



## e-Crime & Cybersecurity **Healthcare Summit**

21<sup>st</sup> May, 2024, **Online**

### **Not let up for healthcare security teams**

11 million ransomware attacks, 271 million intrusion attacks – what can CISOs do to ensure we all stay safe?

**AKJ Associates**

## A critical priority for companies and governments

According to one report between 2022 and 2023, the global healthcare sector saw over 11 million ransomware attempts and over 271 million intrusion attacks. Closer to home, in mid-2023, the UK's largest NHS trust confirmed it was investigating a ransomware incident in which the ALPHV ransomware gang said it had stolen 70 terabytes of sensitive data in what it claimed was the biggest breach of healthcare data in the United Kingdom. Samples of the allegedly stolen data included employee identification documents, including passports and driver licenses, and internal emails labelled "confidential."

These attacks, especially ransomware, are becoming more frequent and, as AI and other developments lower the barriers to entry for attackers, we must expect higher volumes of more sophisticated attacks in future.

Healthcare providers must overcome the challenges of budget, fragmentation of systems, the need for connectivity and information sharing, the criticality of their IT and IIoT ecosystems, the huge mass of legacy technology they work with and the complexity of the security stacks they have often put in place.

**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.**



## 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?**

# Why AKJ Associates?



**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.



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**.



## 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 Virtual Series will offer virtual 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 strong, engaged relationships with high-level cybersecurity professionals.

## 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.

## 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.

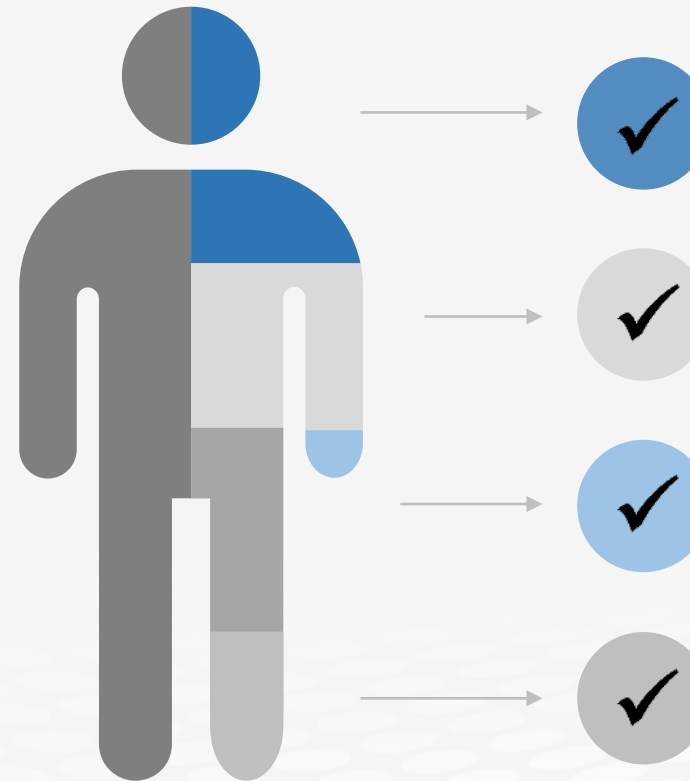
**You will have access to the most senior buying audience in the cyber-security market.**

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.



# 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.



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.



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**

**AKJ Associates**