



e-Crime & Cybersecurity Congress in Abu Dhabi



13th Annual e-Crime & Cybersecurity Congress in Abu Dhabi

10th May, 2023, Abu Dhabi

Making the most of your cybersecurity resources

CISOs' real-world job is getting the best from a limited budget: learn from the experts

AKJ Associates



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All too often cybersecurity is still seen as a binary, IT issue: is our IT infrastructure secure? The problem with that approach is first, the answer is always 'not 100%', and second, the question completely avoids the factors that should drive a real-world security programme. Cybersecurity is a business risk like any other; its significance is a function of the risk cyber-crime is to the business; there is a finite level of resourcing to mitigate the most material elements of that risk; and there will always be residual risk that cannot be mitigated – this represents the limitations of the budget and the risk appetite of the firm.

So, is there a better way to do cybersecurity than thinking of it as a constant battle to purchase the latest IT to keep up with ever more technologically advanced hackers? One answer is to move away from a granular focus on IT. For example, the foundation of many cybersecurity programmes is the asset inventory. Get a list of every device and application on the network so that you can monitor and log activity, ensure regular patching and check for anomalous behaviours. But treating every device and every application the same, regardless of how they contribute to risk, is wasteful without a business-led evaluation of business-critical processes.

Taking a risk-based approach to security creates a more efficient and effective programme, it reduces waste and maximises the allocation of resources to issues that are of genuine, material significance to the business. It may also result in evidence that can be used to increase the resources available to the security team by demonstrating real business value.

Another way to apply real-world thinking to cybersecurity is to start with people: buying technology that is too complex, or that requires significant IT resources or ongoing staffing, means under-using that technology or even exposing the organisation to increased risk. So, start with the team you can afford and then think about what tech that implies. A realistic evaluation of the skillsets available and the flexibility of in-house resources may well lead to a decision to outsource.

And other business risks can at least partly be hedged or insured. Right now, the cybersecurity insurance market seems to be in flux, with some insurers even saying that cybersecurity is becoming an 'uninsurable' risk. In reality premiums are finally being adjusted to reflect the cybersecurity posture of firms that want to buy it. So, what do you need to prove to ensure continued access to cyber-insurance and are those requirements consistent with current levels of security resourcing?

The e-Crime & Cybersecurity Congress in Abu Dhabi will look at how cybersecurity needs to change to reflect real-world business conditions. 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

Getting real about cyber risk management

Until cybersecurity is truly seen as risk management and not a whack-a-mole IT problem, the hackers will continue to evade outmoded control frameworks. Quantification is key but so is how it is used. Part of this is down to CISOs, part of it to Boards and part of it to solution providers. **The banks have done it. When will the rest of business catch up?**

Insuring the uninsurable?

Cyber-insurers need to understand the risks they are insuring if they are to set premiums at a level that makes sense. They also need to know that they are insuring risks that clients have taken steps to mitigate properly: no-one will insure those who leave their digital doors wide open. **What does this mean for CISOs? What can and can't be insured?**

Cybersecurity as a service: the pros and cons

MSSP, MDR, CSaaS – all of these offer varying degrees of outsourced cybersecurity services. For many companies, keeping up with technology in general and cyber threats in particular is impossible and outside their core competence. **So, when does it make sense to outsource? And what outsourcing arrangements make sense for which firms?**

Cybersecurity for SaaS/IaaS/PaaS

Most companies' core reliance is now upon a small number of monolithic application suites and Cloud services. In addition, they are likely to be developing their own software in, and fully incorporating, the Cloud. These and other changes fundamentally alter the IT landscape in which cybersecurity operates. **So do CISOs need a new model for cybersecurity and are legacy solutions still valid?**

Making the most of next gen tech: automation, AI and the rest

The next 20 years will see an ecosystem of small single-issue vendors slim down to a far less complex set of larger platforms able to invest in continuous development and offering to cover all or large chunks of organisations' security needs. **But will the winners in this evolution be those at today's cutting edge?**

Upskilling security teams

No organisation has an infinite budget. And most organisations are struggling to find sufficient security staff – the skills shortage is growing. This dynamic affects the type of on-prem security operation firms can employ and means that improving internal skillsets is critical to the security model. **So how can CISOs continuously upskill their teams?**

Key Themes

The rise and rise of effective 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?**

Keeping citizens safe

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?**

Reining in BigTech

Resilience and security increasingly come down to key dependencies outside the organization. With on prem tech the past and Cloud and external IT the future, how do organisations ensure security when they rely on vendors who are vulnerable but above leverage with even their biggest clients? **Time for governments to step in?**

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 hiring on false pretences (on budget and commitment) and firing at the first breach. **What does a next-gen CISO look like and are you one of them?**

Securing digital currencies and DLT

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? And what about the blockchain?**

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.



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.

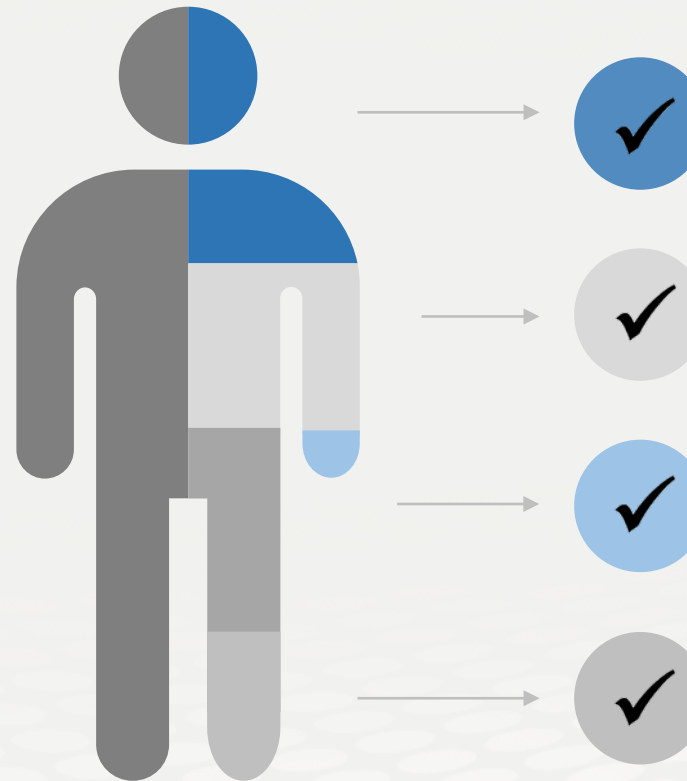
You will have access to the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals for more than 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 over 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**

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