# e-Crime & Cybersecurity Congress Virtual Series: Mid-Year Summit


## 13th e-Crime & Cybersecurity Mid-Year Summit VR

14th October, 2021, Online

## Why ransomware changes everything

When the US President signs Executive Orders about cybersecurity, it's important. Is this the tipping point CISOs have been waiting for?

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## A new era for cybersecurity professionals?

On Thursday June 3rd, the White House issued an open letter to US executives warning them that they should consider cybersecurity one of their top priorities. The recommendations of the letter may seem rudimentary, but the suggestions to create strong incident response plans, pen testing campaigns and to introduce network segmentation, indicate a change in the sophistication that governments exhibit in the cybersecurity arena.

This letter followed May's Signing of a presidential Executive Order which sets out a new vision to improve the US' cybersecurity and protect federal government networks.

And it comes at a time when FBI Director Christopher Wray is comparing the current spate of cyberattacks with the challenge posed by the Sept. 11, 2001, terrorist attacks. As he said: "There are a lot of parallels, there's a lot of importance… [and]…There's a shared responsibility, not just across government agencies but across the private sector and even the average American."

This sudden escalation of language and action is perplexing, given the obvious significance of cybersecurity, but welcome nonetheless.

The DoJ has set up legal teams aimed at prosecuting offenders. Are we witnessing the beginnings of an attempt to take cybercrime seriously? Will it lead to more resources for law enforcement? Will governments start to provide better protection for citizens and organisations? And will they impose standards on the suppliers of critical digital infrastructure additionally exposed by Sunburst and the Fastly error?

But the key takeaway for CISOs is: cybersecurity has finally 'arrived.' Cyber-attacks make the front pages of both the tabloids and the broadsheets; a year of digitisation has sent business, government and leisure online; a newly digitised world has made the public ever more cognisant of data privacy. And the US President is on the case.

**So, has ransomware, the most lucrative tool for cyber criminals, and a key tool for nation states in cyber warfare, finally put CISOs front and centre?**

**The 13th e-Crime & Cybersecurity Mid-Year Summit will take place online and will look at how cybersecurity teams are tackling this new world. 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.**

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## Key Themes

### Cybersecurity, resilience and regulation

The FCA's PS21/3 and the EU's DORA are key steps to ensuring there is regulatory control over operational resilience. US President Joe Biden has also committed to regulating cybersecurity in major pipelines, and other critical sectors are sure to follow. **But with attacks on the rise, can we expect further regulation from the UK and elsewhere?**

### Maintaining control in the cloud

Most institutions are on the cloud migration journey – initially perhaps spurred on by the movement to remote work. But security teams need to make sure that the core factors of cloud security (access management, visibility, controls) are in place. **Can CISOs successfully keep ahead in the cloud?**

### Defending against the latest ransomware variants

Ransomware is effective precisely because it can exploit whatever weaknesses exist in your security architecture and processes. The threat and the actors are constantly evolving and that evolution is forcing the hands of government and causing havoc in the insurance market. **What can CISOs do to better defend against ransomware?**

### Cyberwarfare: what should CISOs do?

The front pages may be laden with stories of cyber warfare, but this does not help the average CISO take effective control of their organization's environment. **Against nation state foes, with seemingly limitless resources, what can the average CISO do to create resilience in their business?**

### Why isolation and segmentation are key

There has been a shift in recent attacks away form the theft of data – now threat actors are concerned with interrupting all operation activity. It is now critical that business functions are separated, and that internet access to operation networks is limited**. Can security teams keep up with sophisticated foes?**

### IT/OT Convergence

As businesses reap the benefits of OT innovation, so too cybercriminals use it as a new front door into IT systems. The potential risks this poses can be cataclysmic – and few security teams have full control. **In the era of IT/OT convergence, how can CISOs secure a new environment?**

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## Key Themes

### Can firms do better at the basics?

As businesses continue to grow and scale to fit the post pandemic environments, security teams must remain vigilant regarding cyber hygiene. Email is still the key vector. Patching matters. MFA is essential. And now just as ever, back-ups are non-negotiable. **How can security teams remain vigilant when ensuring cyber hygiene?**

### Security on a budget: protecting health and education

Healthcare and Education are just two sectors that have been constantly barraged with attacks across the last 12 months. These sectors contain vast amounts of data and can be brought to a standstill through a successful attack. **What can security teams in key sectors do to improve resilience?**

### Securing critical national infrastructure

Critical national infrastructure is being brought to its knees by successful attacks, harming organizations, supply chains and the public. Resourcing and senior management commitment are important but **what can CISOs do to ensure the resilience of critical national infrastructure?**

### Maintaining awareness

The stakes seem higher for businesses and security teams. But the point of entry for many criminals remains the same: email. So why is this vector still so vulnerable? Will technology ever be able to plug the gap? **How can security leaders maintain awareness in enterprises that are becoming less office-centric?**

### Incident Response

How has the distribution of the enterprise affected the ability for security teams to respond to incidents? Do businesses have a strategic plan to cope with their core business functions being downed by a successful attack? **What gaps in your incident response are there, and do these pose an existential threat to your operations?**

### Identity is essential

Widespread adoption of cloud infrastructure has transformed identity into the new perimeter. Remote working has accelerated this process. With this comes many challenges: tracking identities, high complexity, lack of visibility and ultimately, lack of security. **What is the future of identity and access management? Is ZTNA and SASE the answer?**

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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.**

# 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


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# 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.





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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).

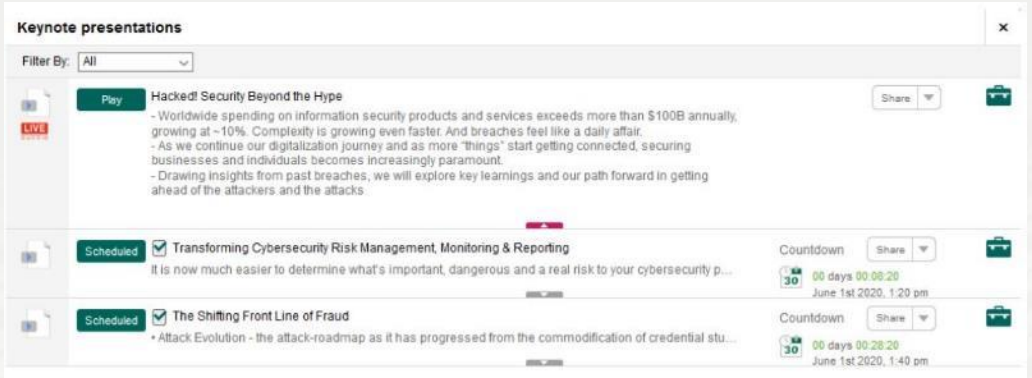
Speakers can take questions, elaborate on points made in the presentation and organise to discuss details further with attendees offline, at their booths or in the networking lounge.

## 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.

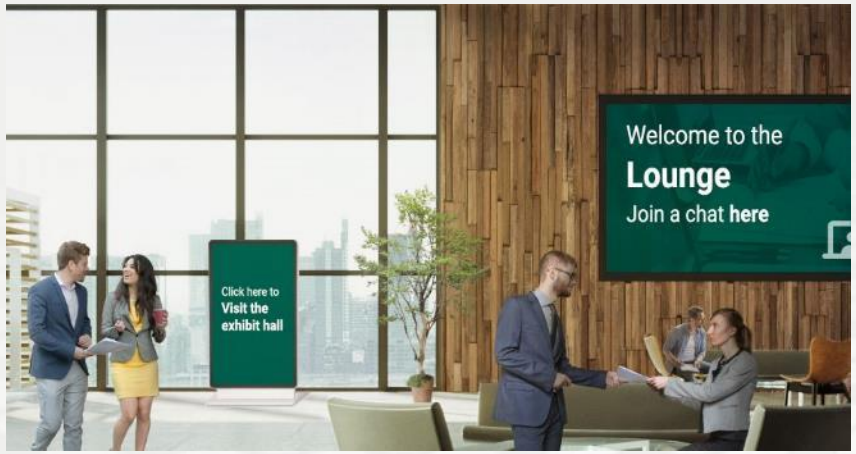
## Networking Opportunities

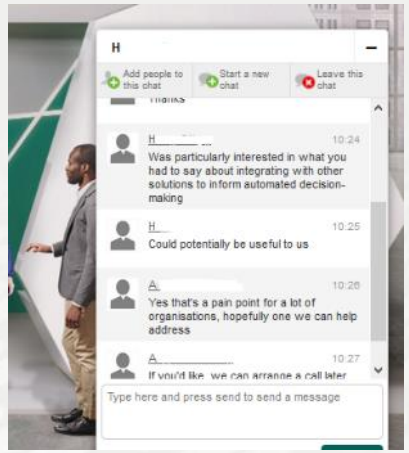
The entire virtual event is structured around networking opportunities. Attendees can interact with each other:

- 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.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# 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.

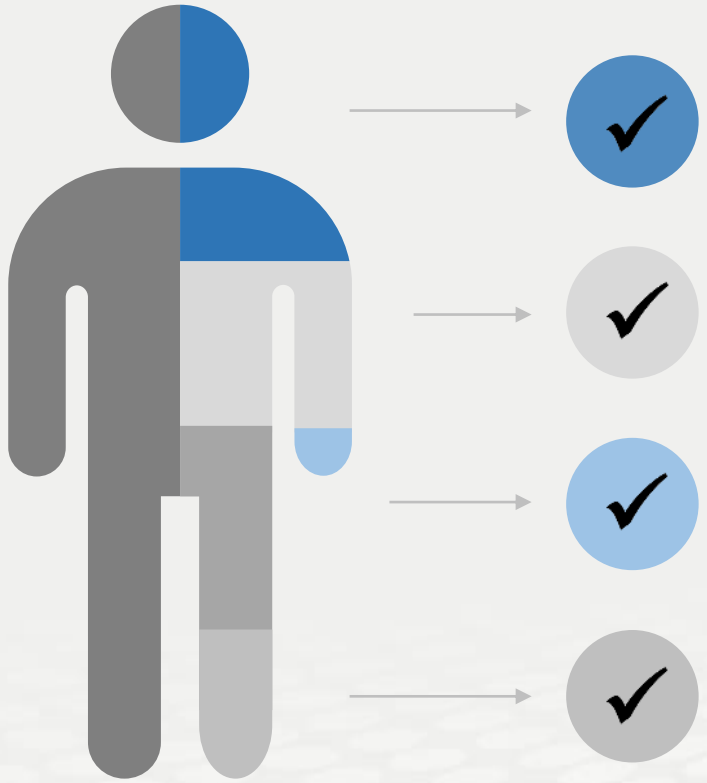
**You will have access to the most senior buying audience in the cyber-security market.**

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 a 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

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# e-Crime & Cybersecurity Congress Virtual Series: Mid-Year Summit

## 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.

# 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.

# 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

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**