e-Crime & Cybersecurity Congress Online Series: Healthcare

e-Crime & Cybersecurity Healthcare Summit

25th May, 2023, Online

Hardening healthcare: a critical national emergency

It's the perfect storm for a sector targeted as a priority by economic and state attackers. What needs to be done right now?

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https://akjassociates.com/event/health

A critical priority for companies and governments

Healthcare is one of 13 sectors recognised as critical national infrastructure by the government's National Cyber Security Centre (NCSC), alongside others such as food, finance, energy and transport. A large cyberattack on one of these sectors can cause severe societal disruption, loss of essential services, and in some cases loss of life.

But the healthcare sector is perhaps the most complex challenge. Each of the UK's four countries runs its own NHS. These are made up of thousands of organisations of varying size and digital competency ranging from some of the most technologically-advanced research organisations in the country through to individual GP surgeries.

There are 219 primary trusts many of which run more than one hospital. There are 7,500 GP practices and imagine the hacking possibilities afforded by around 1.2 million full-time equivalent staff, including 123,727 doctors, 332,341 nursing staff (including midwives and health visitors) and 33,907 managers, and at least 1.5 million electronic devices, including an increasing number of sophisticated IoT devices.

Maintaining consistent basic cyber hygiene across such a vast estate is an enormous task. Doing it on a budget is even more demanding. So:

- **What are the key cyber threats to the healthcare system?**

- **What are the key data and infrastructure targets most attacked by hackers?**

- **How can the different parts of the NHS build strong security foundations?**

- **How can core asset inventory and visibility be improved?**

- **How much can Trusts rely on core application suites for cybersecurity?**

- **How can the NHS provide proportionate security across such a diverse estate while maintaining broader consistency and control?**

- **How are innovations in medical devices complicating healthcare security?**

Securing the healthcare sector is not simply a critical priority for the individual entities which comprise it, it is must-do for nation-state security too.

The e-Crime & Cybersecurity Healthcare 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

Getting better at 'basic' cyber hygiene

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?**

The importance of 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?**

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?**

Upgrading 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?**

The role of threat intelligence in security

Most companies in these sectors underestimate the range and sophistication of the threats and threat actors arrayed against them. Understanding active and emerging threat types and hacking groups is an invaluable aid in determining security posture and prioritization of resources. **So, what is available and what should CISOs buy?**

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.**

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The challenge: end-user needs are rising, solution providers' too

Our end-user community of senior cybersecurity professionals is telling us that they face a host of new threats in the post-pandemic environment, to add to their existing challenges.

Remote working and an increased reliance on Cloud and SaaS products are all putting organisations across the world under even more strain. **They need cybersecurity products and services that can solve these issues**.

In addition, the post-COVID environment has created groups of cybersecurity professionals who are less willing or able to attend physical events, and yet these groups still demand the latest information on security technology and techniques.

At the time solution providers are finding it ever more difficult to build relationships in an increasingly competitive environment.

Economic and business drivers are making CISOs more selective and pushing them away from large security stacks and multiple point solutions.

To sell to this increasingly sophisticated community, vendors need multiple access points to engage security professionals, to build deeper relationships and maintain those relationships throughout the year.

To cater to all of the different sectors of the market, this means an increasingly varied palette of communications.

Therefore, **in response to many requests from our 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 are adding to our traditional physical services.**

The e-Crime & Cybersecurity Congress Online Series will offer online versions of our key upcoming events and will deliver great **opportunities for lead generation and market engagement**.

Maintaining the ethos and quality of our physical events we will continue to offer **unrivalled partnership opportunities to cybersecurity vendors** looking to build string, engaged relationships with high-level cybersecurity professionals.

Just as with a physical event, the e-Crime Congress Online 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.

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.

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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.
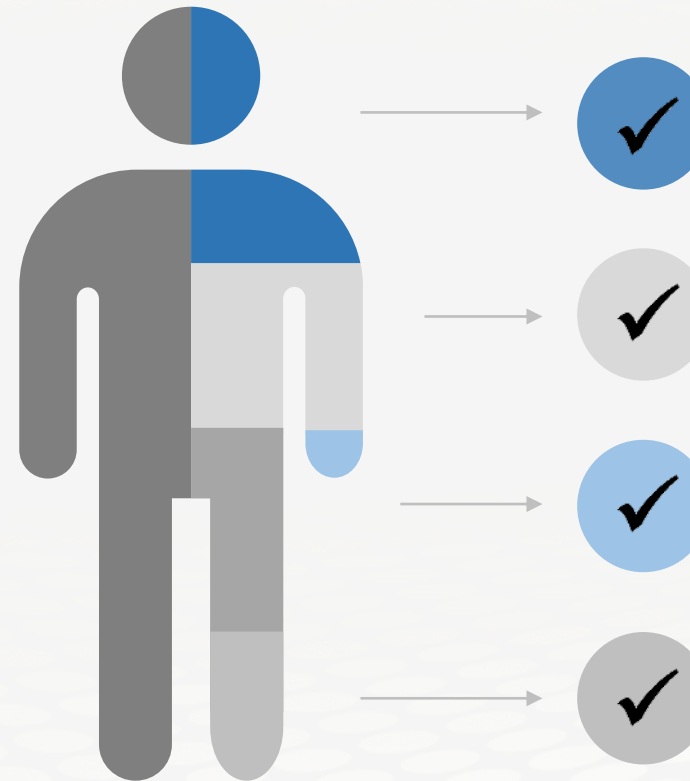
Cyber-security
We have an almost 20-year track record of producing the events cyber-security professionals take seriously

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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We deliver the most focused selling opportunity

Specific, actionable and relevant information for time-constrained industry professionals

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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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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.

VERACODE

The level of engagement yesterday *[at the online Securing Financial Services Congress]* was outstanding and we have already managed to book 2 meetings as a result, live on the day.

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.

✓**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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Healthcare

Delegate Acquisition

- The e-Crime & Cybersecurity Congress has the **largest community of genuine cybersecurity stakeholders** to invite to our events.

- 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 online offering.

- **Each of our vendor partners will receive a delegate list at the end of 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 online plenary theatre: good content drives leads to your online booth, and showcases your company's expertise

- AKJ's in-house content / research team will complement the agenda with best practice from senior security professionals from the end-user community

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 online events keep the same ethos, limiting vendor numbers. We will keep our **online congresses exclusive and give you the best networking opportunities**.

- 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.

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