

NTT COMMUNICATIONS SEEKS PERSONAL AUDIENCE TO PROMOTE SECURITY MESSAGE

NTT Communications is raising awareness of its online security services to the finance and new media sectors through an online ad campaign and invitation-only networking event for decision makers.

The campaign aims to remind NTT's customers, prospects potential partner resellers not to be negligent towards implementing internet security. It has been devised by DNX communications.

The event called 'The executive Think Tank' takes place on the 2 March at The Sanderson Hotel in London, offering IT directors, marketing directors and C-suite executives the chance to learn about the latest security issues at a networking dinner.

Interest is being driven by banner ads on a range of sites including FinancialTimes.com and



information security solutions

NTT Communications

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NTT'S BANNER ADVERTS

Brand Republic. These offer a free security pack is used as an incentive to encourage click-throughs to a campaign microsite, where prospects will be required to register their details.

Places at the event are limited and site registrations will be followed up by telephone to ensure they meet the required criteria.

Drew Nicholson, joint managing director of DNX, adds, "Security is always an extra hassle for businesses. The event aims to remind people how important it is to protect themselves against hackers and viruses and not leave it last on the list of priorities."