1st Annual e-Crime & Cybersecurity Congress AUSTRIA

May 7th, 2024, Vienna, Austria

The regulators mean business

NIS2 expands personal liability. DORA demands real resilience. The SEC wants investors informed. How to respond?

AKJ Associates

http://akjassociates.com/event/austria

A threat to national prosperity and safety

Cybersecurity is at a crossroads. It is now absolutely clear that security is no longer simply a question reducing business risk, it is also about national economic security, and indeed, national security more fundamentally.

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. More mandatory regulations and standards will have the same effect.

In Europe NIS2 and DORA imposes significant new burdens on organisations. And in the US, the Securities and Exchange Commission has adopted rules requiring registrants to disclose material cybersecurity incidents they experience and to disclose on an annual basis material information regarding their cybersecurity risk management, strategy, and governance. The Commission also adopted rules requiring foreign private issuers to make comparable disclosures.

"Whether a company loses a factory in a fire — or millions of files in a cybersecurity incident — it may be material to investors," said SEC Chair Gary Gensler.

That statement explicitly links cybersecurity to enterprise value and makes it a matter of legitimate concern to investors. This is another story that links security to governance but also starts to assign real value to good security. Let's see if Europe follows suit.

Come to the e-Crime & Cybersecurity Congress Austria to find out:

- **How your fellow cybersecurity professionals are coping with these challenges day-to-day?**
- **How you can use resilience regulations to build truly risk-based approaches to defend the assets and processes that really matter.**
- **What practical steps you can take to get better supplier visibility and understanding?**
- **How to economically enhance the security built into Cloud infrastructure and applications with selected additional technologies.**
- **How new and not-so-new EU Directives are driving the Board view of cybersecurity risk and investment.**

**The e-Crime & Cybersecurity Congress Austria will look at how security teams can increase their readiness for the coming storm.
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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e-Crime & Cybersecurity Congress Austria

Key Themes

Ransomware – dealing with the new normal

The US Treasury reported that companies paid an estimated $5.2 billion in BitCoin transactions due to ransomware payments for companies in 2021, and only a quarter of ransomware attacks are reported. Ransomware is here to stay. **So how can CISOs stop it being a permanent tax on the business?**

From cybercrime to cyberwar

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 attackers?**

NIS2 – changing the game in cybersecurity?

NIS2 expands the scope of who is included. It adds more regulations and divides the world into two tiers, each with different requirements. And it increases the personal liability of senior officers around cybersecurity failings. So how does this new regulatory environment change the cybersecurity calculus? **What do firms need to do now?**

Cloud incident response

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 for significant amounts of time. **As well as managing Cloud security, CISOs need good Cloud incident response. How are they going about it?**

Managing insider threats at a time of crisis

When economies are under stress, employees too can find themselves in financial difficulty. When geopolitical tensions rise, people can take sides. Insider threats of various kinds become far more prevalent and dangerous at times like these. **So, how have security and other MIS tools matured to make detecting malicious insiders easier and more accurate?**

Embracing risk management

Until cybersecurity is truly seen as risk management and not a whack-a-mole IT problem, the 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?**

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Key Themes

The pros and cons of managed services

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?**

Here comes real cybersecurity regulation

Data privacy is only a small part of the picture. Regulators are looking at operational resilience in key sectors like finance – securing the wholesale payments market is a priority and others will follow. They are looking at disclosure and fining the miscreants. **Can you help businesses comply with new regimes?**

Developing the next generation of security leaders

If cybersecurity is to change to meet the evolution of our digital world, then so must those who implement it. CISOs cannot cling to an IT paradigm and companies must move away from firing at the first breach. **What does a next-gen CISO look like and are you one of them?**

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 threat/security to risk/resilience

If we start with real business risks, then not only do we get real engagement from the business and the Board, we create a framework for prioritizing cybersecurity, resilience, incident response and BCP spend. We avoid an endless race to build and rebuild solution stacks. **What does resilience really look like?**

Is ransomware just going to get worse?

Ransomware tests every part of your cybersecurity people, processes and technology. Some attacks are sophisticated, but most rely on traditional methods and vectors. **So why is it so hard to beat them? Is AI or zero trust or something else 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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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.
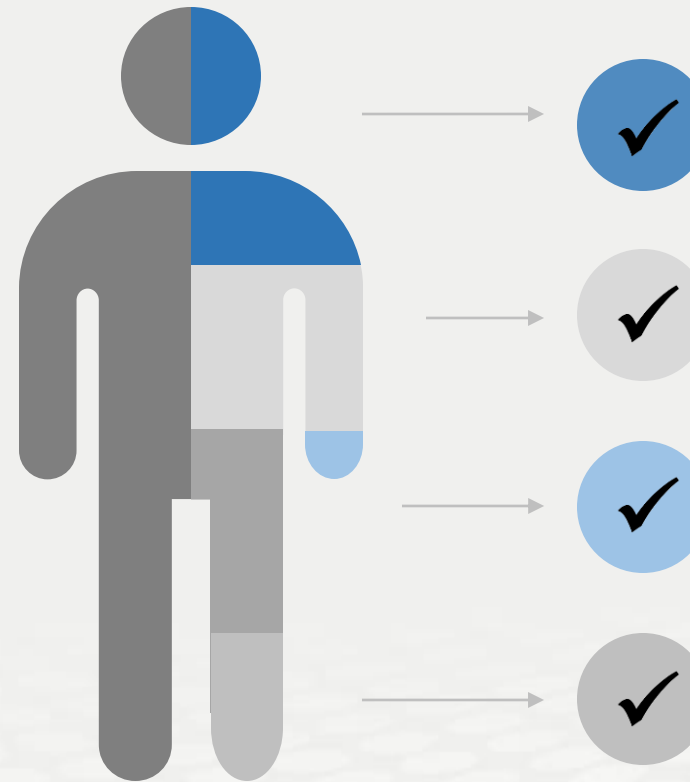
Cyber-security
We have a 20-year track record of producing the events cyber-security professionals take seriously

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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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

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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e-Crime & Cybersecurity Congress Austria

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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