e-Crime & Cybersecurity Virtual Bespoke

https://akjassociates.com/event/bespoke

AKJ Associates

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 cybersecurity 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.

Our Bespoke meetings have delivered thousands of these professionals to highly exclusive lunches and dinners for our clients.

Global Engagement

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

These attendees 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 they are drawn from our relationships across all industry sectors in both the private and public sectors. So we can design and deliver sector-specific meetings, cross-sector meetings for particular job selections, or more widely composed meetings.

Unrivalled Relationships

Meetings 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 products; 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.

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Why e-Crime & Cybersecurity Virtual Bespoke?

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 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 offerings.

The e-Crime & Cybersecurity Congress Virtual Bespoke meetings will offer virtual versions of our renowned Bespoke meetings and will deliver the same opportunities for lead generation and market engagement.

Keeping the best features of our physical meetings, we will continue to offer unrivalled partnership opportunities to cybersecurity vendors looking to sell.

The solution: virtual events: intuitive, effective, engagement

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

- Guests invited from your target lists
- Close collaboration on content and presentation
- Tailored marketing materials and distribution
- Ability to share marketing and research materials on the day
- Professional execution and client liaison
- Fully-moderated meetings available at no extra cost

For every Virtual Roundtable, if required, we will provide, at no extra cost, an experienced moderator who will work with you before and during the event to ensure the highest level of interactivity and engagement.

Our moderators have many years experience moderating roundtables, chairing large-scale events, speaking to senior cybersecurity professionals daily, and writing about and speaking on the subject of cybersecurity across multiple sectors.

They will work with you to determine the level of engagement you require from them, the key subjects to be discussed and the discussion flow you would prefer.

Choose from Virtual Roundtables or ‘Cyber-wargames’

Virtual Roundtables

In the standard digital version of our physical meetings, we host your Virtual Roundtable discussion on our platform.

We use your target list of accounts to fully take care of delegate acquisition, whilst also ensuring that the platform enables all participants to have visual and audio output available within a tightly controlled digital environment.

In our experience the recommended number of attendees for a successful virtual roundtable discussion is between five and eight delegates to ensure full audience participation in the virtual environment.
We provide customised delegate marketing materials which we distribute via email, social media and other channels and we can help with subject choices and presentation.

At these Virtual Roundtables sponsor speakers can share presentation materials with the group and interact via video with all participants.

In addition, for every Virtual Roundtable, if required, we will provide, at no extra cost, an experienced moderator who will work with you before and during the event to ensure the highest level of interactivity and engagement.

Roundtables with ‘cyber-wargame’

In a modified version of the standard Virtual Roundtable, we host a Virtual “Cyber Security War Game” on our platform.

This is a much more highly-structured Virtual Roundtable in which delegates work through a problem or scenario relevant to your product or related to a real or imagined case study involving your product or solution stack.

Instead of a discussion based around an initial vendor presentation, delegates are invited to solve a cybersecurity related challenge, or respond to a particular cybersecurity-related scenario, in a series of stages, with each stage thrown open to discussion after completion.

If the challenge is related to a case study where you have helped a client of yours previously, it becomes a great opportunity to demonstrate to the delegates how you may also be able to help them too.

These Virtual Roundtable scenarios require a higher degree of planning and organisation on the part of the sponsor but also on the part of AKJ Associates. We make available our Head of Content and our Head of Research to fulfil roles in the scenario if that is necessary.

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e-Crime & Cybersecurity Bespoke Webinars

Fully-hosted Webinars

Our fully-hosted webinar service delivers delegates, moderators and platform to you in one easy-to use package. All you have to do is attend on the day.

Our unique delegate acquisition service, utilising email, social media and direct telephone contact with our unrivalled community of senior cybersecurity professionals, delivers attendees across pre-defined sectors and/or job designations.

We ensure all delegates are kept up to date with logistics details; we send reminders to promote attendance on the day; and we ensure attendees are fully up to speed with the format and functionality of the webinar.

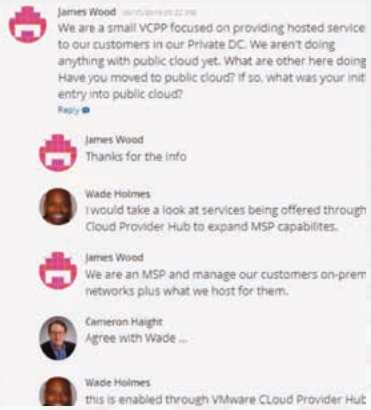
Just as with any physical event, the presentational content and choice of subject is important and so we also provide moderator and content help before and on the day.

Delegate Acquisition Services

If you are already using your own webinar platform, or you have organised some other form of virtual client interaction, you can still benefit from leveraging a partnership with the e-Crime Series – a proven expert in delegate acquisition and content creation and delivery.

In this model, you provide the technology and take responsibility for the digital delivery of the webinar – or other virtual vehicle – and the e-Crime Series staff would liaise with you and assist with delegate acquisition and delivery.

In addition, as an optional extra, we are also able to provide a variety of other add-on services to enhance your virtual events including the provision of experienced moderators with cybersecurity subject expertise as well as content advisory services.



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Our CISO community is telling us they need help now

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?

We can help you put together a Virtual Roundtable or Webinar on these topics

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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?

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?

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.?

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? What other issues arise?

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?

Protection versus business need

There is a wider strategic challenge: most businesses 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. It has never been more important that security teams understand and enable the business.

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What our sponsors say about us

AGARI

On behalf of the Agari team, just wanted to say thank you for yesterday's luncheon. The delegates you brought together were very interesting, with lots of pains and stories to share. We hope that the overall discussion gave each one something to remember and think about. We at Agari found it so useful to contribute to the discussion.

Director of Marketing EMEA, Agari

THALES

I had really good feedback, kudos to your team for putting those quality people in the room. That has really helped kicking off the year!

Marketing Manager, Thales

FORCEPOINT

Thank you for laying on such a great attendance at Wednesday's roundtable. Exceptional! Do pass on my thanks to the entire AKJ Assoc. team for their great work on this project.

Sr. Regional Marketing Manager, Forcepoint

✓ Our sponsor renewal rate is unrivalled in the marketplace.

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