



## Monday, October 11, 2010

2:00 pm - 5:00 pm

### **Communicating the Value of Security**

Michael Santarcangelo, Speaker/Author, The Security Catalyst

As a security leader, successfully protecting data and resources is not all you need to do. It's also imperative that you convince business leaders of the value of your security strategies and the importance of your organization's specific security needs. A noted expert on both security and communication will lead this session for CIOs, CSOs, and CTOs on how to better convey the importance of security within the language of business. Attendees will learn useful tips for better communication skills and take away actionable advice on how best to share your security story with business executives.

6:00 pm - 6:30 pm

### **Technology Experience Center & Opening Reception**

6:30 pm - 6:45 pm

### **Welcome Remarks**

Bob Bragdon, Publisher, CSO magazine

Tom Miller, Executive Vice President, Trend Micro

6:45 pm - 7:45 pm

### **Dinner**

7:45 pm - 8:45 pm

### **Industry Executive Keynote Speaker**

Nils Puhlmann, Chief Security Officer, Zynga Game Network

Rapid technology innovations are changing how we live and work – and transforming how we approach and provide security as well. This keynote will give thought provoking examples of how this is happening both on the consumer front and in the enterprise and will provide some penetrating insights on what it means for society and the individual.

8:45 pm - 9:30 pm

### **Technology Experience Center & Dessert/Networking**

## Tuesday, October 12, 2010

7:30 am - 8:30 am

### **Breakfast**

8:30 am - 8:45 am

### **Moderator Welcome**

Bob Bragdon, Publisher, CSO magazine

8:45 am - 9:35 am

### **Understanding Virtualization and Cloud in the Enterprise**

James Staten, Vice President, Principal Analyst, Forrester Research

Industry expert presentation on the evolution of virtualization and the roadmap to the Cloud; what models may be right for you and how this shift is fundamentally changing the way that businesses use technology.

9:35 am - 10:25 am

### **Mitigating the Risks of Virtualized and Cloud Environments**

Bernard Golden, Chief Executive Officer, HyperStratus

Discussion of virtualization and cloud risks and what technology and/or policy controls can be used to manage them. Executive Q&A, with an informative discussion between Bob Bragdon and Bernard Golden.

10:25 am - 11:00 am

### **Networking Break**

11:00 am - 11:50 am

**Security Architectures in the Evolving Enterprise**

Arun K. Sood, Co-Director of the International Cyber Center, Professor of Computer Science, George Mason University

A deeper dive and an interactive session into such topics as federated ID management, the layers of security in the enterprise and how to assess provider infrastructure for risk and liability purposes.

11:50 am - 1:15 pm

**Lunch with Trend Micro Executives: Birds-of-a-Feather Table Discussions**

1:15 pm - 2:05 pm

**Enabling Visibility and Transparency in Virtualized and Cloud Environments**

Jerry Archer, Senior Vice President and Chief Security Officer, Sallie Mae

2:05 pm - 3:05 pm

Where's your data, and how safe is it? This session will cover the challenges and approaches to managing your data across multiple clouds.

**Executive Session with Steve Quane, Chief Product Officer of Trend Micro**

Steve Quane, Chief Product Officer, Trend Micro

3:05 pm - 3:30 pm

**Networking Break**

3:30 pm - 4:20 pm

**Business Alliance Partners Panel Discussion**

Raimund Genes, Chief Technology Officer, Trend Micro  
David Hunter, Chief Technology Officer for Public Sector, VMware  
Randy Barr, Chief Security Officer, Qualys

4:20 pm - 5:00 pm

Bob Bragdon will conduct a candid Q&A session with panelists covering top of mind subjects for security practitioners.

**Trend 2.0 Executive Session**

Dan Glessner, Vice President Enterprise Marketing, Trend Micro

6:00 pm - 6:30 pm

**Networking Reception**

6:30 pm

**Dinner with Keynote: Addressing Legal Concerns with Virtualization and the Cloud**

Michael R. Overly, Esq., CIPP, CISSP, ISSMP, Partner, Foley & Lardner LLP

Michael Overly will share best practices for getting the contract terms that will protect your organization and its reputation in the event of a security breach in your virtualized or cloud environment.

**Wednesday, October 13, 2010**

7:45 am - 8:45 am	<b>Breakfast (Non-Golfers)</b>
8:45 am - 10:00 am	<b>Technology Roadmap Presentation by Steve Quane, Chief Product Officer of Trend Micro</b> Steve Quane, Chief Product Officer, Trend Micro
10:30 am	<b>Guest Departure (Non-Golfers)</b>
12:45 pm	<b>Lunch and Technology Roadmap Presentation by Steve Quane, Chief Product Officer of Trend Micro</b> Steve Quane, Chief Product Officer, Trend Micro