



# Fix This/Security

## Panelist Frequently Asked Questions

<b>Event Title:</b>	Fix This: Security
<b>Date:</b>	Thursday, July 12, 2012
<b>Time:</b>	5:15 PM Arrival 6:15 PM Roundtable Starts 7:15 PM Roundtable Ends 7:30 – 9:00 PM Cocktail Reception (on-site at Le Cirque Restaurant)
<b>Location:</b>	Bloomberg Businessweek 731 Lexington Avenue
<b>Attire:</b>	Business (jacket please, tie optional)
<b>About:</b>	The roundtable discussion will be moderated by Bloomberg Chief Content Officer Norm Pearlstine. The panel will consist of global leaders in business, politics, academics and think tanks. It will be videotaped on the Bloomberg Television studio set in a private taping. It will not be broadcast or streamed online live. Videos from the event will be edited and shown on Businessweek.com beginning Thursday 8/2. Excerpts from the event will be turned into a feature story in the 8/6 issue of Bloomberg Businessweek Magazine.
<b>Editorial Theme:</b>	<p>From identity theft to cyber espionage and nation/state-backed hacking incidents, cyber crime is increasing in frequency and severity. With the advent of cloud computing and the growing interconnectivity among consumers, businesses of all sizes, and countries, cyber security is a fundamental priority. What can we do to reduce risk on the private and public sector levels?</p> <p>How can we build more secure networks and reduce risk?</p>
<b>Sponsor:</b>	In full disclosure, the event is sponsored by IBM and will be attended by a small group of senior IBM executives and customers. IBM has no role in the Editorial content of the event.
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