

Cyber security PR specialist Origin Communications announces new client win – Europe’s largest information security event, Infosecurity Europe 2019

Submitted by: Origin Comms Ltd

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Tuesday 30th October 2018 – Origin Communications (<https://www.origincomms.com>) (Comms), information security and technology PR specialist, today announces that it has been chosen to represent Europe’s largest and most comprehensive information security event, Infosecurity Europe 2019 (<https://www.infosecurityeurope.com/>).

Origin Comms has been selected by Infosecurity Group, part of Reed Exhibitions, to deliver a PR and digital marketing strategy which aligns with the event organiser’s objectives to raise awareness of Infosecurity Europe 2019, increase attendance overall, and showcase the outstanding high-level conference programme planned for the event.

The event, now in its 24th year, takes place at Olympia, Hammersmith, London, from 4-6 June 2019. It is known to attract over 19,500 unique information security professionals attending from every segment of the industry.

Origin Comms will work closely with the 400+ exhibitors showcasing their products and services, industry analysts, worldwide press and policy experts, and over 200 well-respected industry speakers lined up to take part in the free-to-attend conference, seminar and workshop programme.

The team will be responsible for maximising awareness prior to and during the event, collaborating with the organisers to help shape the conference programme, as well as engaging with the media, driving the social media and supporting digital marketing activity.

Stanislava Try, Marketing Manager, Infosecurity Europe 2019, said: “We are absolutely delighted to have Origin Comms on-board to support the 2019 event. We’ve been impressed by the team’s enthusiasm, drive and exceptional knowledge of the industry. Not only do they understand the drivers and barriers within this sector, they are familiar with the key topics and trends having to be addressed by infosecurity professionals, which makes their counsel so valuable.”

Paula Averley, founder of Origin Comms, said: “Having attended Infosecurity Europe every year for almost ten years now, the event has always been a very firm and key fixture within our annual calendar. As cyber security PR specialists, we’ve worked with an extensive range of exhibitors, speakers and media year after year to ensure they’re well represented at the event. We look forward to taking that level of representation to the next level, raising awareness of the exceptional event, its expo and conference programme, and providing a more personal service to the media attending to ensure they gain access to as much relevant, timely and topical content as possible.”

Media enquiries:

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About Infosecurity Europe

Strategically held annually in London, Europe's centre for technology start-up businesses, Infosecurity Europe is Europe's largest and most comprehensive Information Security event. Featuring numerous analysts, policy experts, journalists and over 400 exhibitors, Infosecurity Europe presents an invaluable business platform, as well as staging the world's largest complimentary conference programme containing 240+ free to attend conference sessions which have been accredited by leading industry associations (ISC)² and ISACA since 2012. The event attracts over 19,500 unique information security industry professionals attending from every segment of the industry and presents the most important date in the calendar for information security professionals across Europe. www.infosecurityeurope.com. #infosec19

About Origin Communications

Origin Comms is an information security and technology public relations specialist agency, based in Thames Ditton, Surrey. Origin Comms provides services within the high-tech, cloud, mobile, data, storage and information security sectors. The agency pioneered its successful business model based on the attraction and retention of some of the best freelance PR practitioners in the UK, EMEA, USA and Australia, and has built and maintained long-standing affiliations with a network of PR and digital marketing specialists worldwide. Origin Comms' extensive knowledge of the information security industry has resulted in the agency being chosen to represent InfoSecurity Europe, 2019. www.origincomms.com.