e-Crime & Cybersecurity Congress Spain

9th Annual e-Crime & Cybersecurity Congress SPAIN

October 24th, 2023, Madrid, Spain

Securing nations, economies and business in an AI-driven world

No-one now doubts the cyber threat to national security and economics. So, is AI a help or a problem?

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A threat to national prosperity and safety

Cybersecurity is at a crossroads. First, it is now absolutely clear that security is no longer simply a question of enterprise value and reducing business risk, it is also about national economic security, and indeed, national security more fundamentally. In Spain, almost a quarter of all reported crime is digitally-enabled and the interior ministry has called cybercrime a "remarkable and negative impact on national interests, institutions, companies and citizens."

This realisation from government and business that cybercrime is more than just another market risk will, finally, force organisations across the spectrum to invest appropriately in security.

In Spain, for example, Spain's defence minister recently approved the creation of a new military cyberoperations training school to further reinforce national security online. And we have seen public declarations of the need for more offensive cyber operations from countries such as the UK and US.

Second, at the same time, new technologies around ML and generative AI look as though they will transform both the attack and defence sides of the cybersecurity equation.

On the plus side, AI and ML can improve real-time threat detection, SOC analysis and respond better to previously unknown attack types. Automation will free up human analysts for high-value investigations.

In particular, AI holds out the hope of a solution to the perennial problems of phishing and social engineering which remain the most significant vector for malware delivery. It should also revolutionise penetration testing and wargaming.

Against that though, cybercriminals are using AI to carry out a variety of sophisticated attacks, from data poisoning to deepfakes, as well as improving their capabilities in password hacking and automating social engineering attacks.

Security vendors have claimed AI and ML capabilities for some time now, but as generative AI takes off, will those older versions become obsolete and if so, how quickly?

So how will these big picture strategic trends play out in the context of a technology revolution? How will CISOs have to respond – both in terms of providing strategic advice and in terms of understanding the threats and opportunities presented by new technologies?

The e-Crime & Cybersecurity Congress Spain will look at how the world of cybersecurity is changing and what CISOs need to do about it.
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.

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Key Themes

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?**

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?**

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?**

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?**

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?**

The pros and cons of 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?**

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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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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.

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http://akjassociates.com/event/spain

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.

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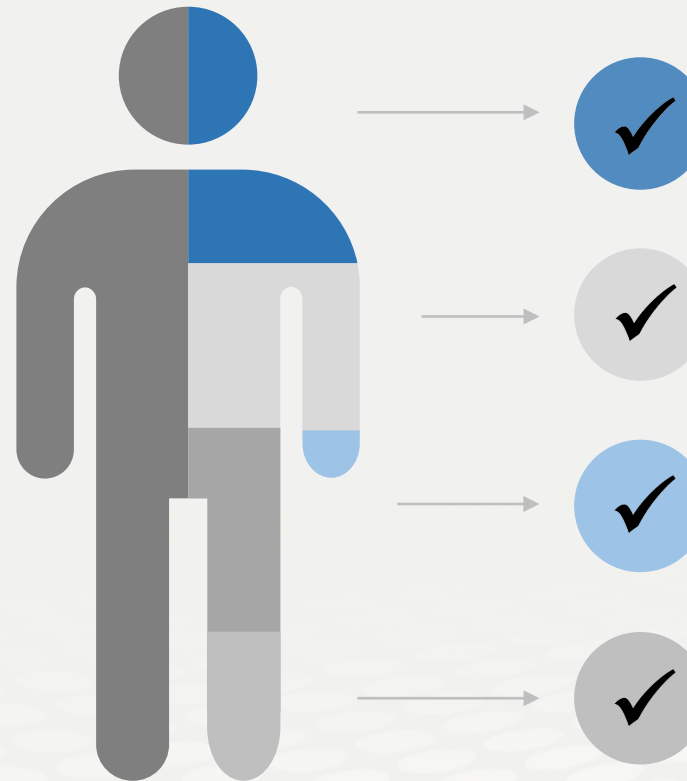
Cyber-security
We have a 20-year track record of producing the events cyber-security professionals take seriously

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

AKJ Associates

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

Leads

Choice

Value

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.

Boost sales

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

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.

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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e-Crime & Cybersecurity Nordics

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.

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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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