e-Crime & Cybersecurity Congress Virtual Series: Spain

6th e-Crime & Cybersecurity Congress Spain VR

17th November, 2020, Online

Organised crime, disorganised security?

More data, more connectivity, digital currencies and, finally, true digital transformation: how do we make it all safe?

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Dealing with the old, securing the new

Spain was one of the countries in which the WannaCry ransomware infections were first spotted in May 2017 and the country remains a favoured target for cyber-criminals. Over the past 10 months has been repeatedly targeted, with ransomware the most common problem.

In early November 2019 a variant of the BitPaymer ransomware hit Spanish broadcaster Cadena SER and tech services firm Everis. Other companies—including Spanish airport operator Aena—took down some of their services as a precautionary measure. And on November 27, security firm Prosegur, which runs six security operations centres (SOCs) among other services, confirmed that it had been hit by the Ryuk ransomware.

This year, hackers have used the COVID-19 pandemic as cover to launch more attacks on CNI. In March, the Policía Nacional issued a warning that the "entire computer system of Spain's hospitals" was being targeted in an email campaign incorporating Netwalker ransomware directed at Spanish healthcare workers

Most recently, in late July Administrador de Infraestructuras Ferroviarias (ADIF), the state-owned railway infrastructure manager was hit by REVil ransomware, with hackers claiming to have taken 800GB of data including correspondence and contracts.

These attacks illustrate the key problem facing CISOs and their fellow cyber-professionals: for hackers, the current environment is just another situation to be exploited with their favoured tools. For CISOs it is still an unfamiliar, and evolving landscape of hybrid working, scattered technology and scattered people, combined with a COVID-driven acceleration of digital transformation programmes.

Managing this mix requires more than a tactical IT approach to cybersecurity. Companies will increasingly be forced to adopt a broader risk management approach to information security, starting with an evaluation of where the most significant business risks arise from their IT estate.

So, according to Verizon's DBIR, Cloud assets were involved in 24% of breaches this year, with applications a key issue. 40+% of those breaches came from web apps, rapidly overtaking desktop as the top source of breach. Third-party vendors present a real and growing threat to organizations.

Asset management is still a problem. According to the DBIR, half of all companies are present on seven or more networks. Getting visibility into your entire asset footprint and understanding your extended attack surface is crucial.

The e-Crime & Cybersecurity Congress Spain will take place online and will look at how cybersecurity teams, risk management functions and boards are tackling these issues. As digitalisation goes critical, is this finally the moment at which traditional cybersecurity management has to change?

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Key Themes

Cybersecurity for business resilience

Forced, rapid digitalisation has revealed the fragmented nature of many security programmes. But fragmentation fails the business ecosystem. To protect the business while enabling innovation and flexibility means new models and approaches for cyber. **Are automation and orchestration the answer?**

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?**

Building-in security: easier said than done

It is critical, as companies ramp up their digital business models, that they build security in from the beginning. Given the speed with which businesses are being asked to change, that is a big ask. And even before the crisis, security teams found it hard to gain leverage over the business. **How can cybersecurity teams help? Is this a CIO versus CISO battle?**

What to do about ransomware?

Ransomware has come a long way from 'spray and pray' phishing emails and website popups. Today's organised criminals want a better ROI and to achieve it they are using focused attacks, and more sophisticated methods, that promise greater financial payoffs. **So is better security the answer? Or just better backup and recovery solutions?**

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 collaboration

The workplace revolution will not be undone. Lockdowns will end and the extremes of WFH will fall away, but the cost savings, productivity gains and carbon benefits of remote working are too great to be entirely abandoned. New hardware and software solutions will be required and new or enhanced security. **What can you offer?**

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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?**

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.?

Securing the citizen

The COVID era demands unprecedented levels of citizen engagement. Compromises are inevitable to ensure the safety of all. But the systems required to provide safety also create a huge data security and privacy challenge for both governments and employers alike. **Can solution providers help?**

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*?**

Securing digital currencies

The move towards non-cash payment methods during the crisis has been extreme and look irreversible. In addition, many more governments are now looking at developing their own digital currencies. **So how do we go about securing a world in which most, perhaps all, payments are digital?**

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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.**

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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, creating commercial opportunities and getting in front of prospects. 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 have added to our traditional physical service offering.**

The e-Crime & Cybersecurity Congress Virtual Series offers 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 **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 many 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.

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Delivering your message direct to decision-makers

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).

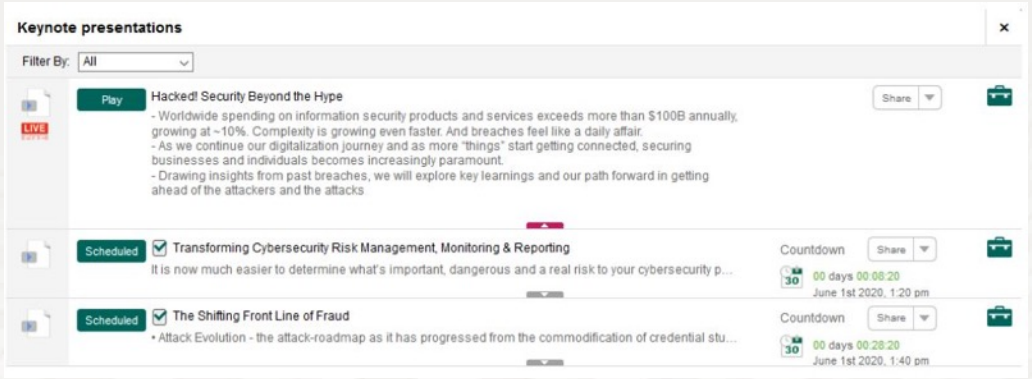
Speakers can take questions, elaborate on points made in the presentation and organise to discuss details further with attendees offline, at their booths or in the networking lounge.

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.



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Your team and your resources available in real-time

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.

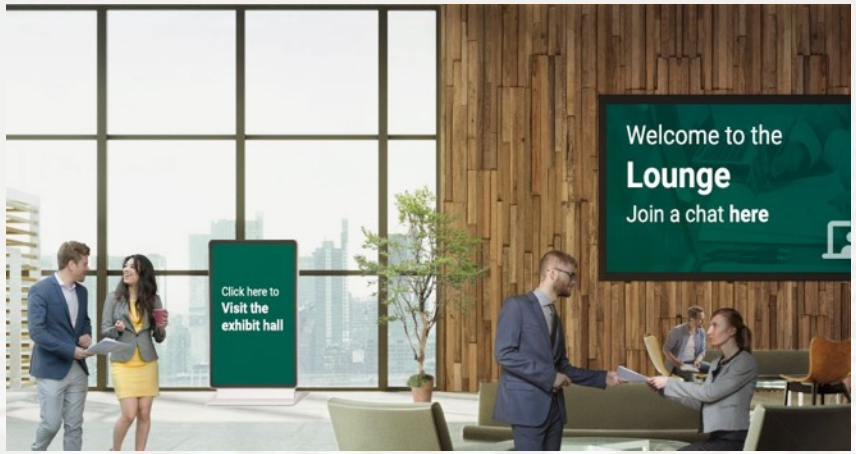
Networking Opportunities

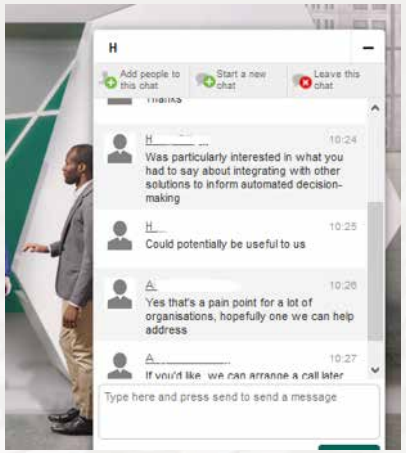
The entire virtual event is structured around networking opportunities. Attendees can interact with each other:

- 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.





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.

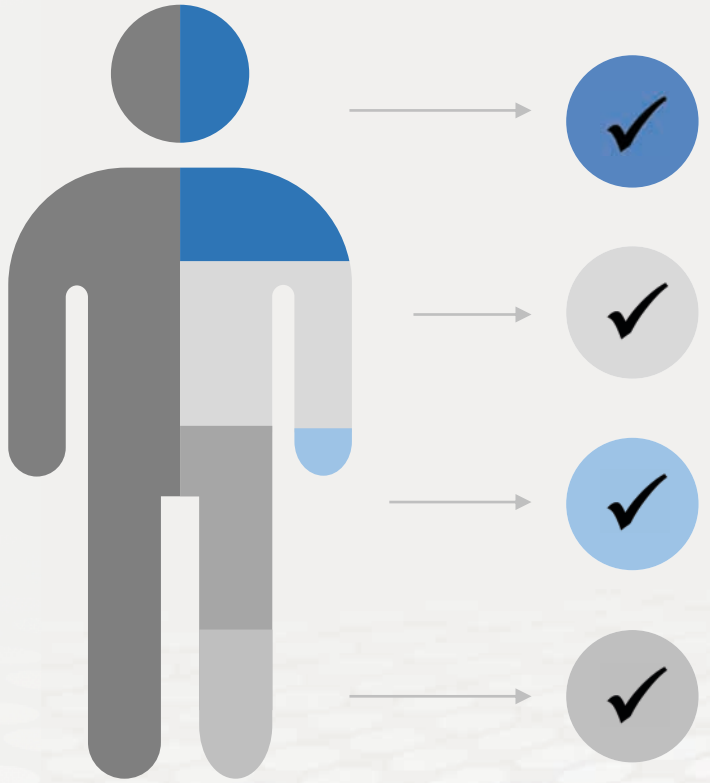
You will have access to the most senior buying audience in the cyber-security market.

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

Focus

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.

Leads

Boost sales

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

Choice

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.

Value

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.

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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 on logistics requirements and reminders to **ensure the best possible attendance**.

Lead Sourcing

- The e-Crime & Cybersecurity Congress prides itself on **putting the key cybersecurity 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 of our vendor partners 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 high-quality 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.

VERACODE

The level of engagement yesterday *[at the Virtual Securing Financial Services Congress]* was outstanding and we have already managed to book 2 meetings as a result, live on the day.

✓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

AKJ Associates