

# e-Crime & Cybersecurity Mid-Year Summit



## 15th e-Crime & Cybersecurity Mid-Year Summit

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### Light at the end of the cyber tunnel?

Generative AI is grabbing the headlines but a quieter revolution may transform cyber more fundamentally

**AKJ Associates**

## Technology without transparency is a losing game

All the recent talk in cybersecurity has revolved around technology – and in particular the threats and challenges posed by artificial intelligence (AI), both generative (like ChatGPT) and other varieties.

The UK's NCSC is worried enough to have written extensively about AI as an offensive tool in the arsenal of cybercriminals, but of course both true AI and machine learning (ML) are also employed extensively by the security solutions community to better identify and detect threats and attacks, to automate tasks too large or dull for human reviewers to do well, and to deal with the kinds of behavioural and network analysis required to reveal sophisticated attacks, living off the land and lateral movement.

However, in all this focus on the latest technology developments, are we missing more important developments?

For a start, it is finally happening: governments and business are publicly acknowledging that cybercrime is a truly material threat to national security, to critical national infrastructure, to core national economic interests, to foundational elements of society such as healthcare systems and education, and to the small and medium-sized businesses that form the backbone of most economic activity.

Sure, political and business leaders have previously paid lip service to some of these ideas, but it's clear that the relentless volume and sophistication of attacks from criminals and nation states has finally changed the calculus.

And this has finally put transparency and collaboration at the top of the agenda. As the NCSC says in a recent blog, "We are increasingly concerned about what happens behind the scenes of the attacks we don't hear about... if attacks are covered up, the criminals enjoy greater success, and more attacks take place. We know how damaging this is."

So yes, AI is a big deal. But to defeat this attack on our financial and social well-being, we all need to get away from the traditional secrecy and blame-games played around cybersecurity incidents. Transparency does not 'paint a target on my back'. We are all targets already.

Unless organisations are prepared to share their experiences, and to be honest with the public and their stakeholders about the realities of operating in a digital world, then we will continue to lose. Insurers will continue to lack the data they need to provide cover. Law enforcement agencies will be operating blind. And the providers of security solutions will be unable to create products that match the material threats.

**The e-Crime & Cybersecurity Mid-Year Summit 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

### Getting real about risk management

Until cybersecurity is truly seen as risk management, 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 the right level. They need to know they are insuring risks clients have taken steps to mitigate properly: why insure those who leave their digital doors open. **So, what can and can't be insured?**

### AI for CISOs: the hype versus the reality

ChatGPT is hogging the headlines, but is it really relevant to CISOs still struggling with foundational cyber hygiene, preventing successful phishing attacks and avoiding DDoS and ransomware? **How is AI, in all its forms, being incorporated into security offerings and what should you ask providers about their products?**

### Securing the xIoT

The extended internet of things is a security headache. connected cyber-physical systems, were not originally designed to be connected to the internet and are riddled with vulnerabilities. And there are multiple challenges with cloud-based XIoT systems both via third-parties and via hacks to the host system. **Can you help secure these systems?**

### Mobile device vulnerabilities and mitigations

Hybrid working isn't going away and for CISOs that means an ever-changing ecosystem of devices to secure, a non-existent perimeter and the threat of unknown connections and applications. Yes, zero trust is part of the solution but **what else should security teams watch out for in a mobile-centric world?**

### Do you know your APIs?

Visibility is key in most areas of cybersecurity, but for APIs it could not be more critical. On average organisations employ around twice as many APIs as their security teams know about, and even those that are visible are rarely checked for quite straightforward vulnerabilities. **So, what should CISOs do about opaque API estates?**

### Is it time to rethink your Cloud strategy?

Cloud was once seen as a business and security panacea. But hurried lift-and-shift, indiscriminate use of Cloud for all data storage and wholesale use of SaaS have caused problems from costs to misconfigurations and other security and business challenges. **Is the Cloud backlash justified? What should CISOs do now?**

### Move to managed services?

If single point solutions and on-prem security are 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?**

# 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.

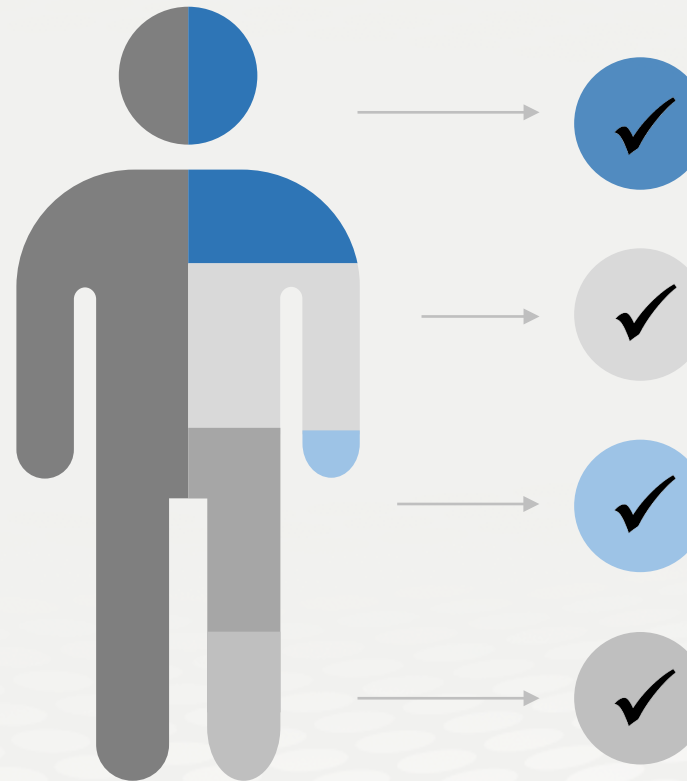
**You will have access to the most senior buying audience in the cyber-security market.**

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 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

# 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 Mid-Year Summit



## 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.



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

✓ **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**