10th Securing the Law Firm
19th September, 2018, London

Unique solutions for a unique industry
Law firms really are different, so how can cybersecurity be tailored to them?

http://www.securingthelawfirm.com/event/stlf

AKJ Associates
Securing The Law Firm – the challenge of structure

Most often claims of exceptionalism are excuses for poor performance or inaction. But in the case of the legal sector, the claims are true. Most large organisations, even those formed by multiple mergers and acquisitions, are essentially one structure, capable of centralising key functions and responsibilities, and with at least the theoretical ability to impose standardization across even a multi-national footprint. Even smaller companies tend to be formed in ways that can overcome the problems that individual silos or personalities can bring to central functions such as finance, compliance and security.

Many of the large, cross-border firms use structures such as Swiss vereins or UK CLGs, which essentially allow firms to grow through M&A without actually having to properly fuse the various firms under the umbrella. These remain, to a far larger extent than in any normal corporation, separate businesses.

Within these diffuse structures, and also at smaller firms, the firms are further siloed by a partnership model in which each business unit is controlled by individual partners, making a law firm an agglomerate of many smaller businesses all operating under one roof, each with a powerful head suspicious of the centre and its costs.

This model makes centralised decision-making next to impossible. It stands in the way of innovation and long-term investment. And it makes processes which require centralisation and standardisation, such as finance, marketing, HR, compliance, technology and cybersecurity a nightmare – if they can be implemented at all.

These structures will have to change. But in the meantime, how can law firms ensure that they comply with core regulations such as GDPR? How can they implement even the basics of cybersecurity hygiene? And how can they hope to hire and keep security talent?

Securing the Law Firm will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data. There will be real-life case studies, strategic talks and technical break-out sessions from security teams behind some of the world’s most admired brands, who know, just like you, that security is now more important to business than ever.

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AKJ Associates
Securing The Law Firm – helping CISOs get the message across

Law firms need cybersecurity advice and solutions tailored to their unusual circumstances. But their leaders need help understanding not simply the risk issues; they need to accept the necessity to give power to centralising cost centres and to take it from business units.

This in turn means that solution providers need to help CISOs and other security professionals at law firms in getting these messages across internally in a way that the business will accept. So this edition of Securing the Law Firm will look at the core priorities, the most critical security needs, the core security messages and the ways in which a cybersecurity platform can be built in a decentralised firm.

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Law firms need your help ...

1. To satisfy their FI clients
   Financial services companies are lawyers’ biggest clients. They are highly regulated and need their suppliers to prove that they’re secure. If they can’t, they’ll lose the business. **Which solutions are available, scalable and easy to implement?**

2. To build basic best practice
   Law firms have begun the long journey to cybersecurity. But recent breaches force management and clients to act more quickly. Firms need to build a basic level of good security right now. **Show how your products can help firms achieve this.**

3. To build cross-border compliance
   Cyber-security is going mandatory. Voluntary commercial codes are not enough. Regulators want companies to demonstrate true cyber-security as well as basic compliance. **How can you help with this?**

4. To secure diffuse networks
   Law firms are cross-border but de-centralised. Legal transactions involve third-parties as firms become legal project managers as much as sole legal advisers. Securing the network and those who use it is a problem. **Can your products help?**

5. To build a security culture and retain cyber staff
   Everyone needs to buy-in to cybersecurity from the top down. They need training and education. Law firms also need to prove that they value cyber security staff and give them the responsibility they need. Otherwise they leave. **Can you help?**

6. To outsource what they cannot do in-house
   Many organisations cannot afford in-house SOCs or security teams big enough to counter cyber threats effectively. So what can they outsource and does outsourcing really solve the underlying risk problem? **What can you offer?**

[http://www.securingthelawfirm.com/event/stf](http://www.securingthelawfirm.com/event/stf)
Taking security seriously

Cybersecurity is a key client question: the wrong answer means lost business and lost dealmakers

For the first time ever, serious revenue generators at the biggest and most prestigious law firms are jumping ship. Some say it ’s for the money – the old lockstep, partnership remuneration models are breaking down in favour of the rainmakers. But insiders say cybersecurity is also an issue: if you make money from selling your firm’s services, and clients decline because your IT answers are unsatisfactory, you need to leave. Good security is now vital for business.

Mandatory security is here: from clients as much as regulators

Law firms so far have managed to avoid specific regulation on their handling of confidential but non-personal data. A variety of different laws, regulators and voluntary codes cover some of the potential outcomes in certain sectors, such as finance and health, but the lack of clear, mandatory requirements has allowed law firms to postpone investment. This is short-sighted. The regulators are coming and clients are turning away from firms who neglect cybersecurity.

Taking security seriously

Vulnerability is a two-sided coin: first, companies need to understand their own capabilities, strengths and weaknesses; second, their own vulnerability is a function of their attractiveness as a target and the evolving capabilities of potential attackers. Have law firms properly audited their vulnerabilities? Do they have the resources to counter the threats? What are the solutions?

Securing the weakest links cost-effectively

Law firms depend upon mobile devices. Lawyers are keeping more and more data on their own devices. They are accessing central databases and CRM systems remotely. Cross-border legal transactions depend upon a continuous flow of sensitive documentation to numerous in-house, client and third-party personnel. Much of this traffic is migrating to mobile. How can it be secured?
Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.

Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates' key challenges.

Boost sales
Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.

Meet commercial aims
We work with sponsors to ensure they meet their commercial aims. We offer a number of sponsorship options, each providing specific benefits.

Showcase solutions
Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates’ key challenges.

http://www.securingthelawfirm.com/event/stlf
You will be surrounded by the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals since 1999 and our cybersecurity community is the largest of its kind globally.

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets and we know the IT Security Leads and Engineers who so often dictate the purchase process.

All of these job titles are attending Securing the Law Firm.

We understand that every vendor needs to sell more. That is the bottom line.

Getting in front of the right people at the right time always increases the lead generation and always increases profitable sales activity.

Why do so many blue-chip vendors work with us? Real buyers ...

The most senior cyber-security solution buyers

Cyber-security
We have a 15-year track record of producing the events cyber-security professionals take seriously

Risk Management
We attract senior risk officers with responsibility for information risk assessment and mitigation

Fraud, Audit, Compliance
We provide the go-to events for fraud prevention and compliance owners at the world’s key corporates

Data Protection & privacy
We are a key venue for decision-makers with budget and purchasing authority

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Why do so many blue-chip vendors work with us? Real benefits...

**Talk to customers**
Face-to-face interaction with the right buyers works! Our vendors tell us it does and they renew year after year

**Build relationships**
Relationships built from a personal meetings are stronger than those initiated by solely digital conversations

**Save time**
Meet dozens or hundreds of selected buyers in just one or two days – the value of a high quality event

**Lead sourcing**
We provide the best leads in the business. Each sponsor receives a delegate list.

**Increase sales**
All delegates are the right delegates. They have all been researched and confirmed as senior and with buying capacity

**Get your message across**
Delegates take all lunches and breaks are in the exhibition. So sponsors and exhibitors are always surrounded by qualified buyers

http://www.securingthelawfirm.com/event/stlf
What our sponsors say about us

Ninety five percent of our exhibitors and sponsors work with us on a number of occasions each year.

Our sponsor renewal rate is unrivalled in the marketplace.

This is because our sponsors generate real business at our events every year.