

May 2020 BOD Event Update

SoS Events

June 23 - 24

101 Total Attendees

\$32,865 Gross Income

July 28 - 29

91* Attendees

\$43,700* Gross Income

August 25 - 26

44* Attendees

\$13,415* Gross Income

Sponsorship

8 Total Sponsors

\$40,000 Income

Training registration has been very slow, we had to cancel 5 courses in June and 7 courses in July due to lack of registrations. Currently there are 6 courses in August in danger of being canceled. We have learned from these courses that we need to offer fewer courses and potentially stagger them so that people can take more than one course each month. Going forward, we will also be experimenting with holding the courses at different time to make them more convenient for other global time zones.

*as of 23 July

~~San Francisco~~ Global AppSec - Virtual

The new virtual format will include 76 on-demand sessions that will be available for \$295 and \$195 for members. The launch date for on-demand content is 1 October. All speakers have been notified of the new format and they are preparing their sessions to be recorded next month.

The virtual format will also include live events the week of 19 October. These events will include keynotes, networking, and live expo hours. These events will be free to anyone that registers.

New virtual sponsorship packages have been designed and we are in the process of converting sponsors.

Dublin Global AppSec

The UK just announced this week that it will be allowing conferences again starting 1 October. They released a list of safety requirements but currently there are no size restrictions. Assuming there is not a second wave in Europe I would guess other EU countries will follow-suit. While I don't think anyone will be surprised if we go ahead and cancel (or switch to virtual) now, we could be missing a big opportunity to be one of the first live conferences to come back. That

being said, we may need to outsource the logistics of this conference to a local vendor as Europe may not be allowing people from the US to enter the country.