



Contact: Beth Blake  
203.840.5451

[bblake@reedexpo.com](mailto:bblake@reedexpo.com)

**FOR IMMEDIATE RELEASE**

**ISC WEST PREMIER EDUCATION SERIES - - -  
REVAMPED CURRICULUM DESIGNED BY SECURITY PROFESSIONALS TO STAY  
AHEAD OF NEW TECHNOLOGIES AND TRENDS**

(NORWALK, Conn Feb. 14) - - The ISC West Premier Education Series debuts this April 5-7, at the Sands Expo Convention Center, Las Vegas, to provide competitive advantage and increased knowledge for security professionals. The program, designed with the guidance and input of the ISC Education Advisory Board and SIA (the Security Industry Association), offers a revamped curriculum featuring several new elements. These include redesigned conference tracks, which make the program easy to navigate; a Security Executive Forum; Technology Panels, and the ISC Signature Series.

The program begins on Tuesday, April 5, with the Security Executive Forum, which is a full day dedicated to education designed for high-level end-user security executives. These sessions address the day-to-day challenges of the executive Security Manager. Topics such as workplace violence, creation of a holistic security program, effective security training and priority response will be covered by various industry experts.

Fifteen dedicated conference sessions for end-user security executives will take place on Wednesday, April 6. These sessions are designed to offer guidance and insight on physical security, IT and governmental issues. Of particular importance to security executives are the sessions on:

- **Finding the Hidden ROI with IP Systems at the San Jose Airport**
- **CCTV Proliferation and Comprehensive Operational, Legal and Policy Directives**
- **Occupancy Assurance**, a new physical security concept providing the ability to balance openness and security
- **A New Age of Crime Fighting: How Collaboration Between Public and Private Organizations Can Expedite Investigations and Enable Safer Communities**
- **Advanced Persistent Threats: Ramifications for the Financial Sector**
- **Benefits and Limitations of Marine Based Radar for Waterside Surveillance**
- **Physical Security Standards Overview**

The all-new Technology Panel Day takes place on Thursday, April 7 where five of the industry's most talked about technologies: Access Control/Biometrics; Hosted Security; Municipal Surveillance; PSIM and Video will be explored and debated. Hosted by members of the ISC Education Advisory Board, these sessions will allow participants from both the end-user and dealer/installer/integrator audiences to weigh in on the discussion while hearing the informed opinions of their peers throughout the security channel.

Not to be missed this year is the **ISC Signature Series**. These high-profile sessions, which take place when the larger conference program is on break, are open to all registered conferees

regardless of job function, title, business or educational track interest. The series kicks off on, Wednesday, April 6 from 9:00 – 10:00 am, with the State of the Industry panel presentation; moderated by Sandra Jones of Sandra Jones & Co. Featured panelists include Mike Howard, General Manager/Chief Security Officer, Microsoft and Cary Boethel, Vice President & Business Unit Head, Siemens Building Technologies, Inc. Security Solutions Business Unit. The discussion will focus on how the market is rebounding from the recent unprecedented economic recession, as well its future outlook from a technological perspective. The Signature Series will also include an opening presentation on Thursday, April 7, as well as a closing session later that day. More details on the additional sessions will be announced later this month.

“End-user education is a key part of what ISC West has to offer,” SIA CEO, Richard Chace said. “The more informed a person is, the better he or she will be at planning how to secure a building or facility and identifying the products and services needed to do the job. This year’s conference sessions will provide security executives with valuable insights on the complex security threats they face and the best ways to defeat them.”

“We are very excited to unveil the ISC Premier Education Series at ISC West this year,” said Ed Nichols, Vice President, and ISC Events. “With the outstanding faculty presenting this robust line-up of quality sessions, security professionals will have plenty of options to select from in their search to gain current information and best practices. This, combined with the extensive product and systems knowledge from the technical product experts on the show floor, will provide a comprehensive learning experience.”

For more information about the program, [www.iscwest.com/en/ISC-West/Education](http://www.iscwest.com/en/ISC-West/Education)

\*\*\*\*\*

### **About ISC West**

*ISC West is the security industry’s premier launching pad for new products, solutions and technologies in the U.S. Each year, ISC West hosts over 900 international and domestic security product manufacturer companies and over 23,000 security professionals in Las Vegas.*

*Currently, ISC West is 95% sold out with sales projections pacing towards a 10% growth in show floor space making ISC West the largest exhibition hall in the US for security. This year’s ISC West Premier Education Series will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Education Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education Series is the security industry’s broadest offering of education, developed by the industry, designed to take today’s security professional to the next level.*

*ISC West Exhibition will take place on April 6-8, 2011 at the Sands Expo & Convention Center, Las Vegas, NV with the ISC Premier Education Series beginning on April 5-7, 2011.*

### **The Security Industry Association (SIA)**

*SIA is a nonprofit international trade association that represents more than 350 electronic physical security product manufacturers, specifiers, integrators and service providers.*

###