



ALLIANCE Media Group

# Alliances

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# Alliance - 'A union formed for mutual benefit'

 Executive Business Exchange

**CIO** Alliances

**CISO** Alliances

**CXO** Alliances

**CMO** Alliances

**CDO** Alliances



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## Senior Management



Leigh Thomas  
**Director & Founder**

Responsible for:  
CIO & CISO Alliances Johannesburg, Cape Town & Nairobi Chapters



Tom Williams  
**Director Durban & Namibia**

Responsible for:  
CISO Alliances Windhoek and Durban Chapters



James Smith  
**Director Australia**

Responsible for:  
CIO & CISO Alliances Sydney & Melbourne Chapters



Russell Nel  
**Director Durban & Namibia**

Responsible for:  
CISO Alliances Durban & Windhoek Chapters





Jay Meyer  
**Director CIO Alliances South & East Africa**

Responsible for:  
CIO Alliances Johannesburg, Cape Town & Nairobi Chapters



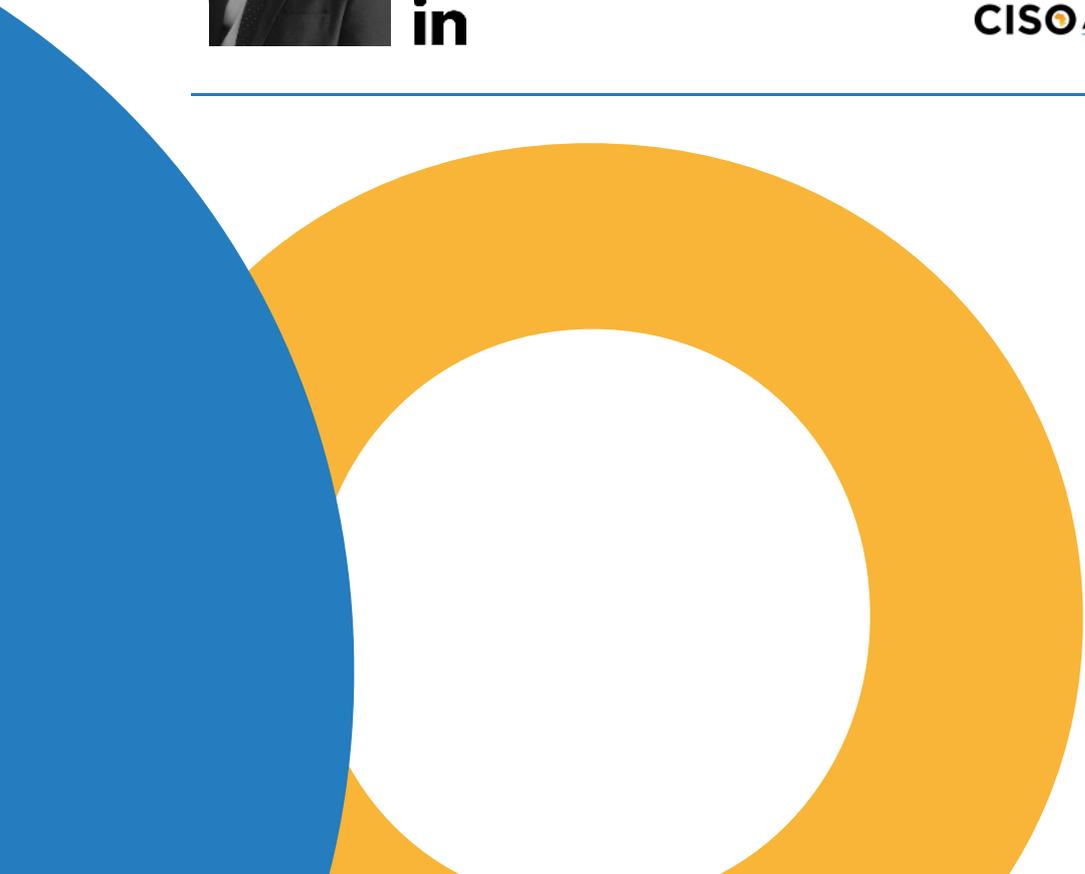
Mike Saunders  
**Director CMO Alliances**

Responsible for:  
CMO Alliances Durban Chapter



Phil Manny  
**Director CISO Alliances West & East Africa**

Responsible for:  
CISO Alliances Lagos & Nairobi Chapters



## How it All Began



**11th November, 2016**

We funded a Chapter for 25 CIOs at the Fire & Ice Hotel in Melrose Arch. Its purpose, was to meet with the people who are spending a lot of time in different platforms with little if any tangible returns. The findings are simple and confirmed the conversations previously in that each and every executive regardless of pride / stature wants to learn and Alliance Media Group will address this with meetings of like-minded peers, focussed end user driven content around practical business objectives and balanced, relevant, vendor use cases providing examples of how these objectives are overcome on a regular basis.

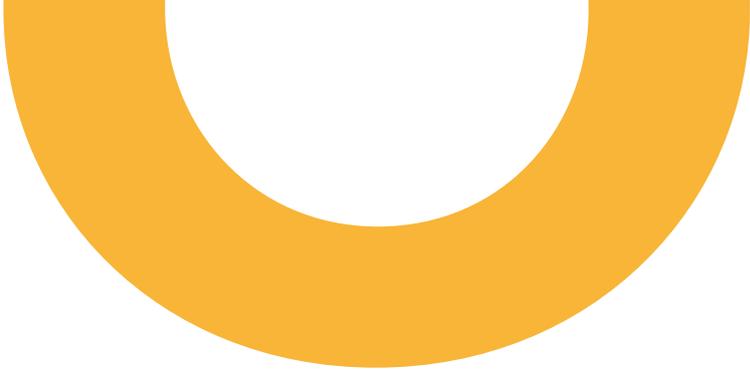
## Alliances Use Case



**31st March, 2017 – Our Case Study**

- Stage 1** – During the on-boarding process with FNB & RMB, research within the foundry was highlighted specifically around Blockchain and Digital Ledgers.
- Stage 2** – IBM HyperLedger was highlighted as a suitable partner to liaise with the audience around “*Blockchain – An Innovative Transformation Journey*”.
- Stage 3** – Country leaders of IBM were contacted around the alignment and given justification behind why they should partner and help educate the regional CIO community.
- Stage 4** – IBM partner with Alliance Media Group and marketing to the audience begins through attendee profiles and whitepapers.
- Stage 5** – On-site interaction throughout the day within the event format as well as a session led by IBM evangelist.
- Stage 6** – AMG facilitate follow ups with end users.

*This has continued successfully with role outs of the CIO Alliances and the CISO Alliances in other regions, whilst remaining at the disposal of what other regional communities want.*



## Why?

Ethos and Morals are key to the positive reputation, success and achievements that the Alliances have in their short and impactful early years as a disruptor in the Event Managed Services industry.

Our ethos is derived from the Collins definition of what an 'Alliance' is, 'A union or association formed for mutual benefit'. It is important to consider that all involved are benefiting and the service or platform is set up to succeed and not hope.

The research conducted was split into three areas, end users, vendors and facilitators.

**End User** – Why were there so many 'OK' experiences and negative feedback coming from the senior decision maker within the end user community around your typical event? Why was it such a battle to bring the right executives together when the environment is meant to be collaborative? Why is the end user attending the same events and still having an 'OK' experience?

All of these questions have allowed for a gap in a saturated market. The gap would suggest that the need to learn exists but, are the existing platforms allowing for a transparent, collaborative, candid and honest way for execs to divulge the pertinent content relevant to their business?

**Vendors** – So many event platforms encourage all and every service or solution offering entity to spend, market and sell themselves at their event platforms. Other than working within the same field, the depth of the justification behind being at the event is very thin, making for broad subject matter, corporate flag waiving and elevated sales pitches to be the common approach at an event to try and develop unachievable ROI.

Whilst a return is expected from any investment, whether the investment is a time or financial one, measuring that return from an event is a frustration for most. Could this be due to the expectations not being managed correctly?

In a senior, corporate environment, it is a very rare occurrence where the end user will attend an event with the corporate cheque book. Why are so many organisations representing themselves with 'Sales' at events? The expectations should be for an educational environment where the opportunity is to share the strategy in overcoming an actual and practical business objective that decision makers are trying to impact common within the audience. From this a greater understanding of positioning in the market can be achieved.

It is the business objectives that is motivating innovation and change within the organisation and the convincing of spend by an elevated sales pitch is irrelevant and equally unbeneficial for both entities without an understanding of what the executive is aiming to achieve.

**Facilitator** – in any service there has to be revenue generated to keep the service sustainable but, revenue generation should never be the driver or measurement of success. From the research conducted along with first-hand experience in other events companies, the events industry remains a heavily sales driven back office, creating a tarnished motivation when it comes to approaching executives to attend events and organisations to sponsor events due to commission and bonuses rather than creating an educational environment which from Alliances perspective, is the entire purpose of bringing like-minded peers together.





## Who?

Alliance Media Group prides itself on being an event managed service organisation who has a complete customer centric approach. The input of participants impacts the concept, content, community to facilitate the chapters. This approach ensures we are able to embark on a Continuous Improvement journey as the communities we work with, ensure the Chapters are worthwhile.

**Without understanding why decision makers want to part with their time for an event and why an organisation would like to sponsor an event, you cannot build or produce an environment through the service which is mutually beneficial.**

## How?

Most event companies will publish the content of their initiatives from global trends before approaching anyone. This traditionally will be from global trends published by a vendor or another events company making a 'tick box' agenda relevant to everyone.

Backward to the tradition. Alliance Media Group will relate and consider the topics suggested by the actual attendees before building its content. From there, industry leaders in the suggested subject matter will be approached to moderate the sessions and lead the intimate discussion and debate that takes place at an Alliance Chapter.

The use of an interactive portal is utilised to allow the end user to create their experience. Pen to paper the actual, practical challenges and strategies they foresee as part of the next 12-24 months in their senior roles.

This intelligence is an integral part of develop the concept of an event into reality. Providing depth and purpose to each meeting.

- 1. List the more significant projects you are planning on implementing in your company in the next 12-24 months. \*\*We build the agenda around the practical suggestions you make.**
- 2. List three relevant and qualified solution providers operating within your region that you are interested in learning about and educating. We would like to approach the vendors you are interested in.**
- 3. ICT Annual Spend**
- 4. Peer recommendations. \*\*(Who do you know that we could introduce the Alliances?)**

We also gather feedback for All session leaders to establish how effective their approach was and enable the invested organisations. Questions and layouts as below.

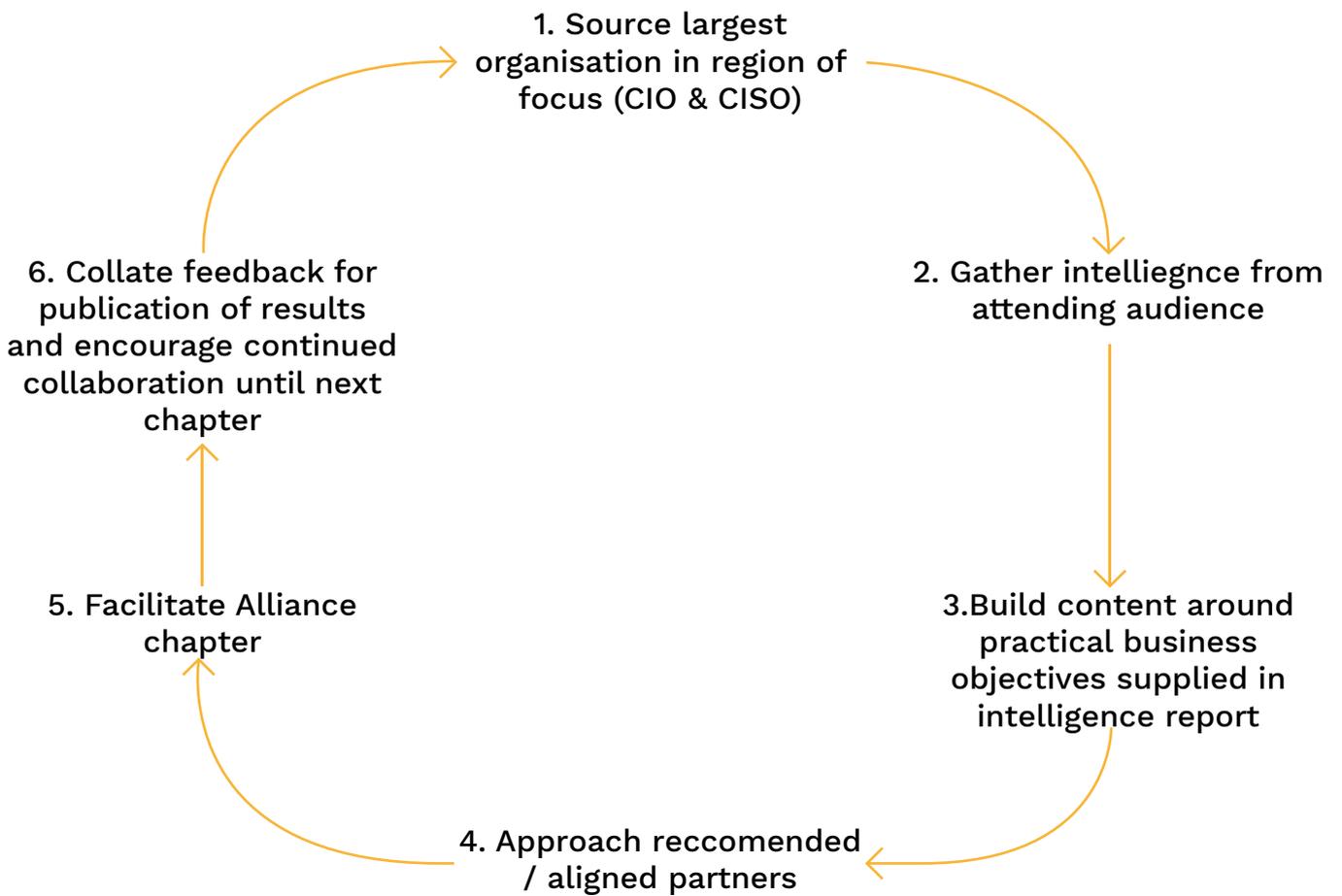


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## Key Benefits

- Gain insight into community perspective of you
  - Share strategy good practices around regional impact
  - Showcase Industry Expertise
  - C- Level Networking
  - Engaged Decision Makers
  - Brand Exposure
  - Meaningful Collaboration
  - Organic community built from peer recommendations
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# Customer Experience



Planned Regions

Executive Business Exchange

UNITED KINGDOM  
DACH  
BENELUX  
NORDICS  
FRANCE

CISO Alliances  
LAGOS CHAPTER

CIO Alliances  
NAIROBI CHAPTER

CISO Alliances  
NAIROBI CHAPTER

CISO Alliances  
WINDHOEK CHAPTER

CIO Alliances  
JOHANNESBURG CHAPTER

CMO Alliances  
JOHANNESBURG CHAPTER

CISO Alliances  
JOHANNESBURG CHAPTER

Executive Business Exchange  
SOUTH AFRICA

CISO Alliances  
CAPE TOWN CHAPTER

CISO Alliances  
DURBAN CHAPTER

CIO Alliances  
CAPE TOWN CHAPTER

CMO Alliances  
DURBAN CHAPTER



**CISO Alliances**

SYDNEY CHAPTER

**CIO Alliances**

SYDNEY CHAPTER

**CISO Alliances**

MELBOURNE CHAPTER

**CIO Alliances**

MELBOURNE CHAPTER

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## Testimonials

With so few forums available for Security Professionals to sound board idea's and concepts without prejudice, the CISO Alliance fills a void that exists. With the market as small as it is this is also a great opportunity to enhance one's network.

Ian Keller – SBV

CISO Alliance represents a great platform for engagement for information security practitioners, allowing them to engage with like minded individuals to share ideas and war stories. The multi-diverse industry representation provides perspective to the individual practitioner, which provides great exposure in a limited time-frame.

Oscar Stark – Liberty

The CISO event is immeasurably important in our daily practices of Information Security. We had a good selection of speakers and industry experts which allows for networking opportunities. In the end, I am not in the business to reinvent the wheel, I just want to perfect it.

Jameel Golding – Capita SA

As the first step into the IT security initiative with Alliance Media, I was quite impressed by the agenda and the content delivered, it was refreshing to have a platform to debate and discuss IT Security and Governance with peers within various organizations, I am confident that this initiative will lead to great things for the IT community in Southern Africa by bringing industry leaders together.

Theven Naicker – Scania



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I was privileged to be part of the CIO Alliance meet in 2016. The CIO Alliance is a refreshing change to the typical IT Leaders seminars/conferences. The alliance is focused on bringing together industry thought leaders in a “think-tank environment” allowing robust debate and interaction. The group is perfectly sized to allow interaction and creative abrasion and agility. Led by passionate and energetic Leigh Thomas, the focus is on ensuring attendees derive value from the day and are not bogged down by eager sales execs. Leigh engages actively with a number of the top industry leaders and uses input from this exposure to ensure that the topics are relevant. The CIO Alliance is a refreshing and interactive experience. I am confident that participants walk away not only having enjoyed the interaction and content, but knowing that it was time well spent.

Celeste Rogers – MTO Group

The event was well organised and was interactive and informative, well done. Different to other events where there is no interaction and live feedback during the talks. Also the size allows for more interaction and you don't get lost in the crowd, good for networking..

Yoav Tchelet – Bayport Financial Services

This alliance session was a useful opportunity to talk about the items that we are *\*actually\** working on as opposed to traditional slideware and share our experiences and learnings. In that respect this was a fairly unique opportunity and I look forward to more.

Suren Pillay – ABSA

The CISO alliance provides an excellent format for CISO's to collaborate and effectively reduce risk in our own environments. Professionals share content and ideas that is of excellent value.

Michelle Barnett – Cape Union Mart

This is the best CISO event I have ever attended: quality of people presenting and attending. Organized professionally in a great venue. Kudos!!

Soufyen Ben Harzallah – Gemini Data



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Very engaging content and unique approach that allowed for a lot of knowledge sharing and participation from all parties

Michael Michie – M Oriental Bank

The CISO alliance is a meeting of great minds who share their experiences and insights into the IT world and best of all there are no sales pitches

Michael Munga – Sidian Bank

This was a very interactive session. Provided a great opportunity to learn from each other and socialize as well.

Timothy Thurania – Haco

Overall I believe the CISO Alliance is a great initiative for Namibia and definitely something the country can game from. One could see the need to have a better understanding of what this is all about and an opportunity to learn from the other participating members. This is indeed the start of a great initiative and an opportunity for alignment across the board.

Richard Bastiaans - Nedbank Namibia

I thoroughly enjoyed the first Alliance meeting. I was glad to see others are sitting in the same situation as my self and that Namibia wants to help one another in the bigger scheme of things.

Shaun Fobian – MMI Namibia

Namibia has a requirement for a collaborative approach regarding IT Security and the alliance initiative has laid the foundation for that collaboration across industries and companies. Our company definitely benefited from this event and we look forward to attending future events organised by CISO Alliances.

Jacques Kruger – Pupkewitz Holdings

I started out sceptical as I was not sure what to expect. Now I am blown away. CISO Alliance helped SALT Essential IT get closer to our existing and potential customers, as well to understand how as an IT house we can be of service to the various industries present. Thank you for the opportunity.

Sonja Coetzer – Salt Essential IT

## Alliance Chapters

Each taking place every six months  
EBE formed as part of your  
planning cycles

### **CIO** Alliances

Johannesburg  
Cape Town  
Nairobi  
Sydney  
Melbourne

### **CISO** Alliances

Johannesburg  
Cape Town  
Durban  
Windhoek  
Nairobi  
Sydney  
Melbourne  
Lagos

### **CMO** Alliances

Johannesburg  
Durban

### Executive Business Exchange

South Africa  
United Kingdom  
DACH  
Benelux  
Nordics  
France