



Analyst Program 

SANS 2020 Top New Attacks and Threat Report

Author: [John Pescatore](#) | Date: April 2020

In the SANS 2020 Top New Attacks and Threat Report, John Pescatore will provide deeper insight into the threats highlighted during the SANS panel discussion at the 2020 RSA Conference. The paper will include practical advice from SANS instructors Ed Skoudis, Heather Mahalik and Johannes Ullrich on the critical skills, processes and controls needed to protect their enterprises from these advanced attacks.

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About the Author



[John Pescatore](#) is the SANS Director of Emerging Security Trends and has over 35 years of experience in computer, network and information security. He was Gartner's Lead Security Analyst for 13 years, working with global 5000 corporations and major technology and service providers. John began his career at the National Security Agency, where he designed secure voice systems, and the United States Secret Service, where he developed secure communications and surveillance systems. He has testified before Congress about cybersecurity, was named one of the 15 most-influential people in security in 2008 and is an NSA-certified cryptologic engineer.

SANS Experts



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Sponsorship Inclusions

Paper

A SANS Analyst will develop a report that includes a deeper drill-down into the threats highlighted during the 2020 RSA Conference panel discussion. Sponsors will receive a final, branded report for their use.

Webcast

The report includes an associated webcast presented by the author. Webcast will be branded with sponsor's logo. Sponsors will receive the webcast recording for their own promotions. Webcasts are archived for one year after the webcast date. Registrations may still be processed for archive viewing of the webcast. 300-lead guarantee with no cap.

Webcast Date: April 2020 (official date TBA)

Additional Sponsorship Opportunities

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Sponsor your own webcast that aligns with the 2020 threat report. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive webcast.

Package of 2020 Threat Report and Single Sponsored Webcast:

Associated Paper or Product Review

Publish a custom paper based on a segment of the report that is of interest to you or a product review that calls on the report as an entry point to the review. This associated paper includes a webcast.

Associated Video

Have a SANS expert interview a representative of your company. The sponsor will receive a branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

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Promotions

Report: Promotion for taking the report will be promoted for 5-6 weeks through a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

Webcasts: Promotion of the report results presentation webcast and the panel discussion webcast will begin one week after the report closes. The webcast will be promoted via a weekly email blast to SANS opt-in audience, SANS e-newsletters and social media.

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