



**gixt**<sup>TM</sup> 20  
23  
Government, Innovation, Strategy and Technology

PRODUCED BY **FEDSCOOP**

May 10, 2023  
International Spy Museum,  
Washington, D.C.

GIST23 took on the pressing issues and challenges that Federal IT Leaders are facing as missions and decisions are accelerating in pace and complexity in a global context. The opportunity for Federal IT Leaders to transform mission outcomes by realizing the value of data, automation, and community collaboration is higher than ever before. Participants gained valuable insight from government and industry thought leaders who discussed innovative data-driven strategies and technologies that transform mission capabilities, improve citizen experiences, optimize operations, and strengthen cybersecurity.



SNG oversaw and produced the Swish GIST23, dedicating our most talented leaders and experts company-wide to producing this event, which included:

- Content Strategy
- Agenda
- Speaker Acquisition & Management
- Audience Acquisition & Management
- Event Promotion & Advertising
- Sponsor Management
- Venue Sourcing & Management
- Venue Staging & Set Up
- Food & Beverage Management
- AV & Production Management
- Event Livestream & Management
- Recording of Event Sessions
- Pre, Onsite, and Post-Event Registration Management
- Photography
- Videography
- VIP Interviews
- Wrap Up Page with Content and Coverage from the Event



## AUDIENCE ACQUISITION & EVENT PROMOTION:

- Scoop News Group drove VIP audience acquisition and drove registration for the 368 in-person attended event on May 10, 2023 at the International Spy Museum in Washington, D.C.
- Designed and managed event website and registration
- Our team designed eye-catching event graphics used across the event site, digital ads, social media, email promotion, save the dates, email signatures, and powerpoints.
- Promoted the Swish GIST23 to the largest public sector IT leadership audience in the country across federal government including:
  - Promotion and premium advertising on our news sites (FedScoop, CyberScoop, DefenseScoop, StateScoop, and EdScoop)
  - Premium advertising in “DailyScoop” email newsletters
  - 15 custom e-burst and a robust social media campaign
- SNG developed, owned, and managed a robust social media campaign including targeted posts that generated buzz with Swish’s target audience.

## EVENT STRATEGY & NARRATIVE DEVELOPMENT

- Worked hand-in-hand with the Swish team to develop an event theme, narrative, and agenda that conveyed Swish’s strategic messaging and resonated with prospects, clients, and partners.
- Developed an event agenda that:
  - Targeted key prospects, clients, and partners
  - Showcased key members of Swish’s leadership team as thought leaders in the government market
  - Created an environment for your team to have the right conversations with prospects and clients, leading to actionable business opportunities



617

EVENT REGISTRANTS

368

EVENT ATTENDEES




125+

AGENCIES REPRESENTED

Accelerated pipeline with a full list of **617 leads** comprised of event registrants and attendees, including CIOs, CTOs, and other C-level government tech leaders.



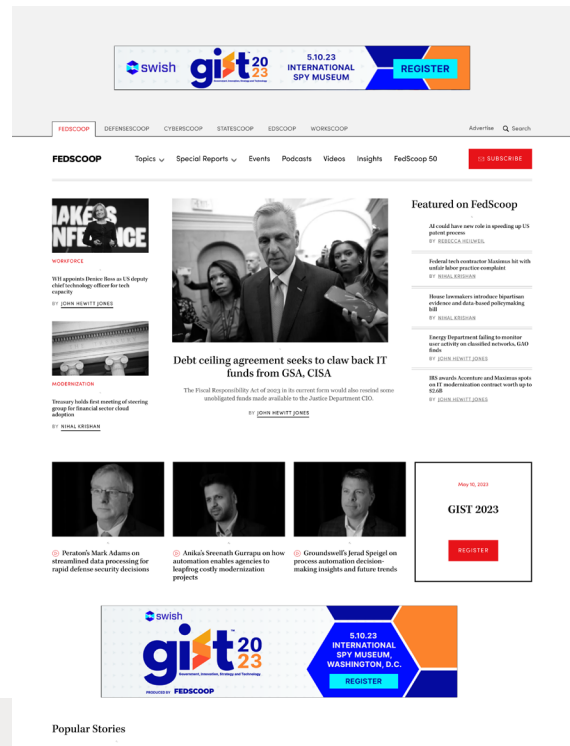
Robust Integrated Marketing Campaign that included:

-  **Event Website**
-  **Custom Emails**
-  **Personal Outreach**

-  **Digital Advertising**  
(Newsletter Ads, HPTO, Run-of-Site, Welcome Ads)
-  **Social Media Campaign**  
(LinkedIn, Twitter, Facebook)

## IMPRESSIONS

**3.7M+**  
TOTAL IMPRESSIONS  
OVERALL



**2.2M+**  
DIGITAL ADVERTISING /  
NEWSLETTER  
TOTAL IMPRESSIONS

**607K+**  
EVENT WEBSITE /  
VIDEO PROMOTION  
TOTAL IMPRESSIONS

# SOCIAL PROMOTION

#

**44K+**

TOTAL  
IMPRESSIONS

♥

**89**

TOTAL  
POSTS

**FS** FedScoop @fedscoop · May 10  
 .@SwishData's @SeanApplegate, @USCG's Captain Brian Erickson and @confluentinc's @WLaForest discuss the topic of democratizing intelligent insights and action at #GISTCon



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INTERNATIONAL SPY MUSEUM | MAY 10, 2023 | 8:30 AM - 4:00 PM ET

**Register Now!**

In global context, missions and decisions are accelerating in pace and complexity. The opportunity for Federal IT Leaders to transform mission outcomes by realizing the value of data, automation, and community collaboration is higher than ever before. GIST23 will bring together industry and government to explore innovative data-driven strategies and technologies that transform mission capabilities, improve citizen experiences, optimize operations, and strengthen cybersecurity.

Government agencies have mountains of data but how are they collecting, sharing, processing, and analyzing that data to realize value for the Mission, IT and Cybersecurity? GIST23 will explore ways in which agencies are driving change and building capabilities that leverage the power of data and automation to empower the federal workforce.

The conference will provide CIOs, CDOs, CTOs and IT Practitioners with insights into how a variety of agencies are achieving better mission outcomes by transitioning to a data-driven culture.

**REGISTER NOW**

MEET THE SPEAKERS



**NAOMI ADANIYA\***  
CDO, DEA



**SHANE BARNEY**  
CISO, USCSIS



**CHRIS CLEARY**  
Principal Cyber Advisor,  
Dept. of Navy



**CAPTAIN BRIAN ERICKSON**  
CDO, USCG



**FS** FedScoop @fedscoop · May 3  
 Don't miss #GISTCon at the @IntlSpyMuseum on 5/10 and hear from @USArmy's Maj. Gen. Jan Norris! Explore the power of #data, #automation, and #community #collaboration to drive change and build capabilities that empower the federal workforce.

Register: [gist2023.upgather.com](https://gist2023.upgather.com)



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# EMAIL PROMOTION

**879K+**

TOTAL  
IMPRESSIONS

**59**

SENT

## SPEAKER ACQUISITION & MANAGEMENT:

- SNG played a fundamental role securing government and partner speakers for the event, including keynotes, panel, and track sessions.
- Coordinated scheduling with all speakers to ensure they provide materials, headshots, etc. for event.
- Scheduled speaker preparation to allow panelists to meet virtually in advance of event.



## Technology



## EVENT PRODUCTION & MANAGEMENT:

- Sponsor outreach and coordination
- Event logistics and management, including registration and on-site staffing
- Designed and produced event signage and badges
- Photography/Videography
- Venue management & set up
- Food and beverage management
- Post-event support (final registration, promotion metrics, key engagement metrics, post-event survey & data collected)

18

TOTAL  
SPEAKERS

11

GOVERNMENT  
SPEAKERS

10

SESSIONS  
(6 without  
breakouts)

4

BREAKOUTS  
(2 rounds w/  
2 sessions each)



**NAOMI ADANIYA**  
CDO, DEA



**SHANE BARNEY**  
CISO, USCIS



**CHRIS CLEARY**  
Principal  
Cyber Advisor,  
Dept. of Navy



**CAPTAIN BRIAN  
ERICKSON**  
CDO, USCG



**JAMIE HOLCOMBE**  
CIO, USPTO



**RYAN KORN**  
Chief Architect,  
Bureau of Industry  
& Security, Dept. of  
Commerce



**SANJAY KOYANI**  
CTO,  
Dept. of Labor



**ANDRÉ MENDES**  
CIO, Dept. of  
Commerce



**MAJOR GENERAL  
JAN NORRIS**  
Director,  
Cybersecurity &  
CISO, U.S. Army



**COLTEN O'MALLEY**  
Deputy Commander,  
U.S. Army Command  
& Control Support  
Agency



**STUART WAGNER**  
Chief Digital  
Transformation  
Officer, Dept. of Air  
Force



# SPONSORS

## Diamond

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## Platinum

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## Gold

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## Silver

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## VIP VIDEO OVERVIEW

**MONTY DEEL**  
CEO, Swish

**PAUL KOHL**  
VP of Civilian Sales, Swish

**PHILLIP HOFFMAN**  
Area VP, Swish

**RICK SHAFER**  
Chief Revenue Officer, Swish

**SEAN APPLGATE**  
CTO, Swish

**SHANE BARNEY**  
CISO, USCIS

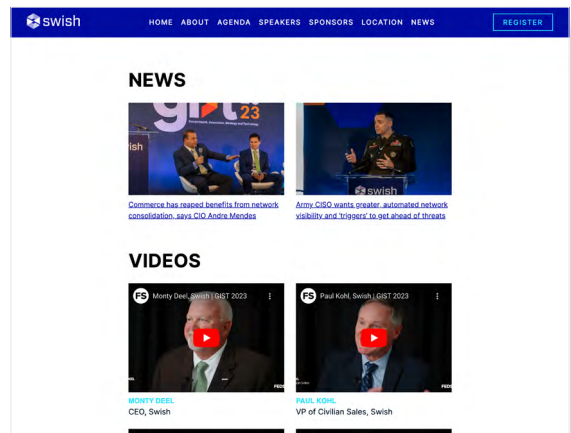
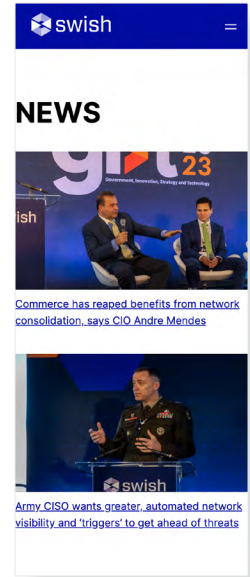
**MARLIN MCFATE**  
CTO, Federal, Riverbed

**EDDIE DOYLE**  
Security Strategist, Check Point

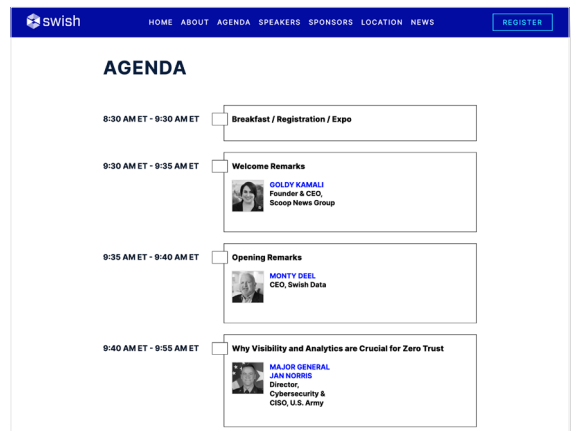
**JASON SCHICK**  
General Manager, Public Sector,  
Confluent

# NEWS COVERAGE

Commerce has reaped benefits from network consolidation, says CIO Andre Mendes



Army CISO wants greater, automated network visibility and 'triggers' to get ahead of threats



**THANK YOU  
FOR YOUR  
PARTNERSHIP!**