



EVENT CASE STUDY

THREATLOCKER ThreatLocker® is a global cybersecurity leader, providing Zero Trust cybersecurity protection that gives businesses complete control over their security.

As part of our ongoing work with ThreatLocker, we were asked to invite media to their annual Zero Trust World conference in Orlando, Florida, to cover the event and product launches.



What We Did:

Invited top-tier media from the UK, Ireland and Australia to attend the conference

Co-ordinated interviews on-site with key spokespeople

Secured interviews outside of the conference to maximise coverage

Results:

1

39 pieces of coverage over
the event

2

356 million opportunities to
see

3

Increased media presence at
Zero Trust World over 500%
YoY

**Media Coverage
Examples Secured:**

Irish Independent



**Tech
Informed**

The frontier of tech news



BRITAIN'S NEWS CHANNEL



Media

A CRA Resource



IRISH TECH NEWS

CRN

**yahoo!
finance**

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The Jargon Group's Ben Morling and Kevin Winfield are a dynamic duo when it comes to media relations. They work extremely hard and are dedicated to providing the best media interview opportunities for their clients. Ben and Kevin supported me in successfully managing over two dozen media interviews for ThreatLocker Danny Jenkins during Zero Trust World 2025 in Orlando, Florida. Their efforts secured strong media coverage and incredible results. It's a joy working with The Jargon Group.

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Stefany Strong, Media Relations Manager at ThreatLocker