



Gartner Security and Risk
Management

Engaging Decision-Makers at Security & Risk Management

Exhibitor Success Story

Learn more about their success



Engaging Decision-Makers at Security & Risk Management



Summary

PhishingBox's sponsorship of Gartner's Security & Risk Management Summit enabled the company to consistently connect with high-level decision-makers, generate more than 400 qualified leads, and build valuable strategic partnerships. Their ongoing presence at the summit has delivered a strong return on investment, enhanced brand awareness, and established credibility in the cybersecurity market.

PhishingBox

PhishingBox is a cybersecurity firm that provides tools for simulating phishing attacks and conducting security awareness training. Its platform is designed to help organizations identify vulnerabilities in employee behavior and improve their resilience against social engineering threats. The company's services are primarily used to assess and enhance human risk management in digital environments.

"We've been to a lot of events, but this one stands out because of the quality of people it brings together. We've met real, qualified prospects and partners here — not just casual visitors."

Ryan Hardesty, President and SVP of Global Sales at PhishingBox

Objectives

- Increase awareness and visibility
- Generate high-quality leads
- High-quality conversations with decision makers
- Generate partnership opportunities

Solutions

- 2024 Silver Sponsor
- 2025 Silver Sponsor

Why Gartner

- High-quality, focused audience
- Direct access to decision makers
- Industry presence and credibility

Results

- Over 400 high-quality leads generated over the two years sponsoring
- Enhanced brand awareness and credibility
- Positive ROI from year one with year two results still being tracked

Keep reading to learn how they achieved success with Gartner



Beyond Badge Scans: Driving High-Quality Engagement with Buyers

Introduction

PhishingBox started sponsoring Gartner's Security & Risk Management Summit in 2024 to break through the noise and connect directly with decision-makers.

They noted that this was becoming increasingly difficult in an era where buyers are skeptical of conventional outreach.

"Prospects are significantly more critical of traditional marketing and sales techniques," said Chris Rutter, Director of Strategic Accounts at PhishingBox.

With Gartner, they could "get through some of the discovery conversations upfront and really speak to decision makers."

From a sales perspective, the impact was clear. "It worked out really well," said Chris.

Quality Over Quantity

For PhishingBox, success wasn't just measured in badges scanned; it was about meaningful engagement.

"It's the quality of the conversation that matters," Chris emphasized.

"If someone's at Gartner, they're trying to solve problems, which means they're also going to be more proactively engaged and happy to have the conversation."

Chris Rutter, Director of Strategic Accounts at PhishingBox

Over the past two years, the team has connected with more than 400 senior cybersecurity leaders at the summit.

"I don't think we spoke to anyone there lower than a director level," said Chris.

This level of engagement was especially valuable because it brought together decision-makers who both understood business challenges and had the budget to act.

"If someone's at Gartner, they're trying to solve problems, which means they're also going to be more proactively engaged and happy to have the conversation," Chris explained.

He attributed this quality of interaction to the economic barrier to entry. Because the attendees invest to be there, it naturally filters for serious buyers.

"It ensures that attendees are actually there to solve a business problem," he added.

Ryan Hardesty, President and SVP of Global Sales, reinforced this point:

"We've been to a lot of events, but this one stands out because of the quality of people it brings together. We've met real, qualified prospects and partners here — not just casual visitors. It's hands-down one of the most effective conferences for connecting with the right audience."

Beyond Badge Scans: Driving High-Quality Engagement with Buyers (continued)

The Power of Sustained Engagement

For PhishingBox, the value of Gartner's Security & Risk Management Summit goes far beyond a single conference — it's about building momentum year after year.

"Coming back year after year has really paid off for us," said Ryan. "Each time we return, the value compounds."

This sustained presence also drives significant brand visibility.

"Brand awareness was really incredible from Gartner Security & Risk Management. That's one of our primary reasons to come back each year," Ryan explained.

That visibility translated into tangible opportunities. In one instance, a prospect requested a demo after the conference — despite never stopping by the booth.

The prospect shared, "We didn't have a conversation at Gartner, but we saw that you were there." This is a clear signal that presence alone can make a lasting impression.

This kind of engagement highlights the broader impact of the summit. It goes beyond lead capture to deliver brand credibility, recognition, and influence among decision-makers.

Strategic Partnerships

Beyond lead generation, the summit has proven to be a valuable platform for advancing strategic partnerships.

"The conference has been instrumental in advancing our strategic partnerships," Ryan stated.

"Coming back year after year has really paid off for us. Each time we return, the value compounds."

Ryan Hardesty, President and SVP of Global Sales

"We got our foot in the door with a big player in the security space where we were kind of floundering before," added Chris.

The in-person format allowed them to identify the right contact, approach the booth, and secure a "really great meeting" — helping move the partnership forward.

Results That Matter

PhishingBox's investment in Gartner's Security & Risk Management Summit has delivered measurable business impact — and strategic advantages that extend well beyond the conference itself.

From their very first year, the company saw a positive return on investment:

"We've definitely gotten business from it," Ryan noted. "A lot of meetings as well."

But the real value comes from consistency. A sustained presence has helped PhishingBox build credibility, capture opportunities when timing is right, and deepen relationships with key decision-makers.

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