

# e-Crime & Cybersecurity Congress Virtual Series: **Middle East**



## 26<sup>th</sup> e-Crime & Cybersecurity Congress **Middle East**<sup>VR</sup>

5<sup>th</sup> October, 2021, **Online**

### **Good news: the regulators are coming**

Mandatory requirements on data privacy are yesterday's news, but new cybersecurity regulations will finally force Boards to resource security appropriately for the long term.

**AKJ Associates**

## New regulations for a newly digital world

The lack of a formal set of regulations around cybersecurity has always been a challenge for CISOs. Unable to quantify cyber-risk, and lacking a mandatory set of standards, security budgets have tended to rise after incidents and then fall as the memory of problems recedes.

So, it matters that **Saudi Arabia's Communications and Information Technology Commission (CITC) has just announced the implementation of a regulatory framework** for service providers in the communications, IT, and postal services sectors.

The framework, in the region's largest economy, contains a comprehensive set of cybersecurity requirements and controls and seeks to ensure the implementation of adequate cybersecurity measures following the best international practices. **It also requires the adoption of a risk management methodology and the fulfilment of all cybersecurity requirements** by service providers to enable them to deal with cyber threats effectively.

This initiative mirrors other global developments. An updated EU Cybersecurity

Act introduces an EU-wide cybersecurity certification framework for ICT products, services and processes. The UK has announced a new law to make sure virtually all smart devices meet new requirements. And banking regulators in the UK, Europe and US are targeting cybersecurity as part of the broader drive for operational resilience. Middle Eastern regulators are following suit.

**This regulation is coming just in time.** While many cyber attacks in the Middle East have been connected to political actors, digitalisation and the expansion of the IoT have opened up the region's companies and public sector entities to a much broader range of potential attackers.

**According to Mohamed al-Kuwaiti, head of UAE Government Cyber Security, the Middle East region is facing a "cyber pandemic" as hackers take advantage of Covid-related digital adoption.**

Banks, universities and healthcare companies have seen huge increases in attacks, with ransomware and phishing attacks becoming ever more sophisticated. **Companies and CISOs must act now.**

**The e-Crime & Cybersecurity Congress for the Middle East will take place online and will look at how accelerated digitalisation requires a new kind of security. Join our real-life case studies and in-depth technical sessions from the security and privacy teams at some of the world's most admired brands.**

## Key Themes

### Are criminals winning the ransomware war?

Ransomware tests every part of your cybersecurity infrastructure from awareness to endpoint protection to patching to phishing defences. Some attacks are sophisticated, but most rely on traditional methods and vectors. So why is it so hard to beat them? **Is AI or zero trust or something else the answer?**

### Too little time for implementation?

As cyber threats have multiplied, the time CISOs have to choose, buy and implement security solutions has fallen sharply. But it has never been more critical to make the right choice. **So how can cybersecurity professionals change their RFP and POC processes while maintaining quality?**

### Re-engineering the SOC: from logs to automated XDR

Does anybody really look at all their logs? Data and alert overload have long been the Achilles Heel of the SOC team and they constitute a broader failing in many cybersecurity architectures. What companies need are systems that can process this data into actionable insights. **Can XDR help?**

### Building better Cloud governance

Migrating to the cloud is a priority. But, if not properly managed, cloud migrations result in extra complexity and risk. So how can firms efficiently assess cloud readiness, plan and execute migrations and establish comprehensive cloud governance? **Can you help companies transition smoothly and securely to the Cloud?**

### Building-in security: from DevOps to SecDevOps?

It is critical, as companies ramp up their digital business models, that they build security in from the beginning. But 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?**

### Can zero trust be done?

Zero Trust / ZTNA / SASE – they promise solutions to key problems faced by CISOs today. But how realistic are they? Do they take into account existing legacy technology and the ways in which real companies actually do business day-to-day? **Can you explain how a real-world implementation works?**



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## Key Themes

### Closing the cybersecurity skills gap

Increased regulation and a sharp rise in attacks and incidents mean security budgets in the Middle East are on the increase. However, CISOs may find themselves struggling to buy the resource they need most: skilled cybersecurity staff. **So how are companies retaining and hiring talent? And which technologies can bridge the gaps?**

### 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?**

### From smart machines to smart cities – securing the IoT

How long will it be before every significant device and location is part of an ecosystem of sensors connected to public and private networks? Driving apps tell insurers what premiums to charge. Packaging machines report their own breakdowns. **But are these devices visible on your network and how are you securing them?**

### Moving to Cloud Native?

Applications have become increasingly complex with users demanding more and more. They expect rapid responsiveness, innovative features, and zero downtime. Performance problems are no longer acceptable. They'll easily move to your competitor. **Should you go Cloud Native?**

### 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?**

### Securing digital currencies

The move towards non-cash payment methods during the crisis has been extreme and looks 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?**

# Why AKJ Associates?



**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.

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.

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.

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:

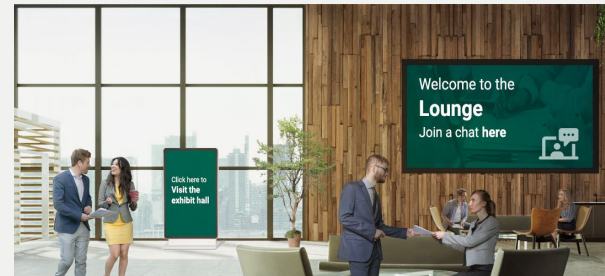
- Lobbies with extensive sponsor signage
- Opportunities for sponsors and end-users to deliver plenary presentations to all registered attendees
- The chance to provide in-depth Education Seminar sessions in breaks between plenary sessions
- Exhibition booths that can contain video, text, PDF and live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



# 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.

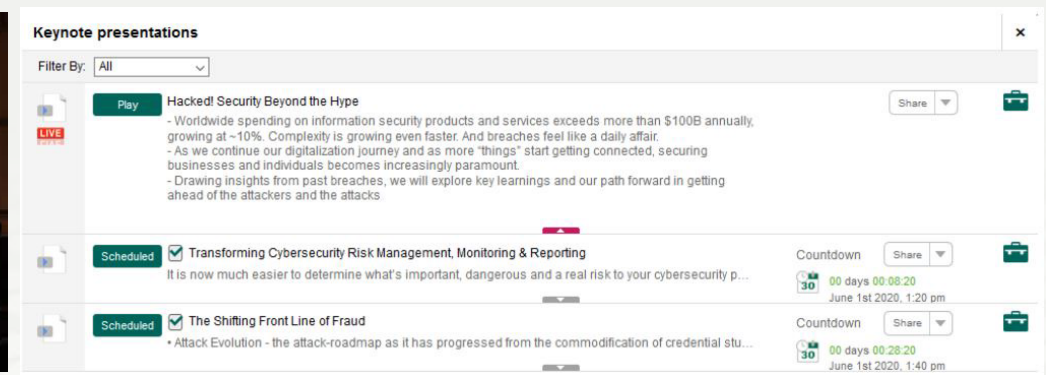
## Education Seminars

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.





# 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.



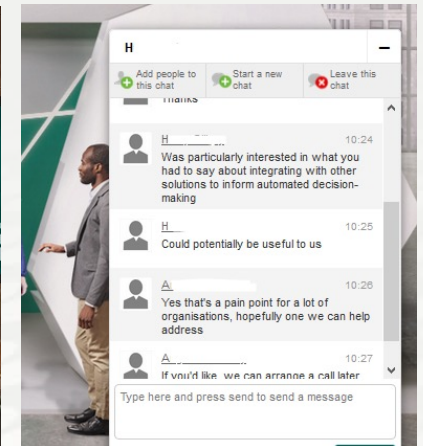
## Networking Opportunities

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.

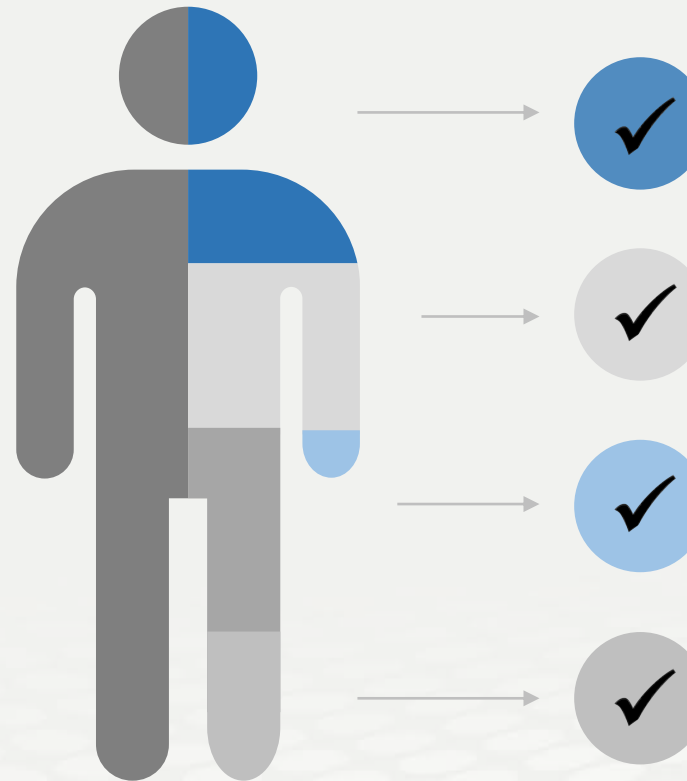
**You will have access to the most senior buying audience in the cyber-security market.**

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





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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



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.



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**