



A Tale of Two Paths: Threat Hunting Needs for New and Established Hunters Survey

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Webcast Date: **October 29, 2019** | Panel Discussion Webcast Date: **October 30, 2019**

Organizations just starting their threat hunting journey have different needs than those who are honing their skills and programs. This 2019 threat hunting survey will look at those differences and how they impact the priorities set by both types of organizations. Actionable advice will assist organizations in both situations to grow their programs and improve their threat hunting abilities.

Why Sponsor the SANS 2019 Threat Hunting Survey

Lead Generation

300-lead guarantee with no cap.

Branding

Cobrand the survey results whitepaper and webcast with SANS, the global leader in cybersecurity training, certification and research.

Thought Leadership

Collaborate with our best SANS authors who are at the forefront of the ever-changing war on cybersecurity.

About the Authors



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Mathias Fuchs, a certified instructor for SANS FOR508: Advanced Digital Forensics, Incident Response, and Threat Hunting, is head of cyber defense at InfoGuard AG, where he is actively engaged in building the incident response (IR) practice. In that role he uses his knowledge to shape his team; develop the necessary forensic, IR and threat hunting capabilities; and proactively mediate security vulnerabilities that would be more difficult to manage later. Prior to joining InfoGuard, Mathias was a principal consultant at Mandiant, where he led large-scale cybersecurity investigations.



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Joshua Lemon is a certified instructor for SANS FOR508: Advanced Incident Response, Threat Hunting, and Digital Forensics. He is the director for strategic response and research in the Security Response Center at a large multinational cloud company, providing research, development and identification of future technical capabilities for the center. Previously, he was the computer security incident response team (CSIRT) manager for the Commonwealth Bank of Australia, leading one of the largest dedicated IR teams in the Australian commercial sector. He holds GREM, GCFA, GDAT, GNFA, GCIH, GPEN, GPYC certifications.

Sponsorship Inclusions	Gold	Platinum
<p>Survey</p> <p>SANS will run a 20–25 questions survey for a minimum of 6 weeks. Sponsors will be informed of survey respondent counts. A SANS Analyst will develop a whitepaper based on the survey results. Sponsors will receive a draft of the paper and survey results for review and a final, branded survey results whitepaper for their use.</p>	✓	✓
<p>Survey Results Presentation Webcast</p> <p>The survey results will be presented by the survey authors. 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.</p> <p><i>Webcast Date: October 29th, 2019</i></p>	✓	✓
<p>Associated Panel Discussion Webcast</p> <p>Survey authors will host a panel discussion with up to three sponsors discussing the threat hunting survey and the survey results. The webcast will be promoted by SANS. Sponsors will receive the webcast recording for their own promotions. 100-lead guarantee with no cap.</p> <p><i>Limited to three sponsors</i></p> <p><i>Webcast Date: October 30th, 2019</i></p>		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast	Sponsor your own webcast that aligns with the 2019 threat hunting survey. The webcast will be promoted by SANS. 200-lead guarantee with no cap and continued lead generation as a SANS archive 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 branded video(s) of the interview. The video will also be available on the SANS website for lead generation. SANS will organize all logistics.

Lead Submission & Promotions

Lead Submission

The initial installment of leads from the webcast will be provided within two business days of the live webcast. Additional leads will be provided on a regular basis for the first three months following the webcast. After three months, leads will be provided as requested.

Promotions

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

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

2019 Threat Hunting & Incident Response Summit: Survey results will be presented by the authors at 2019 Threat Hunting & Incident Response Summit in New Orleans, LA. Attendees will receive a two-page preview of the survey results, including instructions on how to access the webcast and survey paper online.