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PROGRAMAnalyst Program 

A SANS 2021 Survey Threat Hunting in Uncertain Times

Authors: [Mathias Fuchs](#) and [Joshua Lemon](#) | Date: September 2021

With the challenges that the changing economic conditions bring, how significant is threat hunting for your organization now? Over the past year, businesses have been continually under pressure to increase efficiency and keep costs down in the lead-up to recovering when economic conditions are still evolving. This survey will look at how businesses' cybersecurity defense teams are handling these changes and how organizations can defend against network threats that are yet to be discovered.

Why Sponsor the SANS 2021 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



[Mathias Fuchs](#), SANS Certified Instructor, [@mathias_fuchs](#)

As an instructor for SANS FOR508: Advanced Digital Forensics, Incident Response, and Threat Hunting, Mathias draws both on his roots in teaching as well as his experience in the field to frame the subject matter with real-world examples. Mathias is currently focused on building the incident response practice at Infoguard. Prior to that, Mathias was a principal consultant at Mandiant, where he led large-scale cybersecurity investigations all over the world.



[Joshua Lemon](#), SANS Certified Instructor, [@joshlemon](#)

Josh manages the Strategic Response and Research Unit within the Salesforce Security Response Center (SSRC), which provide a dedicated team of highly trained and experienced incident responders to research, develop and champion future technical capabilities for the Incident Response team. In addition to his role at Salesforce.com, Josh teaches two SANS courses: FOR508: Advanced Incident Response, Threat Hunting, and Digital Forensics and FOR572: Advanced Network Forensics: Threat Hunting, Analysis, and Incident Response.

Sponsorship Inclusions

	Gold	Platinum
Survey <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>	✓	✓
Survey Results Presentation Webcast <p>The survey results will be presented by the survey author. The 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: TBA</i></p>	✓	✓
Associated Panel Discussion Webcast <p>The survey author will host a panel discussion with up to three sponsors discussing the SANS 2021 Threat Hunting 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: TBA</i></p>		✓

Additional Sponsorship Opportunities

Associated Single-Sponsored Webcast

Sponsor your own webcast that aligns with the 2021 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 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.

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.

Webcasts: Promotion of the survey results presentation webcast and the panel discussion 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.

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