

Gartner conferences: Attend as a team to multiply your impact



$$5x \text{ the coverage} + 5x \text{ the insights} + 5x \text{ the ROI} = 1 \text{ unified strategy}$$



1 attendee covers

- ~15 sessions (maximum)
- 1 networking track
- Solo exhibitor meetings
- Limited peer connections
- Fragmented take-aways

A team of 5 covers

- 75+ sessions simultaneously
- Every keynote, every workshop, every critical track
- Comprehensive exhibitor evaluations
- 5x the strategic relationships
- A complete, actionable roadmap

Divide and conquer for complete conference coverage



Total intelligence gathering

No blind spots. No missed opportunities. Your team captures **insights across key focus areas** such as **CISO effectiveness, AI adoption, data security, infrastructure, app security and IAM** — simultaneously. You return with the complete picture while competitors are working with fragments.

Implementation-ready strategy

No need to brief the team later. **Your leadership experienced it together**, debated it together and built your action plan together — during the conference. You hit the ground running.

Maximum ROI per dollar

Group discounts + exponential learning = **unbeatable value**. You're not just saving money; team coverage multiplies the impact of every registration dollar.

Competitive advantage

While others may send one person (or skip it entirely), you're **building organizational knowledge** at scale. That gap compounds fast.



“ I love learning about more risks associated with general, generative and artificial intelligence, and it has allowed me to work and meet other folks. I actually got to meet my team for the first time because we are 100% remote, so I was able to leverage this conference both to meet my internal team and to meet with the [solution providers] that we use at the Exhibit Showcase, so it has been a very positive experience. ”

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