



Citizen Engagement



Cloud



Security



Enterprise Architecture



Defense Systems

SUMMITS

Full-day events that provide government IT and management professionals with education on mission-driving trends, hot-button issues and government initiatives.



FCW

GCN

Washington
Technology

**DEFENSE
SYSTEMS**

BUILD YOUR NETWORK OF INFLUENCE IN THE FEDERAL MARKET

1105 Public Sector Media Group's Summits address the important topics facing government IT and management professionals today.

Backed by the editorial teams of FCW, GCN, Defense Systems and Washington Technology, these full-day events feature speakers from government and industry in keynote addresses, sessions and panel presentations.

The **Citizen Engagement Summit**, **Cloud Summit**, **Security Summit**, **Enterprise Architecture Summit** and **Defense Systems Summit** are the government IT community's platform for education and collaboration. The events are free to government and military personnel and there are a limited number of industry attendees.

Sponsoring a Summit builds relationships with government influencers who set budgets and mission strategy, as well as with the implementers who select suppliers, evaluate solutions and allocate dollars.

2016 SUMMIT CALENDAR

 **Citizen Engagement Summit**

MARCH 2

 **Cloud Summit**

AUGUST 10

 **Security Summit**

AUGUST 30

 **Enterprise Architecture Summit**

SEPTEMBER 21

 **Defense Systems Summit**

NOVEMBER 2



EVENT FORMAT & SPONSORSHIP OPPORTUNITIES

Summit Event Format

- Full-day live event in Washington, DC metro area (7:30am - 3:30pm)
- One 40-minute opening government keynote
- One 40-minute lunch government keynote
- Two 40-minute sessions led by sought-after government speakers
- Two 45-minute government and industry panels
- Two 20-minute sessions led by industry sponsors

Registration & Attendance

- 200-275 registrations
- 120-175 on-site attendees

Participate on a panel with leading government officials!

Sponsorship Opportunities

5-Minute Opening Remarks before Morning Keynote, Lunch Keynote and Government Sessions

5-minute opening remarks for selected session

- Turnkey tabletop exhibit
- Recognition on Summit website and in emails
- Custom e-vite to share with your customers
- Recognition on on-site signage and print materials
- Two passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- 120 government leads guaranteed

Exclusive 20-Minute Speaking Session

(Two per Summit)

Participate on a Government & Industry Panel

(limited to two industry speakers per panel)

- Turnkey tabletop exhibit
- Recognition on Summit website and email promotions
- Custom e-vite to share with your customers
- Recognition on on-site signage and printed materials
- Three passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- High-quality video of your sponsored session
- One-page content asset recapping session
- Content asset posted for additional lead capture
- Full Summit registration list with full contact information
- 250 government leads guaranteed from overall program

Exclusive Three-Month Microsite Package

(limit 1)

- Five articles showcasing exclusive coverage from the Summit posted in HTML format in a dedicated three-month microsite on FCW.com
- Articles also appear in a PDF report that requires registration for download
- Microsite roadblock sponsorship (728x90 banners)
- Post up to four sponsor PDF assets on the microsite. Post up to four sponsor PDF assets in the microsite for non-registered download
- 150 guaranteed leads from the downloadable PDF report
- Over 1M marketing impressions, including the sponsor's name or logo distributed over three months to support the microsite

*Looking for a custom or exhibit-only opportunity?
Contact us for details and pricing.*

March 2, 2016

7:30am - 3:30pm

The Willard InterContinental Hotel

1401 Pennsylvania Avenue NW

Washington, DC 20004

THE CITIZEN ENGAGEMENT SUMMIT: DELIVERING ON THE PROMISE OF DIGITAL SERVICES

Federal agencies have gotten the message loud and clear: They need to raise the bar on the quality of digital services offered to the public.

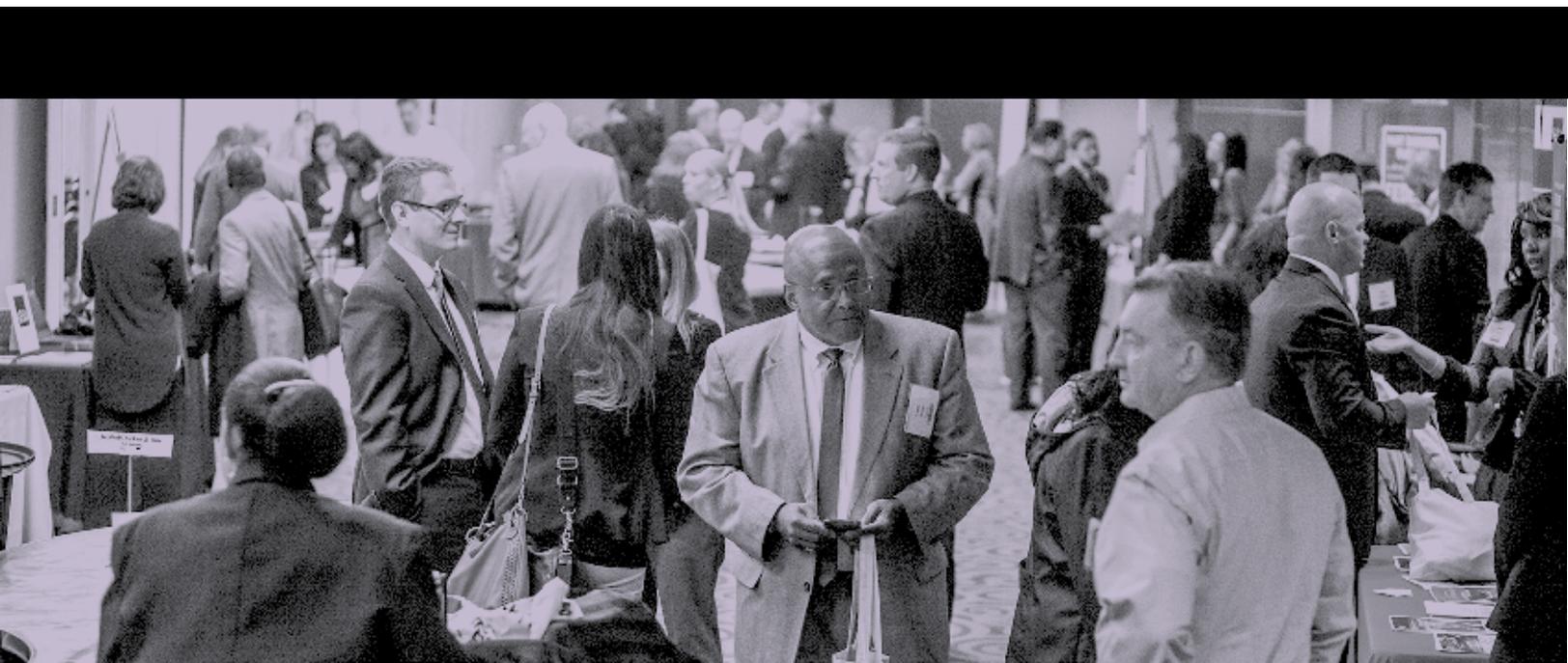
Citizens are used to the innovative and engaging services found in retail, banking, and social media. When they turn to government websites, they expect more of the same. According to a survey from Accenture Public Services, nearly half of citizens today handle most of their government interactions digitally, and almost nine in 10 want to maintain or increase their digital interactions. Likewise, a survey from Adobe Digital Government found that 90 percent of citizens believe interacting with government online saves time and energy, and 84 percent support more of the federal budget going to improving online tools.

Expectations are high. Citizens want to access digital services through a variety of channels using any number of devices or platforms—and they want to move easily from one channel or device to another without and disruption in service. To date, this has been a sticking point across government: A recent study by Gartner found that agencies are struggling with ways to provide seamless, coherent digital services. Finally, agencies must balance all of these demands with the need to ensure the security of these services.

This event will provide federal IT officials with insights into how to achieve their digital services goals. Subject matter experts from government and industry will discuss strategies for developing and sustaining efficient, secure, multi-channel customer-centric services.

*** Potential topics to be addressed include:**

- Implementing a customer-centric communications strategy
- Bringing mobility to government services
- The impact of the Internet of Things
- Cloud-based delivery strategies
- The future of connected cities
- The power of geospatial data
- Best practices from the U.S. Digital Services Playbook
- Securing citizen engagement



August 10, 2016

7:30am - 3:30pm

The Willard InterContinental Hotel

1401 Pennsylvania Avenue NW

Washington, DC 20004

CLOUD SUMMIT: THE CLOUD ROADMAP TO TRANSFORMATION

Federal agencies have only begun to explore the benefits of the cloud. Without a doubt, five years into the federal government's "Cloud First" policy, cloud is delivering important results—most notably the ability to quickly deploy IT resources and scale up operations as requirements change. But in most agencies, the greater potential for transformation remains largely untapped. With the Federal IT Acquisition Reform Act (FITARA) bringing a renewed emphasis on IT reform, that needs to change.

It is not simply a question of gaining ever-higher levels of efficiency, flexibility, and scalability. Instead it is a matter of leveraging those benefits to transform operations. In an August 2015 study, Forrester Research described cloud as a disruptive technology, one that fundamentally

shifts how an organization delivers IT services. Likewise, a June 2015 report from ISACA called on organizations to focus their energies on improving "business agility"—not just delivering services more effectively but developing new services that support an organization's operations.

This summit—which will spotlight the intersection of technology, policy and management strategies—will provide federal IT leaders with insights into how they can build on and extend their existing investments in the cloud to truly transform IT operations and how those operations support the mission of their agencies.

*** Potential topics to be addressed include:**

- The real driving factors behind cloud adoption
- Cloud deployment and service models
- The DevOps difference
- Cloud as a platform for mobility and unified collaboration
- Cloud security and management best practices
- Lessons learned from DOD's cloud transition
- Cloud and FITARA





August 30, 2016

7:30am - 3:30pm

The Willard InterContinental Hotel

1401 Pennsylvania Avenue NW

Washington, DC 20004

SECURITY SUMMIT: GETTING THE EDGE ON CYBER THREATS

In October 2015, the Office of Management and Budget released its much-anticipated Cybersecurity Implementation Plan (CSIP), a multi-pronged initiative aimed at getting agencies up to speed on cybersecurity. The strategy reflects the dual realities of the cybersecurity challenge: The increasingly diverse and sophisticated nature of today's cyber threats, and the increasingly complex nature of the federal enterprise to be protected.

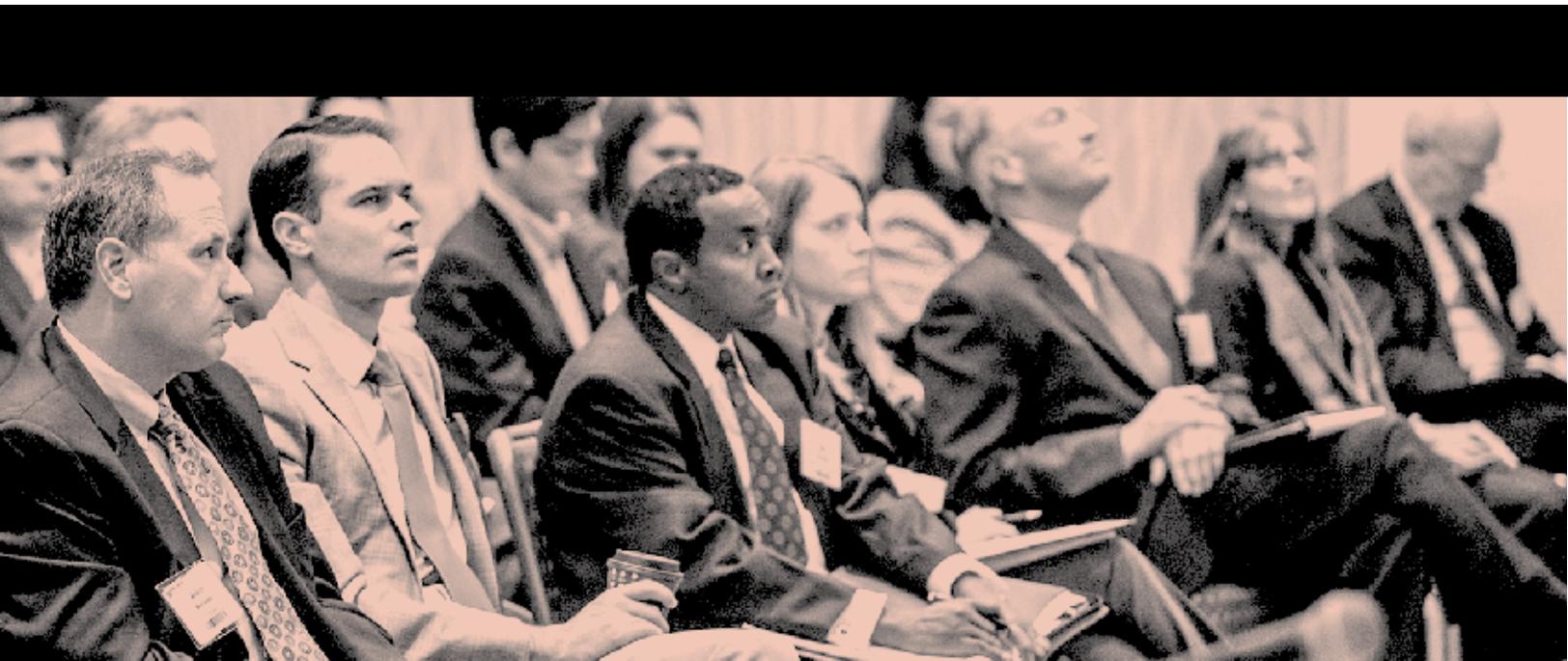
A string of high-profile data breaches in the public and private sectors made it abundantly clear that the cyber threat landscape had changed. First, the distinction between external hackers and insider threats has blurred, as outside parties have proven how easily they can obtain network credentials and wreak havoc from within. Second,

the attacks put agencies on notice that cybersecurity was not just a matter of defense but of resilience: Agencies needed to accept that some attacks would succeed and plan accordingly, putting a greater emphasis on risk management, continuous monitoring, and threat detection and response. The situation is all the more challenging because cloud, mobility, and related solutions are extending the federal enterprise, potentially creating more openings for proliferating cyber threats.

This event will provide attendees with insights into emerging tools and techniques for developing a comprehensive cybersecurity and improving their cyber resilience. Potential topics to be addressed include:

*** Potential topics to be addressed include:**

- Best practices in risk assessment and management
- Continuous monitoring and mitigation strategies
- Advanced applications of identity and access management
- Vulnerability/penetration testing
- Integrated mobile security
- The convergence of cyber and physical systems
- Next-generation fraud management



September 21, 2016

7:30am - 3:30pm

Renaissance Hotel

999 9th Street NW

Washington, DC 20001

THE 2016 ENTERPRISE ARCHITECTURE SUMMIT: ARCHITECTING ENTERPRISE TRANSFORMATION

High-performance computing, digital services, and big data analytics are but just a few of the disruptive technologies that are transforming the way business is being done at all levels of government: Federal, State, and local. However, the threats to effective government are greater than ever and place an increased emphasis on the need for security, both cyber and logical, at all levels of the enterprise. Risk, likewise, must be an active consideration in decision making to ensure balance between the use of the most effective technologies while minimizing the loss data, unsustainable budgets or failure to comply with regulatory guidance.

Successful transition to these new disruptive technologies requires deliberate architecting to ensure successful migration. Enterprise Architecture provides the means for road-mapping adoption, identifying challenge areas and where risk must be managed.

This event will bring together thought-leaders from both enterprise architecture and other communities of practice such as cyber security, digital services, risk management professionals and big data to provide attendees with insights into the steps toward architecting enterprise transformation.

* Potential topics to be addressed include:

- Agile Enterprise Architecture Methodologies
- Big Data Analytics
- Business Architecture
- Digital Strategy & Design
- Digital Services
- Risk Management
- Road Map Adoption
- Security, both cyber & logical



November 2, 2016

7:30am - 2:00pm

The Ritz-Carlton, Pentagon City

1250 S Hayes St

Arlington, VA 22202

DEFENSE SYSTEMS SUMMIT: THE NEW DEFENSE LANDSCAPE

The world is changing quickly and the Defense Department wants to change not only with it but, preferably, ahead of it. That means staying ahead of the technological curve in key areas, which also means speeding up acquisition cycles.

Cyberspace and the electromagnetic spectrum have become key domains in any confrontation in ways they haven't before. The military will likely be sending more small expeditionary forces on key missions, which will require them to have command-and-control and communications tools that can reach a smaller unit. And small, unmanned vehicles will play a bigger part on both sides of the battle.

DOD, with congressional support, is investing in programs and technologies to address this changing military landscape. The National Defense Authorization Act for Fiscal Year 2016 authorizes the Secretary of Defense to establish a Technology Offset Program to support investments in such areas as directed energy, autonomous systems, undersea warfare, cyber

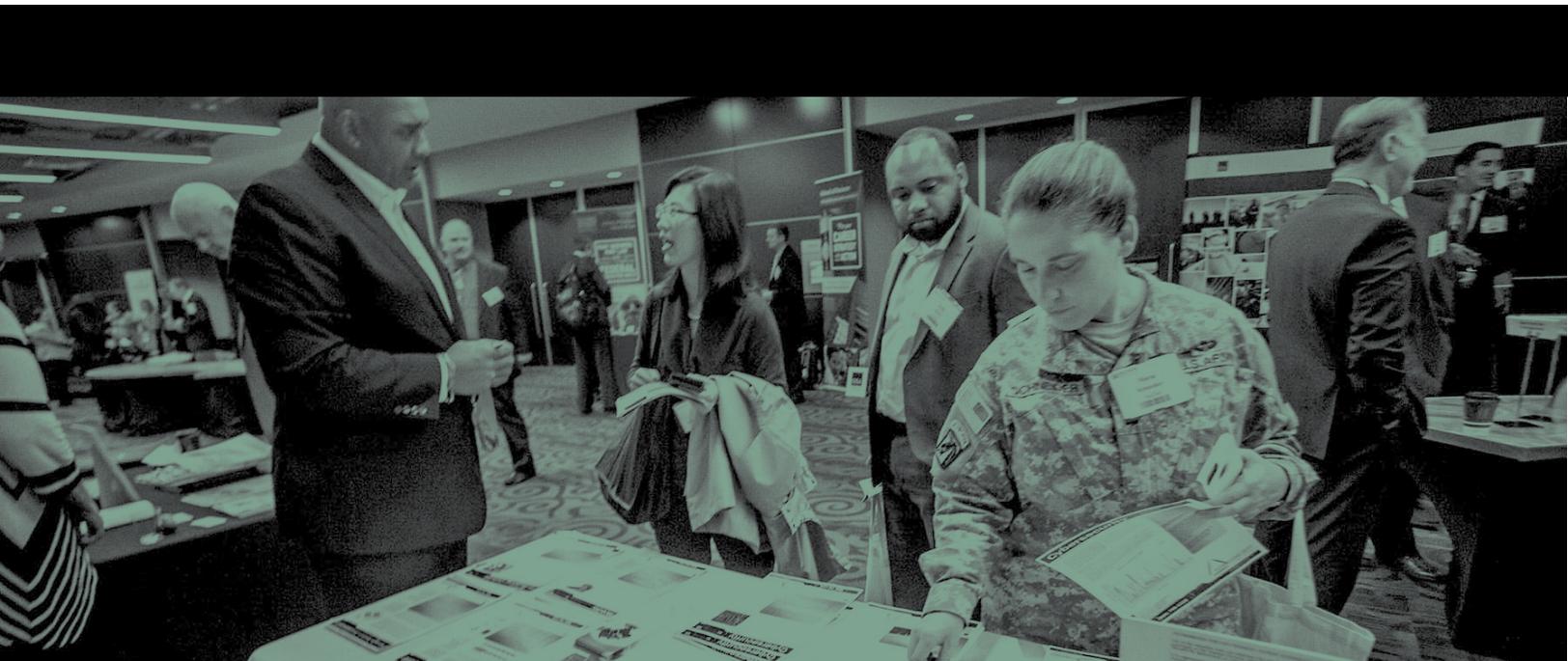
technology, and intelligence data analytics. According to Deltek, total funding for the program is set at \$300 million annually through fiscal 2023.

Meanwhile, the Defense Innovation Initiative is fostering longer-range research in these and other game-changing technologies, including 3D printing, disaggregated network systems, and miniaturization, Deltek reports.

This event will bring together IT thought-leaders from across the department and the military services to discuss both on-going and emerging technologies and concepts of operations that will shape the battlefield in years to come.

*** Potential topics to be addressed include:**

- Preparing for cyber war
- The future of GEOINT
- New acquisition strategies
- Big data and anti-terrorism
- The evolution of drones
- Managing the cyber/spectrum domain
- Tactical communications
- Emerging networking strategies
- 3D printing



Contact Info

Reserve your Summit sponsorship package TODAY!

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