

# IT & CYBERSECURITY

| MEETINGS |

Press release from XXXX 2021

## IT & IT Security Meetings **changes its name to** **"IT & Cybersecurity Meetings".**

After 9 successful editions, and to meet the market challenges, IT & IT Security Meetings evolves and becomes **"IT & Cybersecurity Meetings"** for its 10th edition.

Indeed, in order to better clarify the offer, we have decided to change the name of the show. From the 2022 edition, it will become **"IT & Cybersecurity Meetings"**, the One To One exhibition for networks, cloud, mobility and cybersecurity.

The 2022 edition, which will be held **from March 22 to 24 at the Palais des Festivals et des Congrès in Cannes**, will be punctuated by two days of business meetings and lunches, conferences and parties to discuss **the real issues and current topics** of the network, cloud, mobility and cybersecurity sectors.

**"IT & Cybersecurity Meetings" is an essential lever for the development of your business with:**

- A high-end event - trade show meetings
- Pre-organized, targeted and highly qualified one-to-one business meetings between top decision makers and exhibitors
- Business lunches pre-organized before the event between Top Decision Makers and Exhibitors
- A welcome dinner
- High level plenary conferences
- A closing dinner exclusively between Top Decision Makers and Exhibitors
- Three days of benchmarking, matchmaking and networking.

### **ABOUT WEYOU GROUP:**

Weyou Group is today the leader in the organization of mid-size BtoB trade shows in France (Heavent Paris, Stratégie Clients, E-Marketing, Educatec-Educatrice, Salon des Achats et de l'Environnement de Travail, Workspace Expo...).

Weyou group is also the creator of the concept of trade shows meetings (trade shows with One to One appointments): Healthcare Meetings, Workplace Meetings, Security/Safety & Prevention Meetings, Heavent Meetings, Hotel & Restaurant Meetings, Customer Relationship & Marketing Meetings, Financial, Legal and HR Meetings, Transports & Logistics Meetings, Unique Home Meetings, Environment, Cleaning & Climate Meetings.

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