



## ISC Security Events Produces Strong October ISC West Virtual Event, With Plans to Reconnect Again Virtually in November for ISC East

*ISC Security Events saw great success with its first-ever ISC West Virtual Event this month, packed with educational programming, networking, showcased technologies, and more, and plans to apply learnings to upcoming half-day ISC East event on Nov. 18.*

**October 29, 2020 – Norwalk, CT** – ISC West concluded its first-ever virtual event earlier this month, in collaboration with premier sponsor, the Security Industry Association (SIA). Amidst travel and large event gathering restrictions, the ISC West Virtual Event experienced tremendous success and brought together more than 6,000 registrants from a diverse audience profile, including representation from all 50 U.S. states and over 90 international countries.

Due to the COVID-19 pandemic, ISC West transitioned to a fully virtual event this year, in order to help bring together the physical and cyber converged security community for three full days of education, networking opportunities, new product showcases, and more. The event highlighted top industry speakers, timely and relevant session content, and solution provider technologies featuring resources for the next phase of project deployments to help reconnect and rebuild the industry in light of the pandemic.

“While the virtual event cannot replace all the dynamics and serendipity of our in-person gathering, we were thrilled to be able to deliver virtual opportunities that enabled our community of security and public safety industry professionals to learn, network, explore and stay on top of emerging trends and challenges, as we integrate opportunities and innovate for 2021 and beyond”, said Will Wise, group vice president for the Security Portfolio at Reed Exhibitions, organizers of ISC West. “The security landscape is always changing, and as a result of the pandemic, new public safety challenges have emerged and become more important than ever before – including ensuring the health and safety of individuals across public and private places.”

The Oct. 5-7 event kicked off daily with three high-profile kick-off keynotes from leaders at Amazon Web Services, Uber, and an author/former Apache attack helicopter pilot, in addition to 25+ SIA Education@ISC sessions and daily networking events, including the DHS Town Hall Meeting. Topics varied from facial recognition, access control and video surveillance, to organizational readiness, cyber/physical security convergence, unmanned/drones and robotics, workplace violence, diversity & inclusion and many others.

“Each year, SIA and ISC West deliver the most comprehensive and engaging educational programming to the global security industry through SIA Education@ISC, and with this year’s virtual event we were proud to offer 30 cutting-edge free educational classes that can be accessed from the convenience of the home or office,” said SIA CEO Don Erickson. “These compelling SIA-organized sessions and keynote presentations have been validated by our volunteers as being the crucial education that matters to the security industry and our membership.”

Unveiled at the start of Day 1, throughout the 3 days professionals also perused the highly anticipated 50+ Exhibitor Tech Center resource pages, to discover what is new, next and innovative to the security & public safety industry. Each page was customized and designed by participating sponsors, and showcased industry content, products, technologies, and solutions from premier manufacturing brands. A sampling of these pages included Aiphone, Alarm.com, Axis Communications, Bosch Security Systems Inc, SYNnex, Netgear Inc, Genetec, Salient Systems, ADT, Cisco Meraki and more. Many of the learnings from these technology pages were then reinforced in daily Discussion Group chats that attendees and exhibitors could attend, where the ISC team moderated and drove discussions on an integrated chat room platform.

As the event progressed and eventually came to a close, all recordings of keynotes, education sessions, vendor solution sessions and networking events were archived for on-demand review after hours and have continually built engagement and interactions ever since. All content, including solutions & technologies featured in the Exhibitor Tech Center, are fully complimentary and are accessible through the end of December, can be found in the [ISC West Engagement Hub](#).

As the industry looks forward towards reconnecting again soon, the ISC Security Events team continues momentum with a complimentary half-day ISC East Virtual Event, coming up on Wednesday, Nov.18, 2020. With registration recently launched, ISC East, along with premier sponsor SIA and in partnership with ASIS NYC, will be featuring a 4-hour program agenda including the 2020 ASIS NYC Person of the Year Award Ceremony, which is FREE to attend this year and has been presented now for 30 years, in addition to complimentary curated education sessions, vendor solution sessions, and the 2020 Security Director Digital Magazine.

Lastly, the team is proud to announce that in addition to honoring Dermot Shea, Police Commissioner of the City of New York, as this year's Person of the Year award winner, the virtual event will also honor a NEW! Healthcare Person of the Year winner – featuring Anthony S. Fauci, M.D., Director of the National Institute of Allergy and Infectious Diseases at the National Institutes of Health. For more details on the winners or to register today for complimentary sessions including “*Business Continuity Considerations in the “New Normal”- Processes and Technology During and After the Pandemic*” and “*Preparing for a New Era of Civil Unrest: Behavioral Factors in Civil Unrest & Collective Violence,*” please visit [www.isceast.com](http://www.isceast.com).

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### **About ISC Security Events**

*The International Security Conference & Exposition (ISC) security events are the leading exhibitions for the security tradeshow industry, ISC Security Events are held in collaboration with premier sponsor SIA and are the only holistic security events strategically designed to provide products, technology, education & networking covering physical, IT and IoT security. ISC runs various regional events across North and South America, which range in a variety of different formats, each designed to connect you directly with suppliers and buyers in the security & public safety industry.*

For more information visit: [www.iscwest.com](http://www.iscwest.com) | [www.isceast.com](http://www.isceast.com) | [www.iscnews.com](http://www.iscnews.com)

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### **About SIA**

*SIA (<https://www.securityindustry.org/>) is the leading trade association for global security solution providers, with over 1,100 innovative member companies representing thousands of security leaders and experts who shape the future of the security industry. SIA protects and advances its members' interests by advocating pro-industry policies and legislation at the federal and state levels, creating open industry standards that enable integration, advancing industry professionalism through education and training, opening global market opportunities and collaborating with other like-minded organizations. As the premier sponsor of ISC Events expos and conferences, SIA ensures its members have access to top-level buyers and influencers, as well as unparalleled learning and network opportunities. SIA also enhances the position of its members in the security marketplace through SIA GovSummit, which brings together private industry with government decision makers, and Securing New Ground, the security industry's top executive conference for peer-to-peer networking.*

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