e-Crime & Cybersecurity Congress Virtual Series

15th Annual e-Crime & Cybersecurity Congress DACH VR

17th June, 2020, Online

Cybersecurity by remote control: protecting employees, customers & the business

Defend against new cyberthreats, maintain resilience, support the shift to digital

https://akjassociates.com/event/DACH

AKJ Associates

Making a virtue of necessity: first responses & strategic planning

It seems an age ago, but as the first news began to leak out of Wuhan, cybersecurity professionals were looking forward to the next stage in the maturity journey: they needed a holistic approach to their entire data management process; they needed an aggregated approach to compliance, privacy and security; they needed to apply standard operational risk modelling and budgeting to these activities; and they need new management and staffing structures to implement these changes.

None of that is untrue, it’s just that the spread of COVID-19 has changed all our priorities by changing the way the world works and engages with customers. It has created fundamental challenges to companies’ ability to protect their systems and employees while continuing to serve their customers. Entire workforces have been transplanted to their homes and forced to shift their entire work life to the digital realm.

Out of necessity, remote access and wide-ranging privileges have been granted across organisations. And at the same time, businesses across every sector are ramping up online product and service delivery as fast as possible.

All of these responses have massively increased cybersecurity risk.

Large-scale adoption of work-from-home collaboration tools, rapid scaling of customer-facing networks and websites, greater all-round use of cloud and online applications, and the vast increase in data flows across previously controlled network boundaries is changing business paradigms on the fly. Cybersecurity is already finding it hard to play catch-up with this almost instantaneous digital and online pivot. And it’s not just business: what about CNI?

And the hackers have noticed. They are already exploiting weaknesses in this new distributed business model. Phishing is easier in this stressed environment; DDoS and ransomware attacks more damaging (and so more lucrative); controls easier to subvert.

As the entire business goes off-premise, how should CISOs react? What are the key priorities? How do CISOs ensure they and their teams are secure as well as employees and business processes?

The 15th e-Crime Congress DACH will take place online and will look at how cybersecurity teams are tackling this dramatically different threatscape. Join our real-life case studies and in-depth technical sessions from the security and privacy teams behind some of the world’s most admired brands.

e-Crime & Cybersecurity Congress Virtual Series: DACH

Key Themes

Securing and protecting remote employees

The crisis-driven shift to home-working amplifies the BYOD / remote security issue: unsecured data transmission, use of VPNs, employees using risk workarounds to achieve critical tasks under pressure, the security of free video and collaboration tools and so on. **What are the quick fixes and the longer-term solutions?**

Rethinking identity and access management

Existing IDAM policies controlling access to apps, data and other network resources will need to be re-written fast. For business continuity reasons employees need off-site access to more of those critical resources. **So how to re-structure IDAM quickly ? How to push MFA to the whole network? How to incorporate consumer-grade software?**

Maintaining central control: endpoints, patching…

Unless they were already set up for remote working within a well-organized and secure policy and process framework, employees will not just be be outside centrally controlled end-point protection processes, they will be beyond any patching and update processes. **How can CISOs regain control? Is this the time for zero trust or virtualization?**

Maintaining the human firewall

With normal cybersecurity measures compromised, employees are an even more critical frontline against cyberthreats, but they are stressed, working in unfamiliar ways and surroundings, and are separated from the co-workers whose advice they could ask about suspicious calls and emails. **How can cybersecurity teams help?**

Securing email – again

Scammers posing as helpdesks, malware embedded in pandemic-related documents that seem to come from government, health or aid organisations, overloaded employees more likely to accidentally open dangerous attachments: **does email security need to be ramped up even if it impacts business continuity? Are there other solutions?**

Securing the CISO (and team)

It's not just 'employees' who need to be secured – what about CISOs and their team who may also have been scattered geographically? With their need for unfettered remote access to the most sensitive systems and information, **are remote security teams the weakest link? How can they ensure they are not hacked?**

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Key Themes

Securing the customer – are your websites up to it?

The immediate need to move to online business channels creates a host of security and monitoring challenges. Are existing websites scalable securely to meet additional customer demands? **Do you rely too heavily on a single supplier? And what about the recent security changes to browsers such as Chrome which impact existing websites?**

Remember abandoned kit

Most organizations have ‘abandoned’ their existing office environments, including all the devices within them. They must continue to monitor inactive company devices as these represent a continuing security issue. Can this be done remotely? Can these devices be encrypted remotely? What other issues arise?

Incident response in the new environment

CISOs need to be sure that existing incident response processes will function across a distributed enterprise. Will remediation and reimaging capabilities work as intended in a remote environment? Can teams access endpoint telemetry and data remotely to support investigative work? **What updates are needed to incident response playbooks?**

Stuck in the Cloud

Most companies have been forced to rely on Cloud apps and storage. They need visibility and controls; they need logs from providers to review for unauthorized access and data exfiltration; they need to limit unauthorized access and services. **And what do their Cloud contracts say about *force majeure*?**

Performing critical security tasks remotely

Security teams take for granted their ability to do penetration and forensic tests and general upkeep on systems. But many security tools depend on being on the local network. How do security teams ensure that they can do the basics remotely: change and monitor access privileges (under pressure from the business) monitor logs etc.?

Protection versus business need

There is a wider strategic challenge: most businesses face an existential threat and must take rapid and extraordinary actions to survive. Their requests for technologies to help them do this will demand near instant responses and extreme flexibility. Never has it been more important that security teams understand and enable the business.

Why AKJ Associates?

A History of Delivery

For more than 20 years, AKJ Associates has been running been the world's most sophisticated closed-door meeting places for senior cyber-security professionals from government, law enforcement, intelligence and business.

For example, our annual London-based e-Crime Congress is still **the largest invitation-only, Chatham House rules,** gathering of the most senior information risk and security professionals from business and government in the world.

The UK Home Office sponsored the public sector delegation from 40 countries in 2002 and we are delighted to say they still do today.

Global Engagement

We have run hundreds of events in the **UK, across Europe, the Middle East and Asia**, attracting **tens of thousands of delegates** in cybersecurity, data security and privacy.

These delegates range from C-suite CIOs, CTOs, CROs and C(I)SOs, to heads of enterprise architecture, desktop and network. They encompass all the senior professionals whose input drives security and privacy solution purchase decisions.

And as well as cross-sector events for both private and public sector, we also design and deliver sector-specific conferences for high-value, high-sophistication sectors including the legal sector, financial services and gambling and gaming.

Unrivalled Relationships

Events like this have enabled us to build relationships of trust with **the most influential decision-makers** at the full spectrum of public and private sector organisations in the UK, Europe, Asia and the Middle East.

By providing this audience with valuable insights and business intelligence over the past 20 years, we have built up **the world's most significant community of professionals in cybersecurity.**

We use this to develop new events; to conduct research to understand what cybersecurity professionals are doing, thinking and buying; and to market our conferences and other services.

Smart Lead Generation

We have also developed and trained one of the **most effective marketing and telemarketing operations** in the cybersecurity space.

Our in-depth knowledge of the marketplace allows us to design marketing outreach that **consistently delivers the best audiences** for the providers of critical cybersecurity infrastructure and solutions.

We connect vendors directly with B2B decision-makers. By combining unrivalled reach, deep knowledge of specialist markets and sophisticated marketing we **engage buyers to deliver real results.**

Why the e-Crime & Cybersecurity Congress Virtual Series?

The problem: end-user needs are rising, solution providers' too

Our end-user community is telling us that they face a host of new threats in this new environment, to add to their existing challenges.

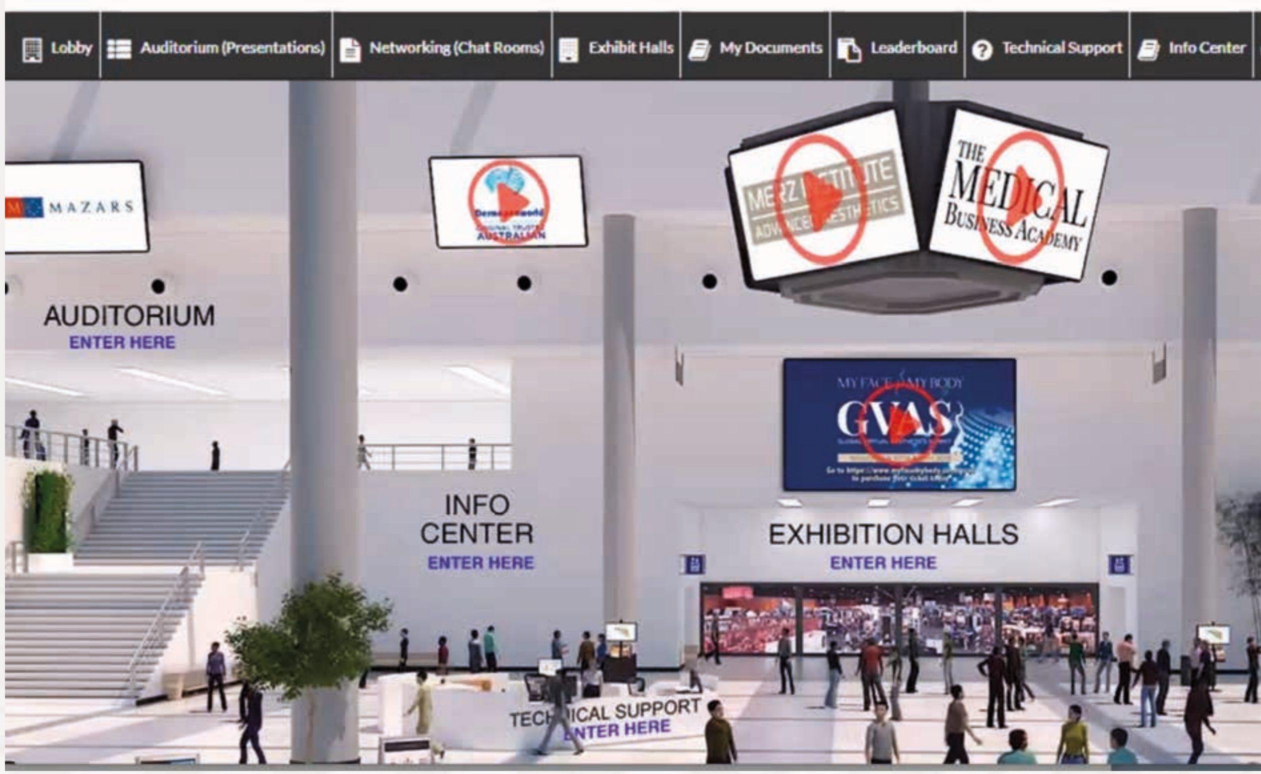
Remote working, an increased reliance on Cloud and SaaS products, and the leveraging of COVID-19 in phishing, malware and other malicious attack, are all putting organisations across the world under even more strain. **They need cybersecurity products and services that can solve these issues**.

We also know that our vendor partners and community have to continue building pipeline and creating commercial opportunities. They can't just stop. And **self-run webinars cannot replace everything**.

Therefore, **in response to many requests from our loyal end-user community** for us to continue to deliver best practice advice and to give them the up-to-date technical case studies and content they need to cope in the current environment, **we will be adding to our traditional physical service offering.**

The e-Crime & Cybersecurity Congress Virtual Series will offer virtual versions of our key upcoming events and will deliver the **same opportunities for lead generation and market engagement**.

Maintaining the ethos, and mimicking the best features of, our physical events we will continue to offer **unrivalled partnership opportunities to cybersecurity vendors** looking to sell



Why the e-Crime & Cybersecurity Congress Virtual Series?

The solution: virtual events: intuitive, effective, engagement

AKJ's e-Crime Congress Virtual Series events replicate all of the key features of our physical events, preserving all the key engagement and lead-generation opportunities sponsors have come to know and expect:

- Lobbies with extensive sponsor signage
- Opportunities for sponsors and end-users to deliver plenary presentations to all registered attendees
- The chance to provide in-depth Education Seminar sessions in breaks between plenary sessions
- Exhibition booths that can contain video, text, PDF and live chat resources
- Extensive networking opportunities

In addition, there are opportunities for interactivity during both plenary presentations and Education Seminars, and using smart gamification tools we can help ensure sticky engagement with content during the day.

Events run in real time using pre-recorded presentations. They cannot be re-run or downloaded unless sponsors and / or end-users agree for their content to be used in that way.

They are open only to pre-registered, vetted registrants to ensure only the highest quality decision-makers can attend.

And we deliver the same level of delegate information to our sponsors as they expect from physical events.

FIRE IT UP
MAC TOOLS
BOSCH
AUDITORIUM
LOUNGE
HELP DESK

GALACTIC
COLLECT ALL HERO BADGES
VMUG
VMUG VMWARE USER GROUP
Accelerate Your Success with VMUG
@MyVMUG
VMwareUserGroup
GLOBAL NETWORK
LOCAL COMMUNITIES
TECH EVENTS
VIRTUAL OFFERINGS

Delivering your message direct to decision-makers

e-crime & cybersecurity DACH VR

Plenary Speakers

Just as with a physical event, the e-Crime Congress Virtual Series events follow a real-time linear track in which presenters deliver their content to registered attendees.

These presentations are pre-recorded by the speakers and can contain exactly the same mix of slides, graphics, video and speech as would be included in a physical presentation.

While each presentation is running, a live, moderated chat allows those watching the presentation to interact with each other and with the speaker(s).

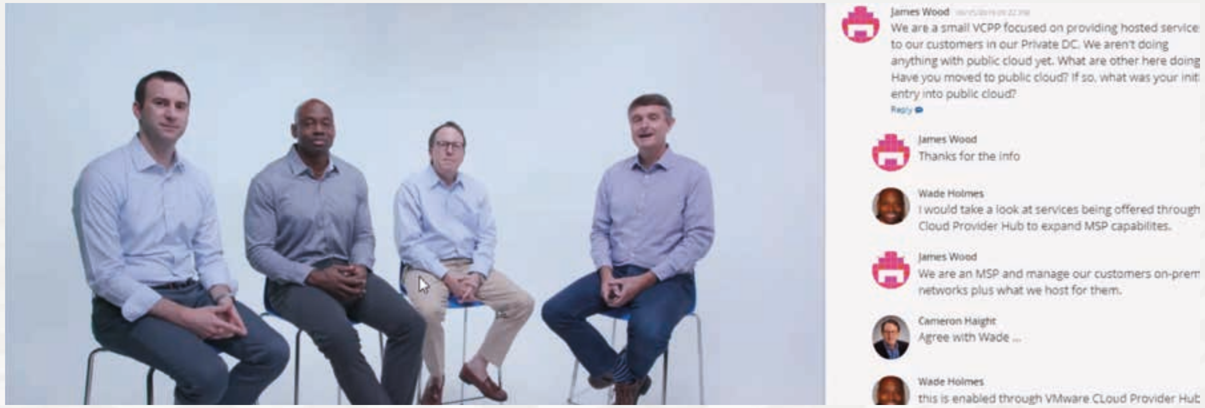
Speakers can take questions, elaborate on points made in the presentation and organise to discuss details further with attendees offline, at their booths or in the networking lounge.

Education Seminars

At pre-defined points in the day, attendees will be notified that the main plenary sessions are making way for a series of in-depth technical break-outs.

This Education Seminars are effectively pre-recorded webinars in which vendors deep-dive into a topical problem, technology or solution. Created by the sponsor team, these Seminars run simultaneously, just as they do in our physical event. Attendees choose which session to attend and, again, each Seminar is accompanied by a moderated, live chat in which the Seminar presenter(s) can take questions from those watching the presentation.

At the end of the Seminar, attendees are notified that Networking time is now available before the next Plenary session.



James Wood
We are a small VCPP focused on providing hosted service
to our customers in our Private DC. We aren't doing
anything with public cloud yet. What are other here doing
Have you moved to public cloud? If so, what was your init
entry into public cloud?

James Wood
Thanks for the info

Wade Holmes
I would take a look at services being offered through
Cloud Provider Hub to expand MSP capabilites.

James Wood
We are an MSP and manage our customers on-prem
networks plus what we host for them.

Cameron Haight
Agree with Wade ...

Wade Holmes
this is enabled through VMware CLoud Provider Hub

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AKJ Associates

Your team and your resources available in real-time

e-crime & cybersecurity DACH VR

Exhibition Booths

Sponsor packages that contain a Virtual Booth allow vendors to interact with attendees in the virtual Exhibition Hall. This can be accessed in a number of different ways including via a floorplan, logo displays and directly by entering the Hall itself.

Booths can be customised with vendor logos and avatars; they can incorporate chat, video, and links to research and white papers.

The virtual platform is extremely intuitive to use and delegates find it very easy to find their way around and start interacting.

Sponsors who have presented in Plenary or in an Education Seminar can close their presentations by directing the audience to their booths. And there are additional gamification elements, including sponsor-supplied prizes, that can effectively drive traffic to booths.

VMUG
VMWARE USER GROUP
COLLECT ALL HERO BADGES
VMUG
Accelerate Your Success with VMUG
@MyVMUG
VMwareUserGroup
GLOBAL NETWORK
LOCAL COMMUNITIES
TECH EVENTS
VIRTUAL OFFERINGS

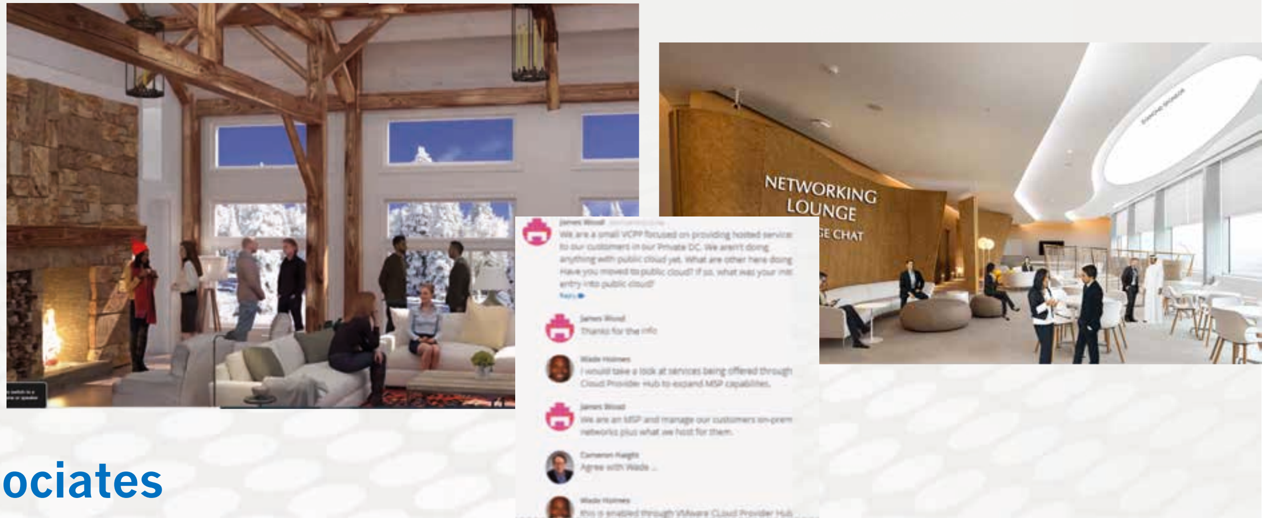
Networking Opportunities

The entire virtual event is structured around networking opportunities. Attendees can interact with each other:

- Via the live chats attached to every Plenary Session and Seminar
- Via private-chat with each other or with the sponsors and other speakers
- Via the Exhibition Booth chat functions
- Via the dedicated Networking Lounge

Sponsors are able to join any chat sessions attached to their own presentations (in Plenary or Education Seminar); they can interact privately or in group chat in the networking lounge.

And using their own Virtual Booths they can chat to potential clients, exchange contact information, and deliver video and text-based content to those attendees too.



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AKJ Associates

Delivering the most senior cybersecurity solution buyers

Our USP? We put buyers and sellers together

We understand that every vendor needs to sell more. That is the bottom line. This is even more necessary in the present situation.

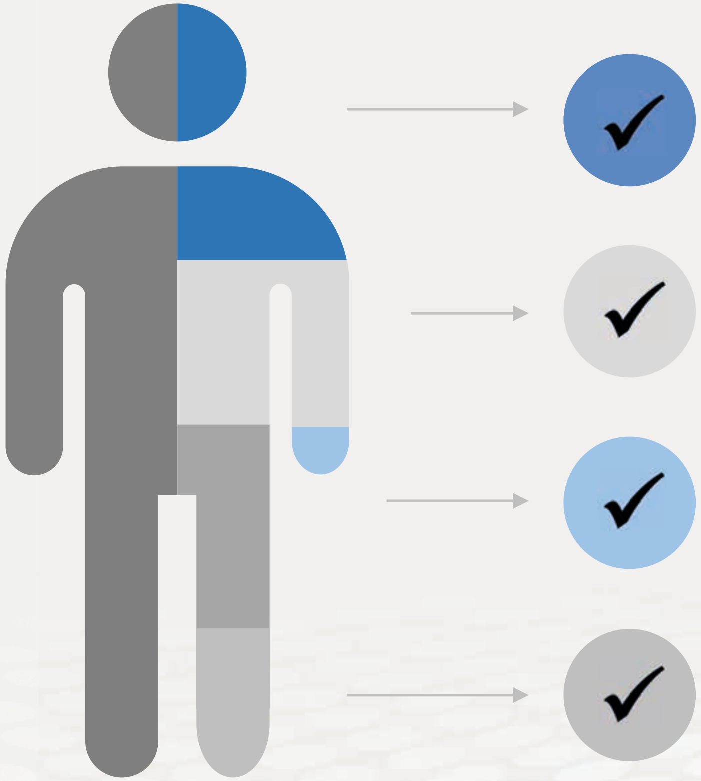
You will have access to the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals for 20 years 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 attend e-Crime & Cybersecurity Congress events.

Getting access to the right people at the right time always increases the lead generation and always increases profitable sales activity.



✓ **Cyber-security**
We have an almost 20-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

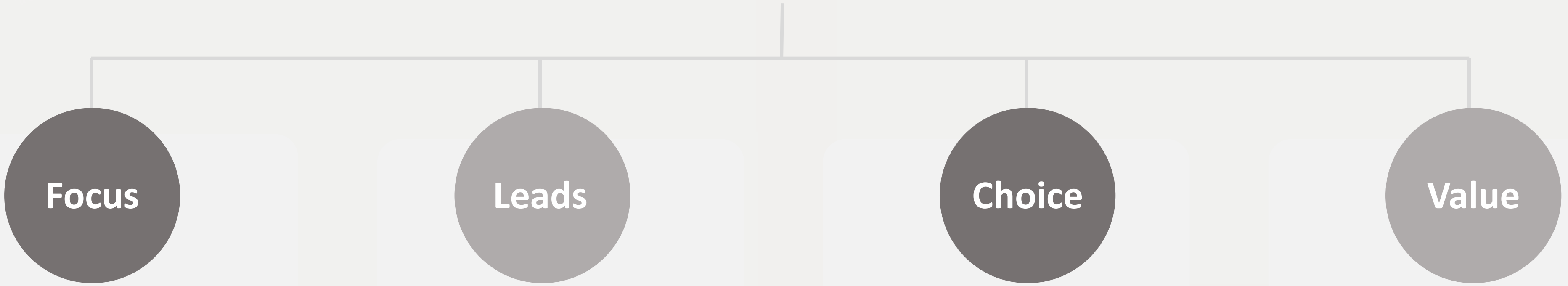
✓ **Fraud, Audit, Compliance**
We provide the go-to events for fraud prevention and compliance owners at the world's key corporates

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

We deliver the most focused selling opportunity

Specific, actionable and relevant information for time-constrained industry professionals

The perfect platform for solution providers to deliver tailored advice to the right audience



Target growth

Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.

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.

We understand your needs and deliver what you require

Delegate Acquisition

- The e-Crime & Cybersecurity Congress has the **largest community of genuine cybersecurity stakeholders** to invite to our events.
- Our reputation for hosting **exceptional events with informative content, excellent networking opportunities and the best vendor partners** means delegates know they are attending a quality event, and are willing to give up the time to attend.
- Our delegates are **invited by an in-house delegate liaison team** who call senior security and privacy professionals at public and private sector companies with a personal invitation to attend
- We **follow up all registrations** with further calls, emails pertaining to logistics requirements and reminders to **ensure the best possible attendance**.

Lead Sourcing

- The e-Crime & Cybersecurity Congress prides itself on **putting buyers and sellers together**
- To offer you the best prospects to network with, **we don't invite academics, job seekers, consultants,** non-sponsoring vendors or marketing service providers to this closed-door event. This **attention to quality over quantity** will be the case for our virtual offering.
- Each vendor will receive a delegate list at the end of the event.
- Through our chat lounge, presentation Q&A chat box, and Virtual Booth chat you will have **unrivalled opportunities to network** virtually with prospects at the event.

Get Your Message Across

- **Content is king,** which is why the e-Crime & Cybersecurity Congress prides itself on delivering informative and useful content, to attract senior audiences of decision-makers.
- Deliver an exclusive 20-min keynote presentation in the virtual plenary theatre, or host a 30-min targeted workshop session: good content drives leads to your virtual booth, and showcases your company's expertise
- AKJ's in-house content / research team will moderate and complement the agenda with best practice from leading experts and senior security professionals from the end-user community
- If you are not presenting, the virtual booth offers the opportunity to share white papers and other resources for delegates to download

Exclusivity Delivered

- AKJ Associates has never done trade shows. We see most value in working with **a select number of the top vendor partners**, and offering those companies the best access to leads.
- Our virtual events keep the same ethos, limiting vendor numbers. We will not be a virtual hangar with hundreds of vendors competing for attention. We will keep our **virtual congresses exclusive and give you the best networking opportunities**.
- All virtual booths offer the same opportunities with the same capacity and functionality regardless of the vendor company.
- This is an opportunity to **continue building pipeline and driving leads** in partnership with our outstanding 20-year reputation and the e-Crime & Cybersecurity Congress brand.

What our sponsors say about us

PhishRod

It was indeed a great show. Despite the situation overall [COVID 19] the number of people that turned up, shows the trust people have of the e-Crime brand. Wish you all the best for the upcoming events and we shall surely be a part of them.

KASPERSKY lab

This is always a great event for 'taking the temperature' on security issues, to get a feel for people's impressions on current security challenges and to find out what organizations of all kinds are doing.

vmware Carbon Black

AKJ has been a valuable partner for us for a few years now, enabling us to build relationships and engage with the CISO community in a number of key territories across Europe. The events they hold are a great vehicle for discussing the latest challenges and opportunities in the security sector, and our work with them has delivered way beyond expectations.

✓Ninety five percent of our exhibitors and sponsors work with us on multiple 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

e-Crime & Cybersecurity Congress Virtual Series: DACH

Frequently Asked Questions

Who can register? How do I know they are the right people?

We allow only invited cybersecurity professionals to register for our events. All registration will continue to be done via the standard AKJ website and attendants to the virtual event will be provided with a unique code that will allow them to participate.

What personal registrant data is stored on the vFairs site?

The same data that attendants at a physical event would make public (their name and company name on their badge) will be stored in the virtual platform system for the duration of the event to allow chat participant identification and then deleted. No contact information will be passed to the platform.

How do they attend sessions?

Participants in the Virtual Congress can choose the presentations they wish to attend using the agenda (available via an agenda tab and also through the help desk) as well as simply by entering the main plenary room where presentations will be running, or the Education Seminar rooms at the appropriate times.

Does it work on any devices?

The whole platform works without any downloads or plug-ins and will display on any device (mobile, tablet or desktop).

Can participants attend at any time and rewind things they have missed?

No. The event is ‘live’ in the sense that it will run in a linear fashion from start to finish. Attendees will not be able to view their own privately-streamed version of the event, with stop/pause/playback. If they arrive late for a presentation, they will miss the material that has already run. This form of event is sometimes called ‘simulive’.

Are presentations live or pre-recorded?

Initially we will be using pre-recorded presentations across both plenary and Education Seminar areas.

Can attendees interact with speakers?

Yes, there will be chat functionality that will allow this. Ideally, each speaker will attend their own presentation and, while it is running, they will be on hand to take questions from participants.

Is chat moderated?

Yes, at all times by an experienced AKJ content editorial team. Those abusing the chat will be warned or blocked and can be denied access to the event.

How do you maintain Chatham House Rules?

The event is open only to verified cybersecurity professionals from end-user organisations and selected sponsor companies. No press, consumer or non-professional attendees will be given passwords to enter the event. As the event runs as a live, linear sequence, there is no opportunity to record any part of the event for later viewing or distribution.

But what about screenshots and other recording?

There is no difference between the virtual event and the physical event in this regard. At a physical event, it is possible for people to break the rules and take photos or video of the screen, or take audio recordings, all with their phones. In the same way, people can use their phones to do these things while watching a virtual event. Software that directly accesses audio and video cards is available, though this type of software would not be allowed on any corporate hardware and few people buy it for their home devices. Our view is that, just as we have found in physical events, people respect the Chatham House rules and there is no real incentive to go to the trouble of breaking them.

Are there networking breaks?

Yes. The agenda includes times in which there are no presentations and which give participants time to visit other areas of the event such as the Exhibition Hall, exhibitor booths, the networking lounge (comprising chat rooms for event attendees) and the Experience Zone (where they can find other event resources).