



Event Tech: Hidden Costs – Series 1

Data Governance

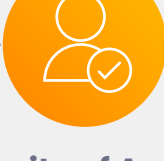
Before selecting a virtual event/meeting platform, dig deep into the vendor's data policy

Two Data Policies to Consider When Selecting An Event Tech Platform



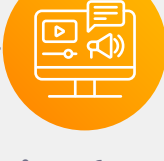
Data Security

Top Three Core Security Vulnerabilities:



Security of Access

Risk of who is attending



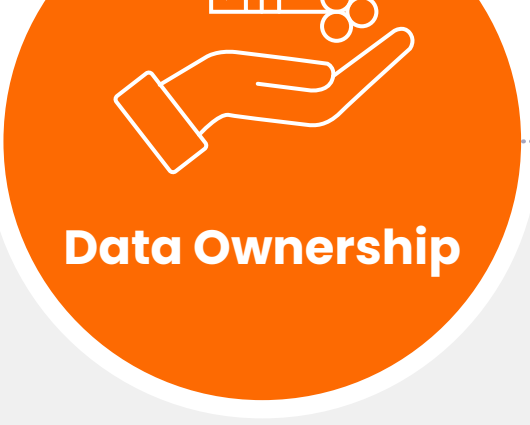
Security of Content

Protection of presenters' intellectual property



Security of Attendee Data

Protect personal data of attendees



Data Ownership

Tech providers will have their own policies on data ownership, and they often will not proactively communicate the fine print

Two Policies to Be Aware of:



Organizer Owner/controlled



Co-ownership/controlled



Data Security

Require these to safeguard attendee data



Safeguards Attendee Login Procedures

- Password protection
- Whitelisting capabilities

Allowing you to restrict access to only approved attendees

Trusted Environment for Content Share

- Watermark features
- Overlaying delegate details on the slide images to discourage excessive screen-grabbing



ISO27001 Certified – or Equivalent

- Ensure day-to-day processes prioritise data security
- Sensitive event information and IP is being handled and stored appropriately throughout

This framework looks beyond technical security of attendee data to examine the entire culture of the event tech provider



Data Ownership

Your Event Is a Commodity, Don't Give Up That Data! What To Think About Before Signing a Contract:



Comparisons to social platforms "owning" content creator's content. Event tech companies see the value in your data and will consider it a commodity

Event organizer could jeopardize their reputation by agreeing to shared data ownership



Another entry point to leaks and breaches

Some event platforms also take on ownership of every slide, comment and video shared through the platform that they are able to then use as they see fit



The security agreements event platforms have with other martech tools and the integration data governance

The level of branding the event platform requires and will it hijack your brand's halo



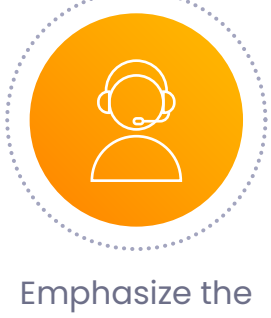
Protect Your Data at The Contract Level



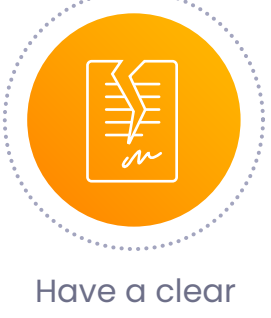
Make a checklist and work with IT and legal (data consultant)



Discuss a covenant of trust



Emphasize the need for live Technical Support



Have a clear termination clause

To learn more about Glisser and how your event data is protected on our platform



About Glisser

Glisser enables companies to power engaging event experiences for their customers, partners, investors and employees, in-person, online, and in-between.

It goes beyond basic video and screen sharing tech, to create inspiring, high participation events of any size. Best-in-class virtual and hybrid event tools give planners the power to wow and make every event count. Clients include the likes of Informa, Pfizer, KPMG, Facebook, Uber, and many more.

Security is in the detail – as an ISO27001 certified and GDPR-compliant technology provider, companies using Glisser feel safe knowing that sensitive event data is secure, private and compliant at all times. What's more, your attendee data is always yours, never shared, sold or used to build someone else's business.

www.glisser.com

