

Press release

DIGITAL360 MAKES ITS OWN PLATFORM AVAILABLE FOR THE PRESENTATION OF THE 2020 CLUSIT REPORT IN A GREAT ONLINE EVENT

About 800 people remotely attended the presentation of the Clusit 2020 Report thanks to Digital360's platform and services which allow to transform any event attended in person into a digital event

Milan, 19 March 2020 – Digital360 made its technology platform and services available to ASTREA in order to organise the annual presentation event of the Clusit Report - Italian Association for IT Security, completely online.

Digital360's technological platform allows to transform any type of event attended in person into a digital event and was used by ASTREA to present the Clusit Report, which attracts more than two thousand people from all over Italy every year.

The ASTREA event, which was held on 17th March, featured a two-hour live broadcast, from 9.30 to 11.30, which 750 participants attended via Internet and where all the speakers took part remotely. Thus a dynamic streaming schedule progressively included several frontal speeches and a round table, on a platform which also enabled sharing all the slides and the interaction and discussions with the participants.

“The success of the online presentation of the 2020 Clusit Report shows the various opportunities offered by digital technology in order to organise streaming events capable of involving a large number of people remotely - says Andrea Rangone, CEO of Digital360 -. During these difficult days, many companies are discovering the possibility of transforming various types of events attended in person into webinars, online conferences and digital round tables, ensuring the participation and involvement of all. Here at Digital360 we have chosen to enhance all digital services so as to offer companies a concrete and rapid support for managing this crisis and ensuring they may continue their activities”.

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called “Demand Generation”, supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called “Advisory & Coaching” is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For further information: www.digital360.it

Investor relation:

Emilio Adinolfi emilio.adinolfi@digital360.it phone +39 0292852801

DIGITAL360 Press Office: di@comunicazione

Piero Orlando po@dicomunicazione.it mobile +39 3351753472

Nominated Adviser and Specialist: CFO SIM S.p.A. ecm@cfosim.com, phone +39 02303431

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