

e-Crime & Cybersecurity Congress Benelux



12th Annual e-Crime & Cybersecurity Congress BENELUX

December 8th, 2022, Amsterdam, Netherlands

Plugging the third-party security gap

If core cybersecurity is hard enough to achieve with current resources, then is third-party security realistic? If not, then what?

From tools to solutions

According to a recent study of CIOs, CISOs and CPOs, more than 96% of organizations surveyed in the Benelux region experienced a cyberattack due to vulnerabilities in their supply chain. In the past 12 months, organizations reported being victims of a cyberattack almost four times per year on average due to supply chain vulnerabilities.

This may be because 91% said they do not check their external suppliers for cybersecurity risks. And that may be because even firms investing in supplier cyber risk management can find it impossible to use these budgets effectively.

Almost no third-party vendors are under direct supervision, and it is impossible to communicate with every vendor on a frequent basis about their security posture.

Simply identifying suppliers and their data access and requirements is beyond many companies, as many relationships don't even come in through procurement. Even if identification is possible, then CISOs struggle with the technical challenge of providing third parties with enough access to perform their designated responsibilities and nothing more, especially when this changes depending on the underlying contracts.

The answer would seem to be some form of zero trust model, but according to a recent Ponemon Institute study, most organizations do not implement zero-trust policies because of the practical difficulties of visibility and understanding which vendors should have access to what. Even defining an organisation's most sensitive data turns out to be complicated because it is often highly context dependent.

So, how are CISOs coping with these challenges day-to-day?

What practical steps can they take to get better supplier visibility and understanding?

What solutions exist to allow companies to dynamically track and manage access to network resources and data in a way that actually maps to real business environments?

And is AI-driven behavioural analysis a better way to approach the problem than ever more granular attempts to identify, authenticate and dictate access?

The e-Crime & Cybersecurity Congress Benelux will look at how new business models are stretching under-resourced security teams to the limit. 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

The pros and cons of managed services

Are single point solutions and on-prem security really failing the business? What about the alternatives? What kinds of company need what kinds of third-party help? And where does that leave the in-house security team? **Do you have solutions that can help relieve the pressures on under-resourced CISOs?**

Are AI / ML solutions the answer?

If the practical realities of business nix conventional zero trust ideas, then what else? Some say that AI and behavioural analysis are better suited to a world where perfect data and visibility are unavailable. **But are they right? And don't these solutions only pick up problems after they have occurred?**

Here comes real cybersecurity regulation

Data privacy is only a small part of the picture. Regulators are looking at operational resilience in key sectors like finance – securing the wholesale payments market is a priority and others will follow. They are looking at disclosure and fining the miscreants. **Can you help businesses comply with new regimes?**

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?**

Developing the next generation of security leaders

If cybersecurity is to change to meet the evolution of our digital world, then so must those who implement it. CISOs cannot cling to an IT paradigm and companies must move away from firing at the first breach. **What does a next-gen CISO look like and are you one of them?**

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?



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**.

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.



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.

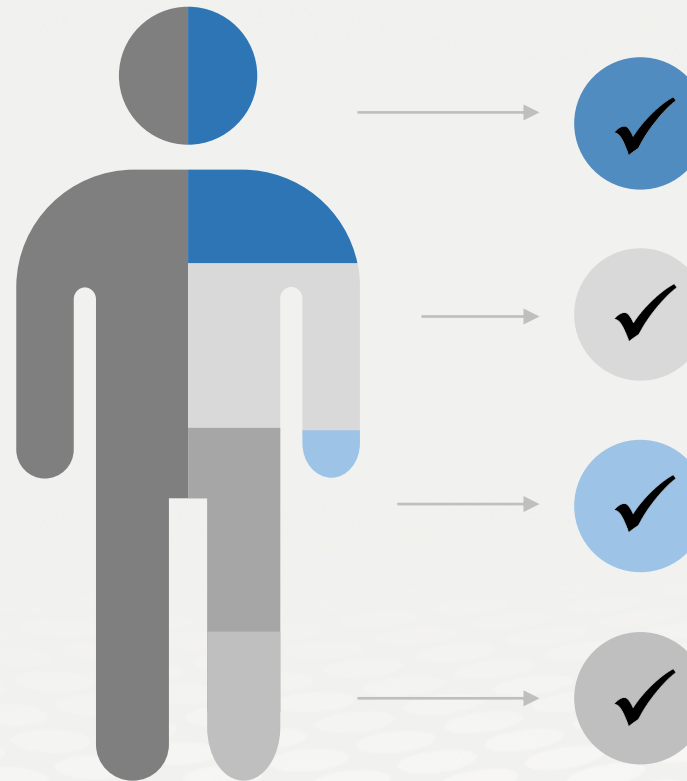
You will have access to the most senior buying audience in the cyber-security market.

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

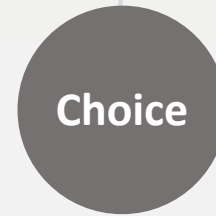
Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.



Leads

Boost sales

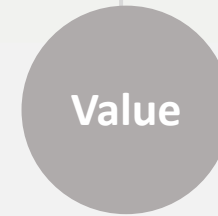
Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.



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.

e-Crime & Cybersecurity Benelux

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