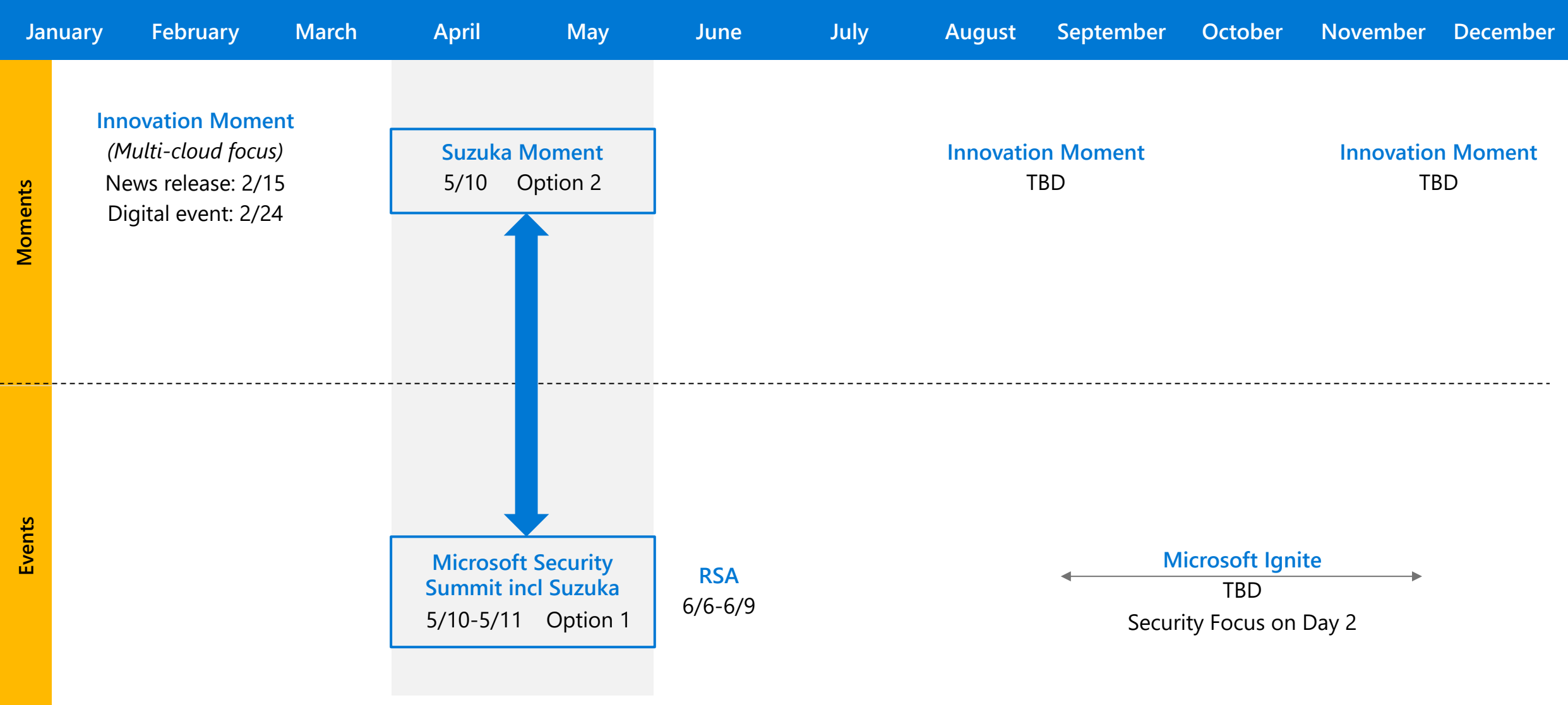
CY2023 Comprehensive View

	February	March	April	May	June	July	August	September	October	November	December	January
Moments	What's Next Winter Innovation Moment – Multi Cloud Feb 24 *New Day*			What's Next Security & Compliance Summit May 10-11 *New Day*								
Microsoft Events				Microsoft CISO Summit May 16 Microsoft Build May 23	RSA June 6 – 9*	Microsoft Inspire TBD				Microsoft Ignite TBD		
3rd Party Events		*Legal Week Mar 8 – 10 Gartner Identity & Access Management Mar 14 – 16			Gartner Security & Risk Jun 21 – 22 InfoSec Europe London Identiverse June 20 - 23 Denver		BlackHat Aug 6 – 11				Gartner Identity & Access Management TBD	
Product Campaigns	Cyber Signals (Threat Intel w/ Identity focus) 2/3	Defender for Business GA Securing Hybrid Work (Work Trends Index, App Usage report, Verifiable Credentials Survey) 3/16-3/21	Microsoft Purview Launch TBD	Password-less Day TBD	Future of Identity + Rebrand TBD				Cyber Security Awareness Month			

= broad reach & impact

CY2023 Key Thought Leadership Opportunities

January	February	March	April	May	June	July	August	September	October	November	December

Moments

Innovation Moment
(Multi-cloud focus)
News release: 2/15
Digital event: 2/24

Suzuka Moment
5/10   Option 2

Innovation Moment
TBD

Innovation Moment
TBD

Events

Microsoft Security Summit incl Suzuka
5/10-5/11   Option 1

RSA
6/6-6/9

Microsoft Ignite
TBD
Security Focus on Day 2

Option 1: Microsoft Security Summit ＞＞ 》

Business Objective	• Prepare for RSA with customer and media focus on our end-to-end solution and Thought Leadership • How Microsoft brings end to end value to Security decision makers by amplifying the latest innovations from Microsoft Security • Provide product demonstrations for technical audiences regarding latest releases • Create connection point to drive field conversations with customers ("event in a box") • Launch Project Suzuka
Logistics	• 2 days, virtual only, 3 hours per day.
Key Messaging Opportunities	• Need for End-to-End Security • Managed Services (Project Suzuka) • Threat Landscape & Cyber Signals Report
Target Audience	• Primary: SDMs (C-level), Security Practitioners, Compliance, and Identity Practitioners • Secondary: Security service partners
Budget	• $1.4M - $2.3M
Metrics	• Event registrations & attendees • Average viewer duration • Leads to Broad Reach GEP • On demand KPIs: on demand views, attendee conversion rate, etc.
CTA	• Learn more about human powered services with Suzuka • Check out the latest Cyber Signals report • Learn how Microsoft Security help you address your IP concerns with Purview

Option 1: Microsoft Security Summit Agenda

From FY21 event

| Session Title |
|---|
| Introduction |
| Security & Compliance for All – a year in review (fireside chat format) |
| CISO Round Table: Key cyber security priorities or 2021 and beyond |
| New Security Perimeter – How to secure access in a hybrid world |
| Why endpoint management and compliance is essential to your Zero Trust security journey |
| Best practices from the Microsoft Cyber Defense Operations Center |
| DART: the Microsoft cybersecurity team we hope you never meet |
| Develop a bird's eye view of your data across your digital estate |
| Don't get blindsided with threats from within |
| Security, Compliance & Identity: An inside look at Microsoft |
| Closing |

Sample / Draft

DAY 1 - Thought Leadership

Time	Session
9:00AM	Microsoft Keynote 1
9:30AM	External Keynote 2
10:00AM	Identity Thought Leadership
10:30AM	Security Thought Leadership
11:00AM	Compliance Thought Leadership

DAY 2 – Product Focus

Time	Security	Identity	Comp & Privacy
9:00AM	Opening		
9:05AM	Panel		
10:00AM	Security 1	Identity 1	Compliance 1
10:30AM	Security 2	Identity 2	Compliance 2
11:00 AM	Security 3	Identity 3	Compliance 3

Option 2:
Suzuka Launch Moment

» Innovation moment to focus on Suzuka launch

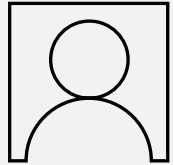» Prep for RSA

» Run as webinar by Shelli's Team

» Low cost
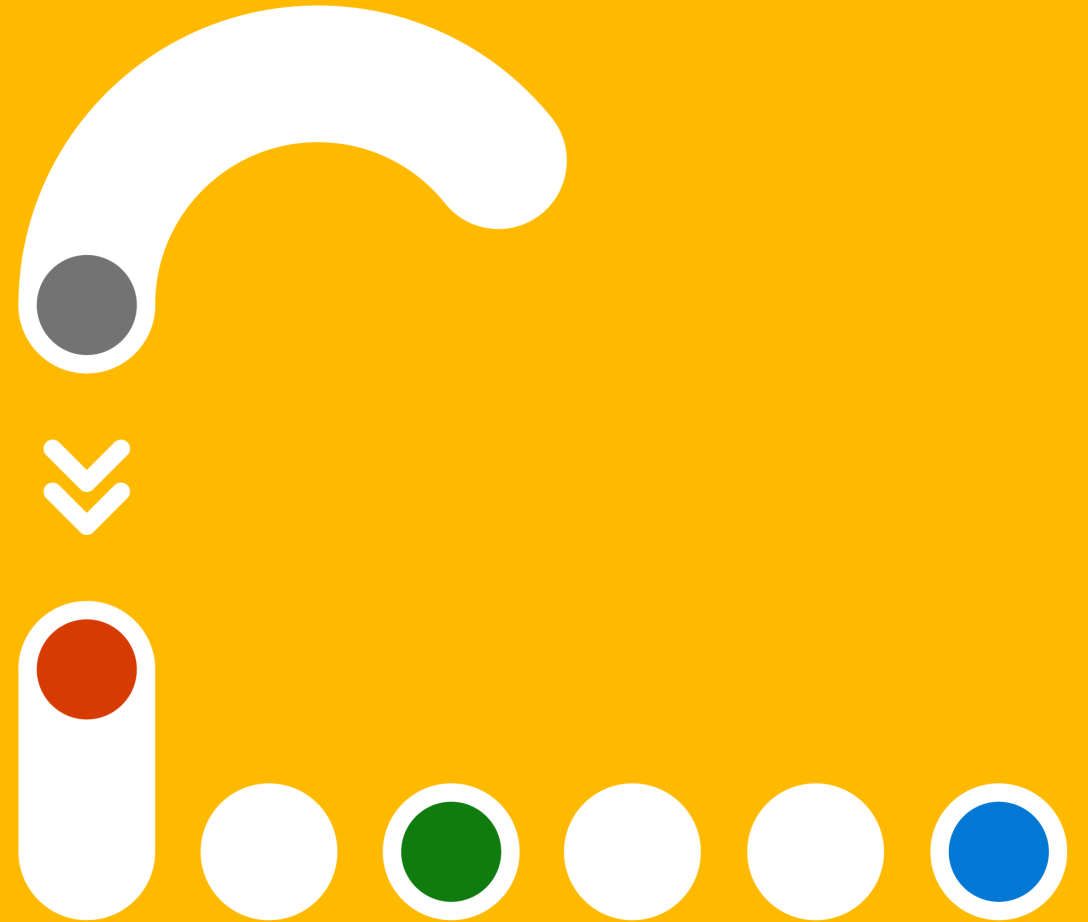
Launch Microsoft Secure in 2023

» Create 3 to 4-day stand-alone Thought Leadership flagship event

» Combine CISO Summit

» Hybrid

» Target Whitespace between RSA (Feb23?) and Ignite (Sep-Nov)

» Washington DC location

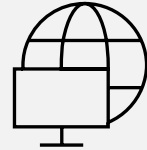# Microsoft Secure Components

Thought Leadership

External Keynotes

CISO Summit

Focused Breakout Sessions
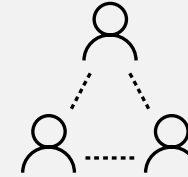
Land Product News

Expo Hall

Microsoft Booth

Theater

Work Shops

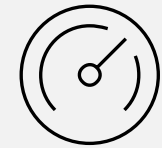Capture the Flag – Into the Breach

Improve Partner Relations

Microsoft Security Partner Awards

Partner Track

Partner Sponsorships

- Booth
- Theater
- Ancillary Events

Community Engagement

Influencer Day

Podcast Station

Influencer Incorporation

Product Happy Hours

Celebration Event

Accelerate Pipeline

Customer Meetings

Executive VIP Dinner (Top 400)

Exec Summary

» Run Security Summit
in May 2022 to:

- Launch Suzuka
- Position Thought Leadership
- Drive RSA attendance

» Launch Microsoft Secure as
Flagship event in CY2023

Background Slides

SCI-M H2 Moments & Campaigns
PR and Marketing

Moments

Innovation
(Multi-cloud focus)
News release: 2/15
Digital event: 2/24

Defender for Business GA
3/1

Securing Hybrid Work
(Work Trends Index, App Usage report, Verifiable Credentials Survey)
3/16-3/21

Microsoft Security Summit + Suzuka Launch
5/10-5/11

Future of Identity + Rebrand
June

Q 3

Q 4

Cyber Signals
(Threat Intel w/ Identity focus)
2/3

Securing the Metaverse
February

Skilling Moment Int'l Women's Day
3/8

Microsoft Purview Launch
April

Password-less Day
5/5

Microsoft Build
5/23

RSA
6/6-6/9

On-going Campaigns

Be Fearless product campaign
January 6 - June

Security Insider thought leadership
February 9 - June

12 Month Security Event Roadmap | Product View

	February	March	April	May	June	July	August	September	October	November	December	January
End to End Security Events			**Microsoft CISO Summit** May 16	**What Next: Security Summit** Digital 10 – 11** *Proposed Date*	**RSA** June 6 – 9* **Gartner Security & Risk** Jun 21 – 22 **InfoSec Europe** London	**Microsoft Inspire** TBD				**Microsoft Ignite** TBD		
Identity Events	**What's Next Winter Innovation Moment – Cloud Knox** Feb 24*	**Gartner Identity & Access Management** Mar 14 – 16	**Microsoft Build** May 23		**Identiverse** June 20 - 23 Denver							
Security Events	**What's Next Winter Innovation Moment – Multi Cloud** Feb 24 *New Day*						**BlackHat** Aug 6 – 11					
Compliance + Privacy Events		***Legal Week** Mar 8 – 10										

Key

Thought Leadership   **Tier 1**
Product Innovation   **Tier 2**

*New Date   **Proposed Date*

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Current State FY22

Future State FY23

» Current Flagship events land less than 10% Security Content at events
» Do not have dedicated 1st party event to build and foster community
» Landing news and announcement take president to landing thought leadership content
» Not place provide technical depth for Security audience

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