

Securing Financial Services

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Solving the behaviour problem

How can we blend technology with behavioural science to build better security?

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AKJ Associates

Psychology plus technology equals real security

Most approaches to cybersecurity focus on threats, not risk and they assume that the application of stacked technical solutions to a series of threat classes will deliver sufficient security to justify the resources devoted to that effort.

Unfortunately, the humans who develop cyber-threats continue to outrun the defenders and one reason for that is that the humans operating the increasingly digital tools businesses need to survive, whether employees or clients or third-parties, can be easily tricked into undermining those technology-driven security solutions. The simplest attack vectors, such as email phishing, are still the most successful.

It is clear that the application of behavioural science to both sides of this equation is fundamental to improving cybersecurity.

So, analytics focused on user behaviour can provide mitigate the impact of attackers' social engineering and cognitive hacking methods; they can identify unusual patterns of user behaviour that indicate an attack at network, asset and user levels.

In addition, behavioural analysis can be applied more directly to employees to identify current research on psychological traits and individual differences among computer system users that explain vulnerabilities to cyber security attacks and crimes. Computer system users possess different cognitive capabilities which determine their ability to counter information security threats and this opens the way to possible psychological methods to help computer system users comply with security policies and thus increase network and information security.

At a more basic level, companies need to listen to employees when they say security protocols are hard to understand; they need to listen when they are told that security is imposing unacceptable frictions on critical workflows; they need to understand that the distractions and difficulties of hybrid working are real and enduring; and they need real education and training programmes not just a once a year video course.

So how can vendors and CISOs work together to build a better model for cybersecurity and empower employees to make better decisions? This is one of the key areas of discussion at Securing Financial Services.

Securing Financial Services will look at how we all need 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

Creating friction-free security tools

Putting security in the way of business-critical workflows, and cutting employees off from the applications and data they need to do their jobs, is a sure-fire way to introduce security problems – as well as damage the business. But by definition surely security gets in the way? **Is AI or zero trust or something else the answer?**

Behavioural analytics

If single point solutions are not the answer, then how about a holistic approach? Instead of treating every threat type and actor or network anomaly as a separate variable or alert, step back and look at the whole landscape and apply behavioural analytics. **Is this a viable methodology?**

How end-user intelligence can improve cybersecurity

One of the big issues in cybersecurity is the confusion between threats and risks and the consequent problem of investing in security against the most relevant risks to the business. As a key attack vector, employees are at the frontline of both risk and the business. **So how can we use their intel better?**

Building better Cloud security

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?**

Is zero trust really the answer?

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?**

We deliver your message direct to decision-makers

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Plenary Speakers

The e-Crime Congress Series events offer sponsors the opportunity to deliver content in a number of different ways.

Plenary speakers **deliver their presentations on the day of the event from a fully featured AV stage to a face-to-face audience.**

Their presentations can contain slides, video and audio and speakers can deliver their speeches from the podium or from any point on the stage.

Plenary presentations are 20 minutes long and take place in the main event auditorium guaranteeing access to the largest possible audience of cybersecurity professionals on the day.

Presentations are generally designed to be informative, topical and actionable, with the use of case studies and up-to-the-minute references to current developments.

Double-handed talks with clients are also welcomed.



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.

These sessions of up to 30 attendees are held in break-out rooms and delivered live to attendees.

They are an opportunity for vendors to deep-dive into a topical problem, technology or solution in front of a group of cybersecurity professionals who have self-

selected as being interested in the topic being discussed.

They are also the ideal venue for solution providers to go into technical detail about their own products and services.

These Seminars run simultaneously, and attendees choose which session to attend.

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



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Exhibition Booths

Sponsor packages that contain an Exhibition Booth give sponsors the opportunity to be present in the main networking area of the event.

At these booths, sponsor representatives can interact with delegates face-to-face, deliver messaging and technical information via video presentations, demo products using their own BYOD technology and to distribute printed marketing and product information.

Sponsors may wish to consider different ways to drive footfall to their booths.

For example, 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 available, including sponsor-supplied prizes, that can effectively drive traffic to booths.



We deliver the most senior cybersecurity solution buyers

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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.

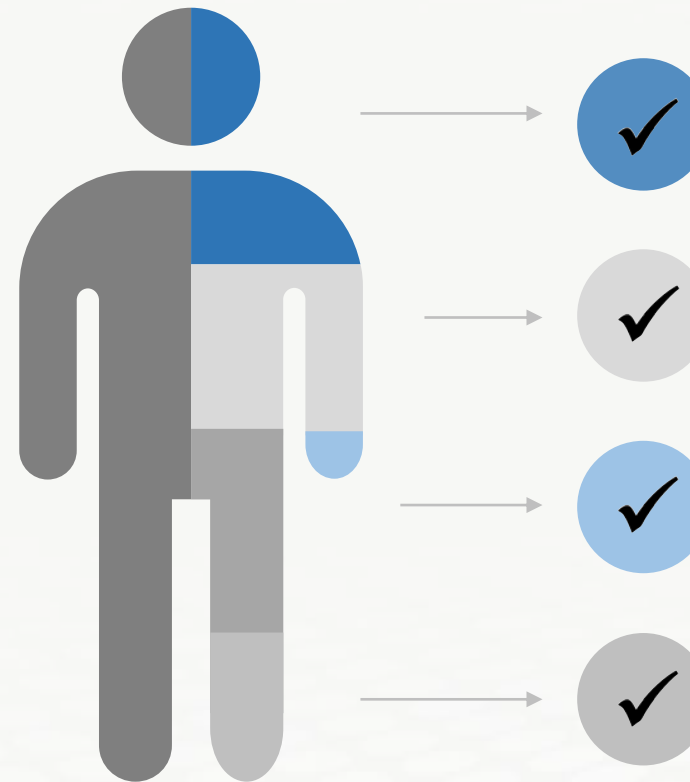
You will have access to the most senior buying audience in the cyber-security market.

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

AKJ Associates

We deliver the most focused selling opportunity

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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** has been the hallmark of AKJ's events for 20 years.
- Each of our vendor partners will receive a delegate list at the end of the event.
- Through our targeted networking breaks built into our agendas you will have **unrivalled opportunities to network** with high-quality prospects with face-to-face networking 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 booth, and showcases your company's expertise
- AKJ's in-house content / research team will complement the agenda with best practice from leading experts and senior security professionals from the end-user community
- If you are not presenting, the exhibitor booth offers the opportunity to share white papers and other resources for delegates to takeaway

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 events keep the same ethos as when we first started 20 years ago, limiting vendor numbers. We will not be a hangar with hundreds of vendors competing for attention. We will keep our **events exclusive to give the best networking opportunities.**
- All 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.



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**