

Information Security for the Public Sector A Solution Sales and Marketing Plan workshop

Engaging the 'Cabinet Office Protecting Information In Government January 2010'

Course Leader: Neil G MacArthur, Director of Strategy, IDL

Who is it for?

Sales, marketing and business development executives with IT or communication companies, who need to rapidly achieve significant results for information security management solutions in the Public Sector from limited resources.

What is it about?

Information security management as part of the ongoing Data Handling Review, is a significant issue for government. The pressures include the far reaching 'Cabinet Office Protecting Information In Government January 2010' into Public Sector data security, The Data Protection Act, the Payment Card Industry Data Security Standard [PCIDSS], the Poynter Report and the Audit Commission assessment recommendations amongst others.

The pressure for improved information security management is being driven by the Cabinet Office, insurers, and regulation, which consequently drives ICT security consulting and solutions high on the list of priorities with more than \$5bn in European security software, infrastructure and services.

However, Public Sector ICT budgets are under pressure and there is a need for the business case to be very compelling, using best practice, and potentially a new partnership with ICT vendors that includes "Shared Services".

How do you benefit?

Delegates receive a structured step-by-step presentation and interactive discussion of the Public Sector Information Security Sales and Marketing Plan using best practice. The main benefit is an accelerated understanding of how to sell into the security market.

In order to achieve this, all attendees will receive an already formatted Public Sector Information Security IT Solutions Sales and Marketing Plan, that is easily customisable to the delegate's organisation after the event.

Course overview

- 09:30 Registration and coffee
- 10:00 Introduction to training objectives and agenda
- 10:15 Public Sector information security overview
- 10:45 Step 1: Public Sector security issues and business case
- 11:30 Step 2: Public Sector ICT solution sets
- 12:00 Step 3: Recommended sales objectives
- 12:30 Lunch
- 13:00 Step 4: Target Public Sector markets, decision makers and influencers
- 13:30 Step 5: Recommended sales and marketing action plan
- 14:00 Review, assessment and close.

Course outcome

This expertly facilitated training event provides delegates with a comprehensive 'Public Sector Information Security Sales and Marketing Plan' for ICT solutions and services.

The plan demonstrates:-

- The compelling Public Sector security issues
- The business case for Public Sector investment
- The ICT security solutions based upon best practice
- The main target Public Sector markets and decision makers
- A recommended action plan to generate demand quickly.

Course leader

Neil G MacArthur is Director of Strategy and Training at IDL, the Thought Leadership IT and Communications analyst. Neil MacArthur is a senior practitioner analyst who has also delivered over 10,000 delegate days of ICT vendor training in Sales and Marketing Planning worldwide, based upon the very successful IDL "Repeatable Solution Sales" planning framework.

Course materials

All delegates will receive a paper copy of the course materials with space for notes plus a Word file of the 'Public Sector Information Security Sales and Marketing Plan' that allows for fast and easy customisation after the training event.

What have past delegates said?

"Very informative"

"Enthusiastic and interesting"

"Very lively and passionate speaker"

"Facilitator is a great communicator and relayed the message effectively"

The "in house" training option

If the member company has more than 5 delegates who wish to attend the Public Sector Information Security Sales and Marketing Plan training, then it can be delivered at the company's location to save travel costs and provide a training event that will focus upon the individual company and its solutions. Please contact sam.baglioni@intellectuk.org for an "in house" training proposal.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	09:30-14:00
Fee	Intellect members £295+VAT non-member £495+VAT