



impact day!

Media Guide

Introduction to Impact Days

The Kuppinger Cole Analysts Impact Days are a unique series of single-day events meticulously crafted to enhance and deepen the understanding of identity and cybersecurity among professionals. These events are specifically targeted at IT security leaders, Chief Information Security Officers (CISOs), Identity and Access Management (IAM) experts, professionals, and vendors who are at the forefront of the industry.

At Impact Days, attendees can expect a comprehensive exploration of the latest developments in identity and security. Each event will focus on real-world implementation strategies and provide insights into strategic decision-making that can significantly impact an organization's security posture. The importance of this initiative lies in its design; we aim to empower specialists working at the critical juncture of identity and security. By providing actionable insights and facilitating interactions among peers, our goal is to enrich their professional practices and enhance overall security readiness.

What makes Impact Days truly distinctive is the focused nature of each event. Unlike traditional, broader conferences that cover a wide array of topics, each Impact Day focuses on a specific theme, delivering curated, high-value content that attendees can immediately implement within their own organizations. This tailored approach not only enriches the learning experience but also ensures that participants leave with concrete strategies and industry best practices that they can apply in real-time.

About the Events

Identity Fabric Impact Day (IFID 2025)

September 18, 2025 - Munich, Germany

[Learn more: kuppingercole.com/events/ifid2025](https://kuppingercole.com/events/ifid2025)

IFID focuses on modern identity architecture and management strategies. It brings together practitioners and solution providers for one day of strategic insight, technical guidance, and peer exchange—centred on the concept of Identity Fabrics as the enabler of modern digital enterprises.

Key topics include:

- Modern Identity Fabric Architectures & Concepts
- Proven Implementation & Scaling Strategies
- Enterprise Best Practices & Success Stories
- Managing Non-Human Identities

Identity-Centric Cybersecurity Impact Day (ICCID 2025)

November 6, 2025 - Frankfurt, Germany

[Learn more: kuppingercole.com/events/iccid2025](https://kuppingercole.com/events/iccid2025)

ICCID explores how digital identity plays a central role in effective cybersecurity strategy. It goes beyond Zero Trust buzzwords to offer expert-led sessions, real-life success stories, and hands-on insights for building resilient, identity-centric security programs.

Key topics include:

- The role of identity in Large Language Models (LLMs) and AI Security
- Continuous Authentication and authorization
- Non-Human Identities
- Identity Threat Detection and Response (ITDR)
- Privileged Access Management (PAM)
- Enterprise Best Practices & Success Stories

Both events offer deeply curated content for professionals who want to strengthen their organization's security through modern identity and access strategies, move beyond theory into proven implementations and real-world use cases, connect directly with leading analysts, solution vendors, and peers, and most importantly, translate insights into tangible, real-world outcomes.

For more information on both events, please refer to our [press release](#).

Partnership Opportunities

We offer two distinct partnership options for the Impact Days 2025 series: Media Partnerships and Association Partnerships.

Media Partners

Publications, news outlets, and platforms focused on IT, cybersecurity, digital identity, and enterprise tech.

Association Partners

Industry groups, member-driven organizations, and professional communities aligned with identity, cybersecurity, and IT leadership.

As A Partner, Your Benefits Typically Include:

- Special Discount Rates: Registration discounts for your readers or members
- Brand Visibility: Your logo and name displayed prominently on our event websites and event app
- Social Media: Inclusion in a post for each event, recognizing our media and association partners
- Partner Recognition Email: Inclusion in a standalone email to our network (shared with other partners) promoting you and highlighting any of your recent / standout projects
- Free Event Tickets: We also offer complimentary tickets for up to two representatives from your organization to attend the events (optional)

In return, we ask our partners to support promotion by:

- Sharing each event (2x) twice on each of your promotional channels, ideally email newsletters and social media.
- Featuring the event and associated discount code on your website and event calendar



Best of all, our 2025 partnership offering is a combined package for both Identity Fabric Impact Day (Sept 18, 2025, Munich) and Identity-Centric Cybersecurity Impact Day (Nov 6, 2025, Frankfurt). That means one agreement unlocks year-round visibility, multiple touchpoints with a high-value audience, and alignment with both events, ensuring maximum exposure with minimal administrative lift.

Note: We'd be happy to customize our partnership to align with your specific objectives. Whether through enhanced editorial collaboration or increased digital visibility, we're eager to establish a mutually beneficial relationship!

Members of the Press

Members of the press and media are welcome to attend both events. Accreditation is available via:

Identity Fabric Impact Day (Sept 18, Munich)
[Press Accreditation - IFID \(click to visit booking page\)](#)

Identity-Centric Cybersecurity Impact Day (Nov 6, Frankfurt)
[Press Accreditation - ICCID \(click to visit booking page\)](#)

Visual Assets Examples

We happily provide our partners with co-branded visuals to assist in promoting both events and highlighting your partnership.

Social Media



Your Website



PR Contact Information



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