

# Ron Rosenbaum, ASIS International, Talks About The Success of GSX 2018 And What's Coming Up At GSX Sept. 2019 in Chicago

*"In The Boardroom" On SecuritySolutionsWatch.com*

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Ron Rosenbaum is the Chief Global Marketing & Business Development Officer at ASIS International, a professional Association recognized as the global leader in security information, education, certification and standards. Ron is a 20+ year association management veteran who previously served as the COO of the American Gaming Association and Senior VP, Marketing and Development for the Sports & Fitness Industry Association. He's a graduate of George Mason and Johns Hopkins Universities.



Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International

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We are honored to have Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International join us “In The Boardroom” to discuss the successful rebranding of ASIS to GSX.”

*Martin Eli, Publisher*

After 63 years as the ASIS International Annual Seminar & Exhibits, ASIS re-branded the world's most comprehensive event for security professionals as Global Security Exchange (GSX), which featured innovative, immersive learning and a new, technology-forward exhibit floor and networking experience. Today, we are speaking with Ron Rosenbaum, Chief Global Marketing & Business Development Officer at ASIS International about the newly branded show and what to expect in 2019.

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SecuritySolutionsWatch.com: Thanks for joining us again today, Ron. We heard some great buzz about GSX...Can you tell us about the show?

Ron: Thanks for the opportunity. Not only did GSX see a 15 percent growth in paid registration, but there was representation from 113 countries across the event, illustrating our commitment to ensuring GSX is the international show for security professionals. However, we were most pleased with the quality and extent of programming and education, especially the enhanced,

experiential learning offerings (X-learning), growth of Global Access Live! (GAL), and ability to weave true-to-life technologies into the show such as drones, AI, and VR. Overall, we had more than 350 sessions on the show floor and in the classroom for security professionals at all stages in their careers. If you were looking for it, we had it at GSX 2018.

SecuritySolutionsWatch.com: This doesn't seem like the security shows of old! Tell us more about your programming.

Ron: ASIS was really excited about the unparalleled depth and breadth of our education line-up this year. As the world's most comprehensive security event, GSX delivered new opportunities to exchange ideas, expand networks, and experience innovations to empower both operational and cybersecurity professionals around the globe now and into the future.

Along with a dynamic paid conference program, the reimagined exhibit hall served as a learning lab environment featuring three X-Learning stages examining frontier technologies, innovation, and the future of security. Attendees engaged in discussions via case studies, town halls, and debates that dissected challenges and solutions from different perspectives. Plus, our GSX D3 Xperience: Drones, Droids, Defense showcased unmanned and interactive robotics with education and interactive demonstrations that allowed attendees to learn about the real-world applications, implications, and challenges that come with these innovations. Thought-provoking sessions were led by Chief Security Officers from Amazon, Snapchat, Facebook, MillerCoors and more.

Plus, Global Access Live! offered live streaming of select GSX education sessions so global security professionals across the globe could benefit from our outstanding content, even if they weren't able to join us in Las Vegas. GAL participants were able to earn CPEs for their participation and could engage with presenters and ask questions just like attendees in the classroom.

The investment in these initiatives emphasizes our commitment to excellence and our focus on advancing security worldwide while building a more expansive, collaborative, and holistic security conference.

SecuritySolutionsWatch.com: Wow, sounds great. What was one item exclusive to this year's GSX that ASIS was most proud of?

Ron: It's hard to pick just one, but we were most impressed with our members continued commitment to supporting the security community. In fact, one ASIS member, Frank Argenbright, CEO, SecurAmerica generously offered to match donations to our Foundation, up to \$20,000:

[https://www.youtube.com/watch?time\\_continue=5&v=6DUAOZywfgo](https://www.youtube.com/watch?time_continue=5&v=6DUAOZywfgo).

We are extremely honored to have such devoted members.

Editor's Note: To learn more about the ASIS Foundation, click here:



The image is a promotional banner for the Global Security Exchange (GSX) 2019 conference. At the top left, there is a GSX logo and the text "8-12 SEPTEMBER 2019 MCCORMICK PLACE | CHICAGO, IL". To the right of this are two buttons: "JOIN OUR MAILING LIST" and "RESERVE EXHIBIT SPACE". The main body of the banner features a collage of photos showing people at the conference, overlaid with a large, stylized "X" shape made of glowing red and blue lines. On the right side, there is a circular graphic with the text "SAVE THE DATE" in large, bold letters. Below this, it says "That's a Wrap... thanks for attending Global Security Exchange (GSX) 2018! See you next year 8-12 September 2019 for GSX 2019 in Chicago." There is a link "Read our GSX 2018 recap." and a button "MAILING LIST >". At the bottom right, it says "POWERED BY ASIS" with the ASIS logo.

www.GSX.org

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<https://www.asisonline.org/get-involved/asis-foundation/>

SecuritySolutionsWatch: Finally, Ron, before you go, GSX 2018 sounds terrific, so what's in store for 2019?

Ron: Planning for GSX 2019, which will be held at 8-12 September at McCormick Place in Chicago, is already well underway. We will continue the momentum from 2018 to bring even more innovation, forward-looking solutions, and interactive opportunities for attendees to find solutions to everyday problems and help shape strategies for the future.

You can watch our GSX 2018 wrap-up video:

[https://www.youtube.com/watch?time\\_continue=15&v=cuNKMdYTVzs](https://www.youtube.com/watch?time_continue=15&v=cuNKMdYTVzs),

view photos from the event

<https://www.flickr.com/photos/asisinternational/>, or visit us online at [www.gsx.org](http://www.gsx.org) for more details.

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Ron Rosenbaum will be contributing a monthly column for SecuritySolutionsWatch.com leading up to GSX 2019.

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For the complete interview on SecuritySolutionsWatch.com:

[http://www.securitysolutionswatch.com/Interviews/in Boardroom ASIS Rosenbaum.html](http://www.securitysolutionswatch.com/Interviews/in%20Boardroom%20ASIS%20Rosenbaum.html)

ASIS Press Release

GSX Leads the Way in Security Innovation, Attracting 20,000 Global Registrants

<https://www.asisonline.org/publications--resources/news/press-releases/gsx-leads-the-way-in-security-innovation-attracting-20000-global-registrants/>

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What's YOUR Blockchain or FinTech solution?

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<https://www.linkedin.com/in/ali-eng-a8a41015b/>

For more details, please click here: [www.SecuritySolutionsWatch.com/Main/Jan2018.pdf](http://www.SecuritySolutionsWatch.com/Main/Jan2018.pdf)

And for our Media Kit, please click here: [www.SecuritySolutionsWatch.com/MediaKit.html](http://www.SecuritySolutionsWatch.com/MediaKit.html)

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