

A stylized graphic on the left side of the page. It features a blue caduceus (a staff with two snakes) overlaid on a purple padlock. The padlock has a white keyhole. The background is a light blue gradient.

InfoSec Healthcare Conference

Thursday, 20 June 2024



Key data: InfoSec Healthcare Conference

- Thursday, **20 June 2024 - 8:00 to 17:00**
- Lorzensaal, **Cham (ZG)**

Conference without exhibition

- The conference does without paid exhibition space. Instead, interested companies have the opportunity to share their **expertise in a break-out presentation**. A distinction is made between companies that participate as experts and those that participate as alliance partners.



Conference as bridge builder

The conference is a platform
for dialogue

The exchange of information
between experts and
participants from various areas
in the healthcare sector should
be promoted, e.g., between IT
experts and specialists such as
doctors, nursing staff,
management and
administration.





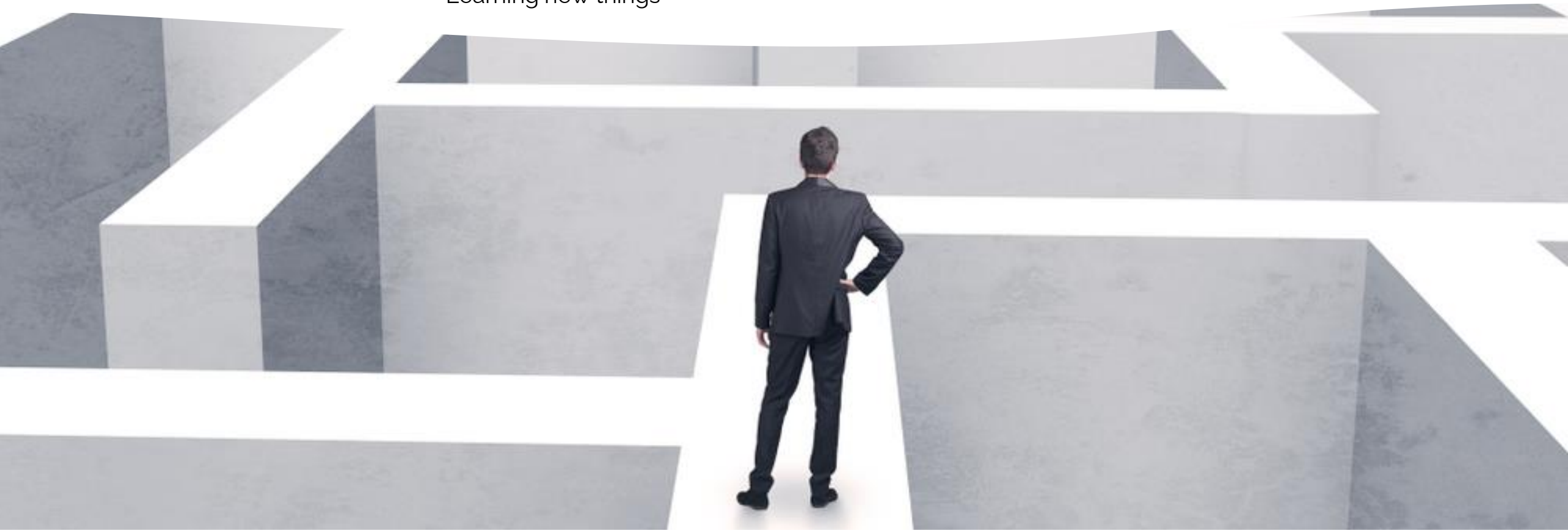
Feedback from speaker companies

- Good networking !
- Networking opportunities, interest in testimonials
- The best way to feel the "pulse" of IT security in the Swiss healthcare sector and to see the direction of development.

Participants' expectations

Feedback from participants of the past conference

- no sales presentations please
- One presentation almost started with the sentence "I chose a lurid title, the room is full" - the presentation was not what was advertised - a pity.
- The speeches should also really cover what is in the title.
- Good overview of current topics and practical examples from companies (especially health care).
- More testimonials
- Learning new things





General statements

- It is very specific to the industry. Recommended for people in the health sector.
- Good organisation, exciting lectures and good opportunity to connect.
- Topics covered were relevant
- Exciting and relevant topics. It is important to keep yourself up to date. Both in terms of the legal situation and the dangers and how the industry reacts to them.
- The information content was very high.
- The topics are very well chosen and appropriate to the current times. The networking is extremely valuable.
- Great event! Compliments!
- Thank you very much for the diverse and interesting opportunities for discussion.



Target group: Companies from the fields of



- Authorities
- Hospitals and clinics
- Homes
- Group practices
- Provider of medical services
- Laboratories
- IT industry
- Medical device manufacturers
- Pharma
- Building maintenance
- Patient organisations
- Research and development
- Data protection authorities
- Medication distributors
- Computing and Service Centre

Target group: Functions of the participants



CEO	CIO	CFO	IT staff	IT specialists	Data protection specialists
Safety specialists	Doctors with management tasks	Nursing staff with special tasks	Safety Officer	Developer	Head of Administration
	Power User	Project Manager	Technical specialists	Employee and Head of Health Services	

Benefiting from a win-win situation



Why become a Break-Out Alliance partner and/or expert?

In-depth know-how is available in the field.
Score professional points with existing and future customers
Dialogue with the market.



What does the conference participant expect from the presentations in the break outs?

Professionally competent and authentic lectures
Reference to practice, examples from practice (case studies)
Information, approaches and what is feasible?



This speaks for your participation in the break out units

The organiser has many years of event experience
Limited number of experts and Alliance partners
Very interesting participant (structure) thanks to focused target group
Participants appreciate strong practical relevance
Clear orientation of the conference
Attractive price-performance ratio

Conference programme



From	Until	Duration	
08:00	08:45	00:45	Registration and Welcome Coffee
08:45	09:00	00:15	Pre-Keynote
09:00	09:45	00:45	Keynote 1
09:45	10:30	00:45	Keynote 2
10:30	11:00	00:30	Coffee Break

4 simultaneous break out units with 5 speeches each

			Break-Out-Unit A	Break-Out-Unit B	Break-Out-Unit C	Break-Out-Unit D
11:00	11:30	00:30	Break-Out-Referat A1	Break-Out-Referat B1	Break-Out-Referat C1	Break-Out-Referat D1
11:35	12:05	00:30	Break-Out-Referat A2	Break-Out-Referat B2	Break-Out-Referat C2	Break-Out-Referat D2
12:10	12:40	00:30	Break-Out-Referat A3	Break-Out-Referat B3	Break-Out-Referat C3	Break-Out-Referat D3
12:40	13:50	01:10	Lunch			
13:50	14:20	00:30	Break-Out-Referat A4	Break-Out-Referat B4	Break-Out-Referat C4	Break-Out-Referat D4
14:25	14:55	00:30	Break-Out-Referat A5	Break-Out-Referat B5	Break-Out-Referat C5	Break-Out-Referat D5
14:55	15:30	00:35	Coffee Break			
15:30	16:15	00:45	Keynote 3			
16:15	17:00	00:45	Keynote 4			
17:00	18:00	01:00	Apero			
18:00			End			





Additional Options

Included services	Apero partner	Partner Welcome Coffee	Further options on request
Price excl. VAT (prices are in addition to the package fee)	CHF 2'500	CHF 1'000	
Additional tickets worth CHF 490 each	2	1	
Before / during the conference			
Mention on daily programme "Apéro by <i>company name</i> "	√		
Mention on daily programme "Welcome coffee by <i>company name</i> ".		√	
During the conference			
Mention by main moderator - "Apéro is offered by <i>company name</i> ".	√		
Display stands with company logo on tables during welcome coffee / aperitifs	√	√	

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Package Options



Services / options included in the package	Expert afternoon	Expert morning	Alliance Partner
Price (VAT not included)	CHF 4'450	CHF 4'750	CHF 5'950
Number of lectures that can be given	1	1	1
lecture in block:	afternoon	morning	morning lecture slot can be chosen from three time slots
Number of conference tickets for speakers and employees worth CHF 490 each	2	2	4
Additional ticket for a co-speaker from the end customer segment	(1)	(1)	(1)
Additional tickets can be purchased at the preferential price of CHF 290 per ticket	√	√	√
Before / during the conference			
Logo presence on communication media	√	√	√
Preferred positioning of the logo presence			√
During the conference			
Expert partner: 1 high table for placing brochures, give-aways, ...	√	√	
Possibility to set up 1 roll-up (max. 1 m wide) behind the high table	√	√	
Alliance partner: 1 screen - video material freely selectable - without sound			√
1 high table per Alliance partner presentation to display brochures, give-aways, ...			√
Possibility to set up 1 roll-up (max. 1 m wide) at the screen / high table			√
Presentation will be recorded (opt-out possible)	√	√	√
Video presence on site *1	√	√	√
After the conference			
List of participants as of one day before the event as a PDF file			
List contains: Name, first name, company, e-mail			
<i>List contains persons who have agreed to the disclosure of their details when registering.</i>	√	√	√
Publication of the slides on the website - publicly accessible	√	√	√
Publication of the recording on the Infosec Digital platform. Access is granted to all Conference participants	√	√	√

*1 All videos which are submitted by Partners on time will be shown on site in turns. Video duration max. 1.5 minutes per package

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VIP invitation pool



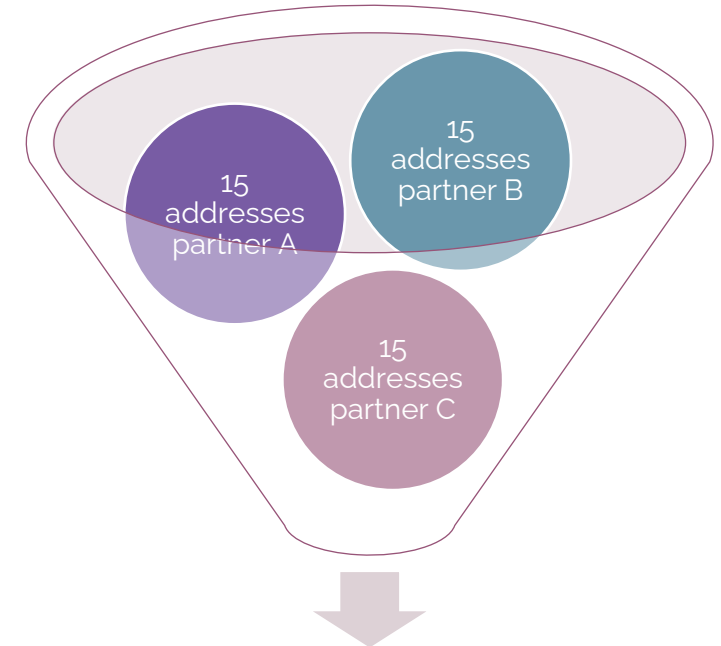
Corporate compliance strategies make it impossible to invite interesting people as guests to a Conference. The conference organisation has been looking for ways to accommodate this strategy and at the same time invite these target persons. On the other hand, these same people are repeatedly confronted with the situation that there is no budget for fee-based events.

The solution is called the VIP invitation pool. All partners can participate in this pool. The organiser receives addresses of people who should attend the conference from all the pool partners. These VIPs are invited to the conference by the organiser neutrally and free of charge.

The addresses supplied will be matched and used exclusively for the VIP invitation.

Included services	VIP Invitation Pool- Partner
Price excl. VAT (prices are in addition to the package fee)	CHF 1'600
Before / during the conference	
This corresponds to the number of invitation tickets	5
Number of addresses which can be delivered	15
All addresses will be contacted with a note of the limited places. <i>The contact addresses of all pool partners are contacted at the same time to ensure equal opportunities.</i>	✓
In case of available pool tickets, 2 reminders will be sent to unregistered addresses	✓

Example with three pool partners



15 available tickets
Registrations will be considered on a first-come, first-served basis



Conference Location: Lorzensaal Cham

Next steps



Contact the organisation right away and book your break-out speech.

Let us know the subject area for which you would like to give the expert presentation. If possible, already provide a working title for the presentation and rough content.

Organiser | Contact person

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Terms of payment

50 % with booking

50 % until 30 April 2024

Place of jurisdiction

Zug, Switzerland

The terms and conditions of the ICB website are part of the booked package



We look forward to your presentation

