EVENT / TRADESHOW BRIEF

**For multiple events being promoted on one landing page, please fill out one brief per event.**

|  |  |
| --- | --- |
| **SFDC Campaign Name** | SFDC Campaign Name |
| **Due Date** | Click or tap to enter a date. |

# DETAILS

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| **General Tokens** |
| **Event Type** | Choose an item. |
| **Event Name** | Event Name |
| **Event Date** | Click or tap to enter a date. |
| **Event Time** | Start time: HH:MM Time Zone End time: HH:MM Time Zone |
| **Event Location** | Address of venue |
| **Event Description** | Short description for emails |

# OPTIONS

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| **Please complete the section below.**  |
| **Registration approval required?** | [ ]  If yes, enter email address(es) Click or tap here to enter text. |
| **Registration alert required?** | [ ]  If yes, enter email address(es) Click or tap here to enter text. |
| **Promotional email required?** | [ ]  If required, please completed the Promotional Emails section. |
| **Reminder emails required?** | 1 Week [ ] 1 Day [ ] 1 Hour [ ]  |
| **Follow up email required?** |[ ]
| **Any non-standard fields required in the form?** | Eg. Dietary requirements, ISC2 # |

# Banner Sizes

Please attach any images/banners to the ticket in the correct size (above)

|  |  |
| --- | --- |
| **Image Type** | **Image Size (pixels)** |
| Marketo Email Header | 750x250 or 1500x500px |
| Marketo Landing Page Hero Banner (no text, picture on far right) | 1920x350px |

# Assets

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| **Registration Landing Page (if required)** |
| **LP Copy** | Eg. A global pandemic, rapid digital transformation, shift to a remote workforce and a cyber threat landscape like we’ve never seen before – 2020 was anything but predictable. Prepared for the pandemic or not, infosec professionals around the globe worked tirelessly to ensure business continuity while completely rethinking their approach for the ‘new normal’. Learn how you can protect your people, data and organisation in the new year. We’ll cover:* Look back at cybersecurity predictions for 2020
* Lessons learned and success stories
* What to expect from the threat landscape in 2021.
 |
| **LP Form Header** | Eg. Register Below |
| **LP Who should attend** | Who Should AttendBy Invitation Only. This event is suitable for information security decision makers (CXO, VP of IT, Director of IT) from the public sector who oversee security measures in an organization. |
| **CTA Button Text** | Eg. Register Now |
|  |
| **Tradeshow Hot Leads Landing Page (if required)** |
| **Banner Text** | Click or tap here to enter text. |
| **Body Title** |  |
| **Body Text** | Eg. A global pandemic, rapid digital transformation, shift to a remote workforce and a cyber threat landscape like we’ve never seen before – 2020 was anything but predictable. Prepared for the pandemic or not, infosec professionals around the globe worked tirelessly to ensure business continuity while completely rethinking their approach for the ‘new normal’. Learn how you can protect your people, data and organisation in the new year. We’ll cover:* Look back at cybersecurity predictions for 2020
* Lessons learned and success stories

What to expect from the threat landscape in 2021. |
|  |
| **Tradeshow Prize Draw Landing Page (if required)** |
| **Banner Text** | Click or tap here to enter text. |
| **Body Title** | Eg Enter the prize draw to win some Airpods |
| **Body Text** | Eg. A global pandemic, rapid digital transformation, shift to a remote workforce and a cyber threat landscape like we’ve never seen before – 2020 was anything but predictable. Prepared for the pandemic or not, infosec professionals around the globe worked tirelessly to ensure business continuity while completely rethinking their approach for the ‘new normal’. Learn how you can protect your people, data and organisation in the new year. We’ll cover:* Look back at cybersecurity predictions for 2020
* Lessons learned and success stories

What to expect from the threat landscape in 2021. |
| **Form Header** | Eg Enter Now to Win!!! |
|  |  |
| **Terms & Conditions** | Eg \*Offer valid for addressee only. Limit one per company. Offer subject to availability. Gift is not contingent upon agreeing to do business with Proofpoint, Inc.Montblanc pens are given away on behalf of Proofpoint, Inc. Mont Blanc is not a participant in or sponsor of this promotion.By accepting this invitation you represent and warrant that (1) you are not a representative, employee or contractor of any national, federal, provincial, state, municipal or other government, governmental agency, or quasi-governmental entity (“Government User”), (2) you are not related to any person who is a representative, employee or contractor of a Government User, and (3) your acceptance of this thank you gift does not violate your employer’s code of conduct or similar policies, and you have notified your employer of this offer and your employer has consented to you accepting this offer. |
| **Thank You Body Text** | Eg The draw will take place on dd mm yyyy and the winner will be notified shortly after. |
| **Thank you email body text** | Eg Thank you for entering the prize draw.A Proofpoint representative will contact you shortly. |

# Emails (copy/paste section if more needed)

|  |
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| **Promotional Email (if required)** |
| **Invite Email Subject Line** | Eg. Webinar Invite | Webinar Title |
| **Invite Email PreHeader****(below subject in Outlook)** | Enter INVITE preheader text 60-90 characters. |
| **Email Full Body Copy****(if required)** | Eg. Every year, Proofpoint’s threat research team examines trends from the prior year and predicts upcoming changes in the threat landscape. For 2020, the top concerns include a significant evolution in impostor attacks and increasingly sophisticated strikes on cloud applications.**Join us** for a deep dive into the critical threats that we’re expecting in the next 12 months, and how you can identify and protect your VAPs (Very Attacked People). |
| **Send method** | Choose an item. |
| **Invite 1 send date/time** | Enter a date & time. | Time Zone |
| **Invite 2 send date/time** | Enter a date & time. | Time Zone |
| **Invite 3 send date/time** | Enter a date & time. | Time Zone |
|  |
| **Follow Up Email (if required)** |
| **Send To**  | Choose an item. |
| **Follow Up Email Subject Line** | Eg. Webinar Invite | Webinar Title |
| **Follow Up Email PreHeader (below subject in Outlook)** | Enter INVITE preheader text 60-90 characters. |
| **Follow Up Email Full Body Copy** | Eg. Every year, Proofpoint’s threat research team examines trends from the prior year and predicts upcoming changes in the threat landscape. For 2020, the top concerns include a significant evolution in impostor attacks and increasingly sophisticated strikes on cloud applications.**Join us** for a deep dive into the critical threats that we’re expecting in the next 12 months, and how you can identify and protect your VAPs (Very Attacked People). |

# Criteria for Send List

|  |
| --- |
| **Contact type** |
| Highlight the ones you wish to target | Prospect | Customer | Prospect + Customer | Partner | All |
| **With / Without Open Opportunities** | WITH | WITHOUT |
| **Region/Country** | **Select Geo** |  | **OR Region(s)** | **Or list Countries** |
| Highlight the ones you wish to target. | All EMEAAll APAC | DACHBeneluxNordicsFranceUKIItalyIberia | Saudi ArabiaSouth Africa EgyptIsraelKuwaitEastern EuropeQatar | Turkey OTHER-FSAMediterraneanANZSAKJapan |  |
|  | **Job Persona** |  |
| Highlight to includeStrikeout to excludeLeave as is for all | **CISO/Senior Security Leader** - Senior IT Security Leader in the organisation**CISO Influencer** - Leaders & Senior leaders both within and outside of the IT Organisation**Technical Buyer** - Leaders of the teams most likely to be the daily users.**Technical** **User** - Individual users of the solution being delivered.**Financial Buyer** – Finance/Procurement professional. Unlikely to be a user/manager of the tech.**Business Stakeholder** - Not be directly involved in decision making but may have some stake in the provision/results it provides. |
| **Company Size** |
| **EMEA** | 2501+ | 751-2500 | 251-750 | Less than 250 | ALL |
| **APAC** | 6501+ | 2501-6500 | 501-2500 | Less than 500 | ALL |
| **SAK** | 1001+ | 1-1000 | ALL |
| **Japan** | 2501+ | 1001-2500 | 251-1000 | ALL |

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| --- |
| **Engagement level** |
| Engaged in the last 6 months OR created in the last 2 years. | Engaged in last 6 months | Unengaged in last 6 months | Any Engagement |
| **6Sense Account Buying Stage** |
| Threat | InfoProtect | PSAT |
| Choose an item. | Choose an item. | Choose an item. |
|  |
| **ABM Target Lists** |
| **Core Audience****Email Cohort****Platform Cohort** | **Must Win APJ Accounts****Must Win EMEA Accounts** |
| **Predictive Audience Criteria** |
| Names of, or links to successful campaigns with similar audiences |  |
| **Other Exclusions /Criteria/ Comments** |
|  |
| **Reference Information** |
| ​[Job persona definitions](https://pfpt.sharepoint.com/%3Ap%3A/r/teams/OG-MOPS/Shared%20Documents/MOPS%20Enablement%20-%20Definition%20Docs/Process%20%28Objects%2C%20Statuses%2C%20Opportunities%29/Definitions%20-%20%28Process%29%20-%20Persona%20Mapping.pptx?d=w6f574baa755342059dfb54854800cc6f&csf=1&web=1&e=KwXLdZ)[MOPs Central](https://go.proofpoint.com/MOPS.html)[ABM Target tags](https://pfpt.sharepoint.com/%3Ax%3A/t/OG-MOPS/EX2RL3BsK7VHuS1SWQk_NasBuKtvY_QvF9o7rh_yJwLJDA) |
| **MOPs – values for selecting ABM target lists** |
| WW CoreWW EmailWW Platform | Must Win APJMust Win EMEA |