13th Annual e-Crime & Cybersecurity Congress **France**

May 30th, 2024, Paris, France

From security to compliance? The role of the CISO as cyber-regulation grows

The EU leads the world in smart cybersecurity regulation. But what does it mean for security professionals?

https://akjassociates.com/event/france

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Building real protections in cyberspace

Much of the hype around cybersecurity today focuses on AI and the implications for both attackers and defenders. And, yes, AI lowers the barriers to entry for attackers and saves them money and time in crafting attacks and then 'processing' the defenders' responses. Mostly though that is a volume problem: there will be more attacks, just as happened with the digital industrialisation of fraud. And yes – AI can create new attack types, such as deepfakes, which are more than just a volume problem.

But **the biggest change in cybersecurity is actually the regulatory response that is emerging.** In the US this has come via the SEC, which sees cybersecurity as a material issue for stakeholders and so seeks to drive standards via investor protection.

The EU has taken a more comprehensive and sensible approach which is essentially to acknowledge that cyberspace is a real entity in which citizens, businesses and the state operate, just as they do in the physical world, and so it needs the same protections as that physical world.

This means we need lawmakers, regulators and law enforcement to create the kind of frameworks we take for granted in the physical world.

DORA, NIS2, the Cybersecurity Act, the Cyber Resilience Act and, coming later, the EU AI Act, are world-leading attempts to put cybersecurity onto a modern footing commensurate with the threat it poses to economies, infrastructure and political stability.

This is a huge change for cybersecurity professionals.

It means, for sure, that senior management will be forced to budget for compliance with these new regulations. But will that actually improve security? Will it suck resources into tick-box compliance functions? Will it focus more on resilience (what happens after a breach) than on security, because the assumption is that breach is inevitable? And since regulations are necessarily out of date as soon as they are published, will they skew security towards ensuring previous threat types are protected against rather than looking forward at preventing the unexpected?

All of this will require new approaches and new skillsets from CISOs. They need to understand regulations and how to mould their security efforts to them. They need to develop or work with compliance monitoring.

They need to be able to work with the business to explain the costs and benefits of regulatory compliance. And they need to be able to adhere to fixed external standards, where before perhaps they felt able to operate autonomously.

The e-Crime & Security Congress France will look at the growing ecosystem of global regulation to see where CISOs should prioritize, where the biggest challenges lie and how to comply in an affordable and secure manner.

And of course we will also tackle the subjects you have asked us to: ransomware, human-centric security and security culture, AI, third-party security and the all the rest.

> **The e-Crime & Cybersecurity Congress France will look at regulation, AI and the problem of affordability as threats and risks multiply.**
> **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

Keeping cybersecurity affordable: time for change?

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?**

Mapping resources and controls to material business risks

How can CISOs understand which threats represent real business risks? It's easy to say 'talk to the business' – but how does that conversation work? If it does then CISOs can create a framework for prioritizing security, resilience, incident response and BCP spend. **So, what does this means and what does it look like in practice?**

Developing public-private partnerships

Blurred lines between cyber-spies, cyber-criminals and cyber-armies have transformed the (in)security landscape, with nation-state exploits widely available. **How can the various elements of government work better with private sector solution providers and end-users to build security that can cope with not-quite-nation-state?**

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?**

From Cloud security to Cloud DR/IR

Recent Cloud outtages have not simply disrupted low-level infrastructure, they have disabled cybersecurity solutions and, in turn, sometimes, shut down corporate access to critical network assets. **As well as managing Cloud security, CISOs need good Cloud incident response. How do they do that?**

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?**

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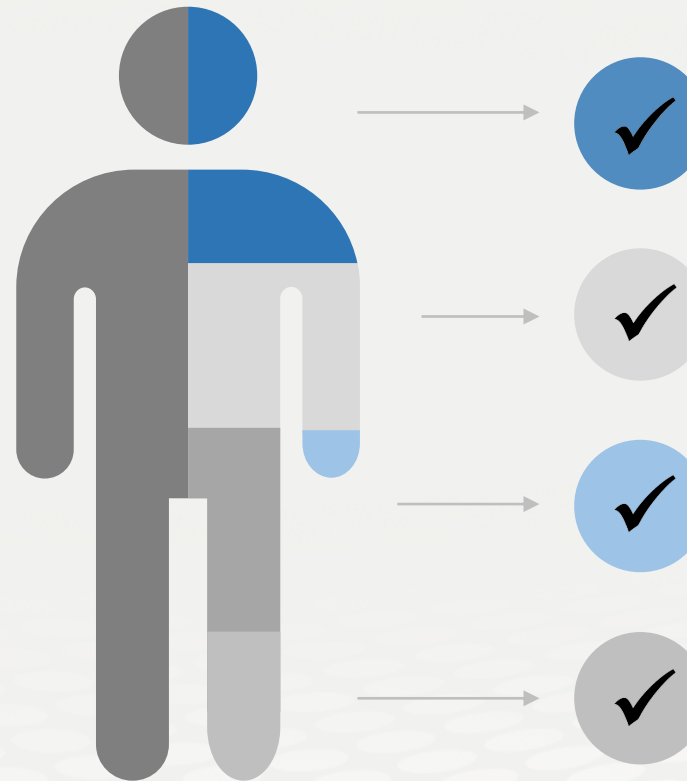
Cyber-security
We have a 20-year track record of producing the events cyber-security professionals take seriously

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

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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 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

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.

KASPERSKY lab

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.

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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