



## Securing the Public Sector

July 4<sup>th</sup>, 2024, London, UK

### Public sector security: a critical national emergency?

How can critical national services be brought into line with private sector best practice?

# e-Crime & Cybersecurity Congress: Securing the Public Sector

## “It could be taken down by an enthusiastic child’: Whitehall wide open to cyber”

A former civil servant turned whistleblower who used to work on cybersecurity while in Whitehall told the TaxPayers’ Alliance: “The ongoing use of legacy systems in government is a disgrace and completely inexcusable. We move at such a slow pace that it seems only to get worse.”

"In secure bits of the private sector like banks, heads would roll until all legacy systems were patched or replaced ..."

“The problem is so bad that some of these systems could be taken down by an enthusiastic child – the vulnerabilities are publicly known, and pre-made malware is readily available. It keeps me awake at night worrying that at any moment, a key HMRC system or a hospital might get taken down because we have not got the most basic protections in place.”

This is a pretty dramatic description of the challenge the public sector faces in securing what are, after all, in many cases, systems providing critical services to our society, let alone those that protect our personal safety, our borders and our democracy. The recent situation with China is just one reminder.

Public sector organisations store and process vast amounts of sensitive data, from addresses, to tax and other payment details to our legal and health records. They also exchange this data across systems that are already creaking with the demands placed upon them.

How will these systems – and the people that run them – cope with the pressures of rapid, new digitalisation? The British Library, the Electoral Commission, NHS and our universities have already been hit hard.

Even foundational cyber-hygiene is hugely problematic in such complex environments. And if moving to Cloud environments is seen as a way around legacy issues, then how can the public sector solve the challenge of visibility across such a large estate as well as avoid the problems of misconfiguration that have dogged far smaller organisations?

Perhaps most important of all, how can these entities achieve their objectives on limited budgets in the full glare of the transparency that the public demands?

**What does best practice look like in securing the public sector? How can vendors help?**

### This event is for anyone in:

- Local and national government
- Healthcare
- Education
- Public safety and defence organisations
- Public transportation
- The civil service

**AKJ Associates**

## Key Themes

### Getting real about cyber 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?**

### Insuring the uninsurable?

Cyber-insurers need to understand the risks they are insuring if they are to set premiums at a level that makes sense. They also need to know that they are insuring risks that clients have taken steps to mitigate properly: no-one will insure those who leave their digital doors wide open. **What does this mean for CISOs? What can and can't be insured?**

### Cybersecurity as a service: the pros and cons

MSSP, MDR, CSaaS – all of these offer varying degrees of outsourced cybersecurity services. For many companies, keeping up with technology in general and cyber threats in particular is impossible and outside their core competence. **So, when does it make sense to outsource? And what outsourcing arrangements make sense for which firms?**

### Cybersecurity for SaaS/IaaS/PaaS

Most companies' core reliance is now upon a small number of monolithic application suites and Cloud services. In addition, they are likely to be developing their own software in, and fully incorporating, the Cloud. These and other changes fundamentally alter the IT landscape in which cybersecurity operates. **So do CISOs need a new model for cybersecurity and are legacy solutions still valid?**

### Making the most of next gen tech: automation, AI and the rest

The next 20 years will see an ecosystem of small single-issue vendors slim down to a far less complex set of larger platforms able to invest in continuous development and offering to cover all or large chunks of organisations' security needs. **But will the winners in this evolution be those at today's cutting edge?**

### Upskilling security teams

No organisation has an infinite budget. And most organisations are struggling to find sufficient security staff – the skills shortage is growing. This dynamic affects the type of on-prem security operation firms can employ and means that improving internal skillsets is critical to the security model. **So how can CISOs continuously upskill their teams?**

## Key Themes

### The rise and rise of effective 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?**

### Keeping citizens safe

The COVID era demands unprecedented levels of citizen engagement. Compromises are inevitable to ensure the safety of all. But the systems required to provide safety also create a huge data security and privacy challenge for both governments and employers alike. **Can solution providers help?**

### From smart machines to smart cities – securing the IoT

How long will it be before every significant device and location is part of an ecosystem of sensors connected to public and private networks? Driving apps tell insurers what premiums to charge. Packaging machines report their own breakdowns. **But are these devices visible on your network and how are you securing them?**

### Reining in BigTech

Resilience and security increasingly come down to key dependencies outside the organisation. With on prem tech the past and Cloud and external IT the future, how do organisations ensure security when they rely on vendors who are vulnerable but above leverage with even their biggest clients? **Time for governments to step in?**

### 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 hiring on false pretences (on budget and commitment) and firing at the first breach. **What does a next-gen CISO look like and are you one of them?**

### Securing digital currencies and DLT

The move towards non-cash payment methods during the crisis has been extreme and looks irreversible. In addition, many more governments are now looking at developing their own digital currencies. **So how do we go about securing a world in which most, perhaps all, payments are digital? And what about the blockchain?**

# We deliver 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.



# We deliver 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.

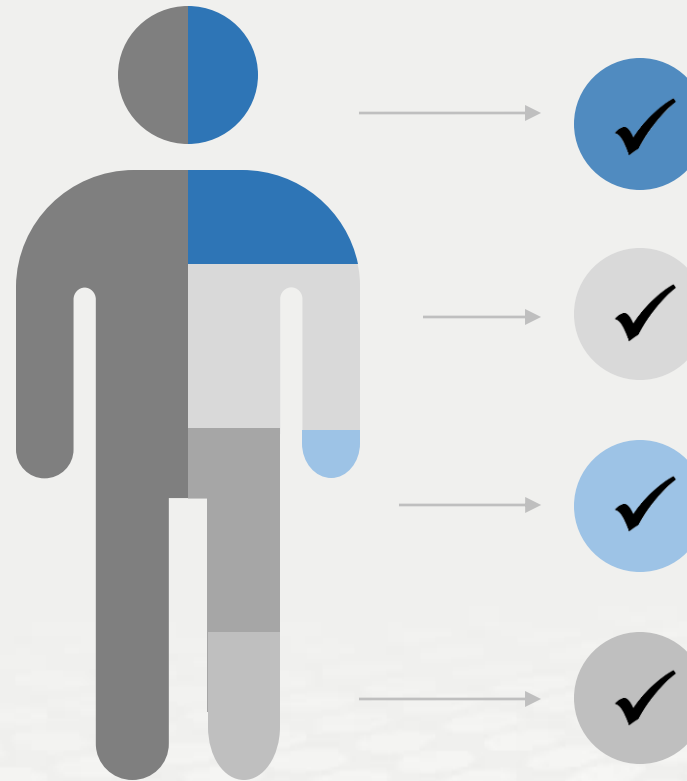
**You will have access to the most senior buying audience in the cyber-security market.**

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 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

# 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 Congress: Securing the Public Sector

## 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.

✓ **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**