

# ACUMIN Roundtable Events

## Websense Hosts CISO Roundtable Discussion

Websense contacted Acumin with a view to organizing a roundtable discussion about Data Leak Prevention (DLP). Already a leader in the market, they wanted to glean the views and challenges regarding DLP from Senior Information Security professionals working within an end user environment.

Johanna Severinsson, Senior Marketing Director for EMEA/APAC at Websense explains:

“DLP is such a hot topic at the moment, we wanted to get in front of some of the UK’s top CISO’s and not only share our plans with them, but also get a really good understanding of what their key issues were regarding data leakage. Needless to say, we also wanted to use this event as a platform for building new business relationships with these people – our key targets.”

**Johanna Severinsson**  
VP Marketing EMEA & APAC - Websense

Websense opted for Acumin’s ‘Gold’ event package, which meant that everything from sourcing a venue, working on a suitable guest list, right through to gift bags and cars home, was organised by Acumin’s events team.

Hannah Goodyear, Marketing & Events Manager for Acumin explains:

**For further information regarding Events and Sponsorship opportunities, please talk to us about your requirements. Whether you’d like to arrange a sumptuous executive dinner, an informal lunchtime discussion, or an extravagant weekend away, please get in touch and we will put together a tailored proposal for you.**

**Call 0207 987 3838 or e-mail [events@acumin.co.uk](mailto:events@acumin.co.uk)**

“Following on from a very detailed discussion with the team at Websense regarding their target audience, as well as what type of event they had in mind, we then went away and through leveraging our contacts within the end user market, put together a list of prospective guests.”

**Hannah Goodyear**  
Marketing & Events Manager - Acumin

A private dining room at the top of The Gherkin was selected as the venue for the event, with a champagne reception, followed by the roundtable discussion and then an exquisite seven-course dinner. Michael Dempsey, Journalist for the FT and BBC chaired the roundtable discussion, and with Gene Hodges, Websense’s CEO attending, the discussion and dinner was a huge success.

Following dinner, each guest was given a gift bag containing branded goodies including a Mont Blanc Pen and Truffles, and taken home by chauffeur driven car.

The Roundtable Dinner was hailed a real success by Websense. Johanna Severinsson summarises what she thought of the event:

“The team at Acumin drove the event from start to finish – it was extremely well organized. The guest list was very impressive – the contacts were of a senior level and exactly our target audience. Having Acumin organise this for us meant that it was a networking event where Websense attended as the host – instead of it being a sales-led event. We could not have achieved the same audience / outcome without Acumin and this has enabled us to build relationships at a higher level within these organisations. All in all, we feel that not only was the event a fantastic platform for building relationships, but also to get our message across to a C-Level audience...well worth the investment!”

**Johanna Severinsson**  
VP Marketing EMEA & APAC - Websense

Acumin Roundtable Events enable you to get in front of your target audience, without the stress of organising a guest list, venue, and all details that make these events successful – both in the eyes of your guests, and from a sales and marketing perspective. We will organize everything from the guest list and venue, right through to cars home at the end of the evening.

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