

# Business Profile Event

Attendance Certificate

June 2015



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## EUROPE

### Key information

#### Certificate type

Event

#### Metric type

Attendance

#### Audit status

Organiser's statement - subject to audit

#### ABC total

15,611 Total Attendance

#### Period

2 June 2015 to 4 June 2015

#### Market sector

Computing: General

#### Contact details

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#### Total Unique Attendance

15,611

Visitor Attendance

12,003

Exhibitor Attendance

3,608

#### Event Details

Event Venue:

Olympia, London

Year Event Established:

1996

Event Frequency:

Annual

Next Event Dates:

7 June 2016 to 9 June 2016

Next Event Venue:

Olympia, London

#### Profile information available

Geographic analysis

Industry/Business/Sector analysis

Job Title/Function analysis

**Total Unique Attendance**

Visitor Attendance  
Exhibitor Attendance

	<b>15,611</b>
	12,003
	3,608

**Repeat Attendance (visitors only)** - Repeat visits are NOT included in the Total Unique Attendance figure

	<b>3,349</b>
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**Event Details**

Event Dates:	Tuesday, 2 June, 2015 to Thursday, 4 June, 2015
Event Venue:	Olympia, London
Stand Space Occupied (square metres):	6,033
Number of Stands:	260
Year Event Established:	1996
Event Frequency:	Annual
Next Event Dates:	7 June 2016 to 9 June 2016
Next Event Venue:	Olympia, London

**Organiser's Descriptions** (not verified by ABC)

**Main product Groups/Services Exhibited:**

Anti Spam/Virus, App/AppCode Sec, Ptch Mgmt, BCM/DR, Fraud Detection, IT Forensics, DS, Encrypt./PKI/Digital Certificates, Storage Sec, Audit, Gvence Risk & Compl., Info Risk Mgmt, Insider Threat/Soc Eng., Legislation&Stds., PCI-DSS, Sec Policy, Sec Training/Awareness/Ed/ RCMT, Authentication, Biometrics, DRM, Identity & Access Mgmt, SSO/Sec Tokens, End Point Sec, Mobile Sec/MDM, Remote Access, VPN, Cloud Sec, Mng'd Sec Srvc, Sec Web Srvc/Sec as a Srvc, Content Mnt/Filtering, Converged Sec, DLP, Email/IM Sec, Firewalls, Internet Sec/Network Sec, Intrusion Prevention/Detection, Pen Testing/Risk&VUL Assess., Sec Disposal, Sec EM, Unified Threat Mgmt, Virtualization Sec, VOIP Sec, Wireless.

**Target Audience:**

Corporate/board level responsible for IT, Other corporate/board level, Director level responsible for IT, Other Director level, IS/IT Management (inc. Network Mgrs etc), General Management (inc. Product/Project Mgrs, Sales and Mktg), Technical Specialists, Industry Analyst, Consultant, Press/Journalist, Post-graduate student, Other.

**Geographical analysis**

Country/Region	Attendees	%
<b>United Kingdom</b>	<b>10,813</b>	<b>90.09</b>
England	10,488	87.38
<i>East Anglia</i>	323	2.69
<i>East Midlands</i>	322	2.68
<i>London</i>	3,571	29.75
<i>Midlands</i>	439	3.66
<i>Northern</i>	75	0.62
<i>North West</i>	323	2.69
<i>South East</i>	4,376	36.46
<i>South West</i>	799	6.66
<i>Yorkshire</i>	260	2.17
Scotland	136	1.13
Wales	154	1.28
Northern Ireland	35	0.29
<b>Europe (excluding UK)</b>	<b>850</b>	<b>7.08</b>
<b>North America</b>	<b>136</b>	<b>1.13</b>
<b>Central &amp; South America</b>	<b>4</b>	<b>0.03</b>
<b>Australasia and Pacific</b>	<b>9</b>	<b>0.07</b>
<b>Asia</b>	<b>9</b>	<b>0.07</b>
<b>South East Asia &amp; Pacific Rim</b>	<b>34</b>	<b>0.28</b>
<b>Africa</b>	<b>20</b>	<b>0.17</b>
<b>Middle East &amp; North Africa</b>	<b>128</b>	<b>1.07</b>

**Demographic analyses**

Industry / business / sector	Responses	% of visitors
Visitors responding to this question (specified)	5,447	45.38
Visitors not responding to this question (unspecified)	6,556	54.62
Catering/Hotels/Leisure & Entertainment	72	0.60
Charity	106	0.88
Construction/Agriculture/Mining	64	0.53
Consultancy	508	4.23
Education & Training	302	2.52
Finance/Banking/Insurance	1,221	10.17
Government	784	6.53
Legal	103	0.86
Manufacturing/Engineering/Electronics (Non IT)	206	1.72
Medical/Health Care/Pharmaceuticals	182	1.52
Media/Broadcasting	233	1.94
Oil/Gas/Chemical	96	0.80
Property	39	0.32
Public Services	110	0.92
Retail/Wholesale Distribution	159	1.32
Service Provider	288	2.40
Telecommunications	345	2.87
Transport and Travel	152	1.27
Utilities (Electricity/Water/Gas)	109	0.91
Other	368	3.07

Job title / function	Responses	% of visitors
Visitors responding to this question (specified)	10,590	88.23
Visitors not responding to this question (unspecified)	1,413	11.77
Auditing	186	1.55
Application Security	151	1.26
Auditing	186	1.55
Business / General Management	693	5.77
Compliance	190	1.58
Computer Science	101	0.84
Consultancy / Advisory	27	0.22
Consultant	1,656	13.80
Corporate Functions	5	0.04
Data Centre Management	76	0.63
Database Management	34	0.28
Digital Forensics and Investigation	97	0.81
Disaster Recovery / Business Continuity	34	0.28
Film Crew / Tech Support	7	0.06
Finance	68	0.57
HR	19	0.16
Information Security	290	2.42
Information Security (overall responsibility)	808	6.73
Information Technology	116	0.97
Information Technology (overall responsibility)	562	4.68
IT / Technical	111	0.92
Legal	19	0.16
Marketing	250	2.08
Media	4	0.03
Media Press / Journalist / Editor	84	0.70
Network / Infrastructure Management	899	7.49
PR	78	0.65
Procurement / Outsourcing	41	0.34
Product Development / Technical Research	162	1.35
Programming / Coding	57	0.47
Recruitment	74	0.62
Research (Industry Research / Analysts)	147	1.22
Risk Management / Governance	448	3.73
Sales / Business Development	1,191	9.92
Security Analyst	764	6.37
Security Awareness	115	0.96
Support / Helpdesk	229	1.91
Systems Design / Software Engineering	233	1.94
Threat Intelligence	137	1.14
Training & Education	6	0.05
Other	235	1.96

**More Information**

To find out more about ABC, please visit [www.abc.org.uk](http://www.abc.org.uk)  
 To find out more about the Business Profile Event sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

**About this certificate**

This certificate was issued on 7 October 2015.  
 The data included is derived from a return of attendance prepared by the organiser: Reed Exhibitions Ltd.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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