

e-Crime & Cybersecurity Congress Switzerland



1st Annual e-Crime & Cybersecurity Congress Switzerland

September 28th, 2022, Zurich, Switzerland

Securing critical business sectors

Finance, healthcare, infrastructure and local government are all key targets: are they doing enough?

Taking cybersecurity seriously

Switzerland, arguably, came late to cybersecurity. It was only in 2019 that the Federal Council created the NCSC, which is part of the FDF General Secretariat. But more recently, the growing significance of cybersecurity to the country and core sectors such as finance has become clear. This year, the Federal Council is looking to reinforce and restructure the NCSC and turn it into a Federal Cybersecurity Office.

In addition, the government has just announced the establishment of a financial sector cybersecurity association, aimed at increasing the cyber resilience of the country's financial sector. A new Swiss Financial Sector Cybersecurity Centre (Swiss FS-CSC) has been established in Zurich, which is open to all banks, insurance companies, and other entities that are registered in Switzerland and authorized by The Swiss Financial market supervisory authority (Finma).

The aim is to increase the cyber-resilience of the Swiss financial centre by facilitating the exchange of information between financial market players and improving cooperation on sector-wide preventive measures and systemic crisis management. The more than 80 founding members include associations, banks, and insurance companies.

The drivers of these changes are clear: Switzerland is increasingly a target for cyberattacks. In February Swissport, the world's largest airport ground services and cargo handling company, as targeted by ransomware.

In January, the Geneva-based International Committee of the Red Cross said its services had been compromised by a hack. Swiss municipalities have also been hacked, including the towns of Montreux and Rolle. And a hacker recently gained access to thousands of commuter details in the Swiss Railways system. The NCSC's latest report details thousands of incidents and focuses on supply chain attacks – the websites of the city and canton of St Gallen were unavailable for a prolonged period due to a DDoS attack on a hosting provider.

So how can vendors, governments and CISOs work together to build a better model for cybersecurity? In the US a new cybersecurity act for the healthcare sector has been proposed; resilience is the key buzzword in finance, and regulators want to force companies to put CISOs on their boards. In Europe, DORA and other regulatory updates are increasing mandatory security measures. And new technologies and cybersecurity architectures are being developed to try to keep up with the hackers, at the same time as the market moves to digital assets and the metaverse. But is this enough?

In her first speech since taking the helm of the UK NCSC, CEO Lindy Cameron said: "Cybersecurity is still not taken as seriously as it should be...The pace of change is no excuse – in boardrooms, digital literacy is as non-negotiable as financial or legal literacy."

So what should Swiss organisations be doing to safeguard their operations, employees and assets? Find out the latest thinking at the e-Crime & Cybersecurity Congress Switzerland.

The e-Crime & Cybersecurity Congress Switzerland 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

From threat/security to risk/resilience

If we start with real business risks, then not only do we get real engagement from the business and the Board, we create a framework for prioritizing cybersecurity, resilience, incident response and BCP spend. We avoid an endless race to build and rebuild solution stacks. **What does resilience really look like?**

What does DORA mean for you?

The EU's Digital Operational Resilience Act (DORA) is one of the most significant pieces of digital regulation anywhere in the world, particularly as it recognizes the issue of third- and fourth-party exposures and the issue of CNI reliance on monopoly cloud providers. **So, what do CISOs need to know?**

Is ransomware just going to keep getting worse?

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?**

Are we exaggerating cloud issues?

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?**

Closing the cybersecurity skills gap

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?**

Why AKJ Associates?



A History of Delivery

For more than 20 years, AKJ Associates has been running 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**.

Delivering your message direct to decision-makers



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.



Your team and your resources available in real-time



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.



Increased impact through On Demand availability



On Demand

How does it work?

We film our physical e-Crime Congress events – keynote speeches and Education Seminars – and we make every one of these sessions available to view on our online platform for seven days.

Each session can be viewed by itself and registrants to this online, on demand version of the event will be able to view (but not download) any part of the event as many times as they wish over that week.

After seven days, the content will become inaccessible.

Who can attend?

Everyone who attended the physical event has access to the On Demand event.

In addition, we carry out additional marketing and only registrants vetted by our team will be permitted to access the platform, exactly as we vet registrants to our digital and physical events already.

Unlike simultaneous, streamed hybrid events, On Demand events do not force delegates to choose between attending in person and attending virtually.



Benefits of On Demand

Delegate Benefits

- All those who access the On Demand content will be eligible for CPE points, making attendance of as many sessions as possible highly beneficial
- Delegates who wish to watch particular sessions again can do so
- Delegates can only attend one physical Education Seminar per session; they can now watch all of the Education Seminars
- Delegates unable to travel to the event for work, health or geographical reasons can now watch all the event sessions
- New delegates who did not register for the physical event or who prefer digital events can attend all the event sessions
- Organisations who are only able to send one or two team members to physical events can now allow their whole teams and related functions to view the content

Sponsor Benefits

- All of the above create greatly enhanced traffic to all event sessions and so significant additional lead generation opportunities
- The On Demand event creates an additional branding and marketing opportunity post-physical event to supplement pre- and during-event efforts
- Sponsors benefit from an extensive marketing campaign by AKJ Associates to promote the On Demand version of the event

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.

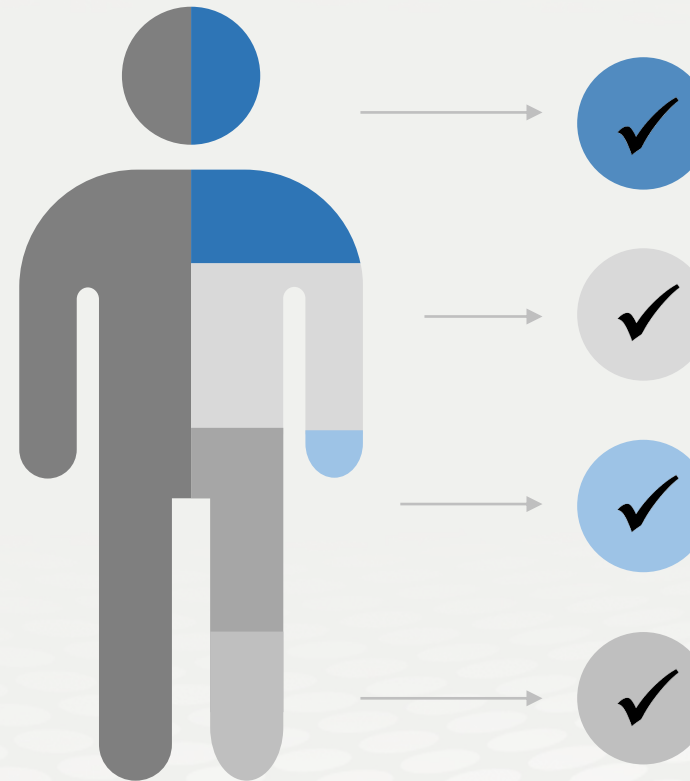
You will have access to the most senior buying audience in the cyber-security market.

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

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** 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**

AKJ Associates