SECURING FINANCIAL SERVICES

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Can AI finally fix cybersecurity?

Does AI help attackers or defenders the most? Which solutions really use it? And what questions should you be asking?

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Deconstructing the hype cycle: where is AI the real deal?

The fundamental advantage attackers have over defenders in cyberspace has long been understood: they only have to be right once, while defenders have to be right every time. This problem has been called the "Defender's Dilemma," and it lies at the heart of the pessimistic view of cybersecurity which says, "it's not if but when" and "there are only two kinds of company: those that have been hacked, and those that don't know that they've been hacked."

The rapidly increased availability of access to sophisticated artificial intelligence tools is clearly going to change the calculus in cybersecurity – but to whose advantage?

One Big Tech CISO has recently published a paper saying that AI will finally allow defenders to reverse their "Dilemma" and "tilt the scales of cyberspace to give defenders a decisive advantage over attackers [enabling] us to effectively cope with the complexity of our digital world and can help turn every organisation into a competent defender."

However, researchers at an equally large Big Tech monolith point out that timing is everything. They say that the advantages that AI confers on attackers will be decisively negative unless defenders invest now. Their research says that 87% of UK businesses are unprepared for the age of AI due to their vulnerability to cyberattacks. But they also say that organisations that use AI-enabled cybersecurity are twice as resilient to attacks as those that do not, and suffer 20 per cent less costs when successfully attacked.

But these assertions raise a host of complex questions:

What kinds of AI are hackers using and to do what? Do these attacks require AI to detect and repel? Are the use cases for AI in defence different to those for attackers? Where in your technology stack does AI deliver the most value? How do you evaluate new AI solutions and how confident can you be that they will be relevant in three years' time? What about explainability?

Most importantly perhaps: how does AI help with the commonest and most dangerous threats today – ransomware, third-party security and identity in general.

And what about non-AI solutions: are they obsolete? Are we at a technology cliff-edge requiring huge new investment?

Securing Financial Services will look at how AI may change cybersecurity and what firms should be doing now to stay secure.
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.

Key Themes

AI in threat intelligence And detection

Automated threat detection systems powered by AI can identify suspicious behavior in real-time, allowing for swift response and mitigation. And AI can help distinguish between relevant and irrelevant threats in the tsunami of threat data now available. **What are the options for end-users and what questions should they be asking?**

AI vs ransomware

The fight against ransomware has been something of a losing battle – and AI lowers the barrier to entry for hackers, automates and improves many attack processes and boosts attack volumes. **So, what can AI deliver for defenders? Better malware identification? Better detection of lateral movement? What is the good news?**

AI in the SOC: transforming a failing legacy model

The problems faced by those working in security operations centres (SOCs) are well known. Too many false positives cause fatigue and burn-out and reduce the effectiveness of analysts who come to expect every alert to be false. So how can AI transform SOCs into centres of accurate detection – and better places to work. **What are your answers?**

AI and third-party security

There are many uses of AI in improving third-party security but not all are 'glamorous'. AI can also automate traditionally manual tasks of collecting and auditing vendor risk assessments and security questionnaires to reduce operational costs and spot threats in the supply chain more quickly**. So, can AI help across these types of tasks?**

AI in network anomaly detection

AI models can be trained and deployed to automatically analyze datasets, define "normal behavior", and identify breaches in patterns quickly and effectively. These models can then be used to predict future anomalies to avoid additional breaches in data. **These systems are already available – so how are they stacking up? Is AI working?**

AI boosts XDR?

AI is the key to automation: and automated triage, investigation, and remediation efforts at scale are key to good cybersecurity. But to get here firms need smarter AI/ML-driven XDR to help with sorting the signal from the noise on the network. **Can AI-driven XDR deliver deep visibility across the entire attack surface and help with that SOC problem too?**

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And we will also be looking at:

- **AI in UEMs and endpoint protection**

- **AI to improve security testing**

- **Can AI predict your next breach?**

- **Can AI solve the problem of securing identity?**

- **AI in compliance and RegTech**

- **AI's role in improving incident response**

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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.

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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.

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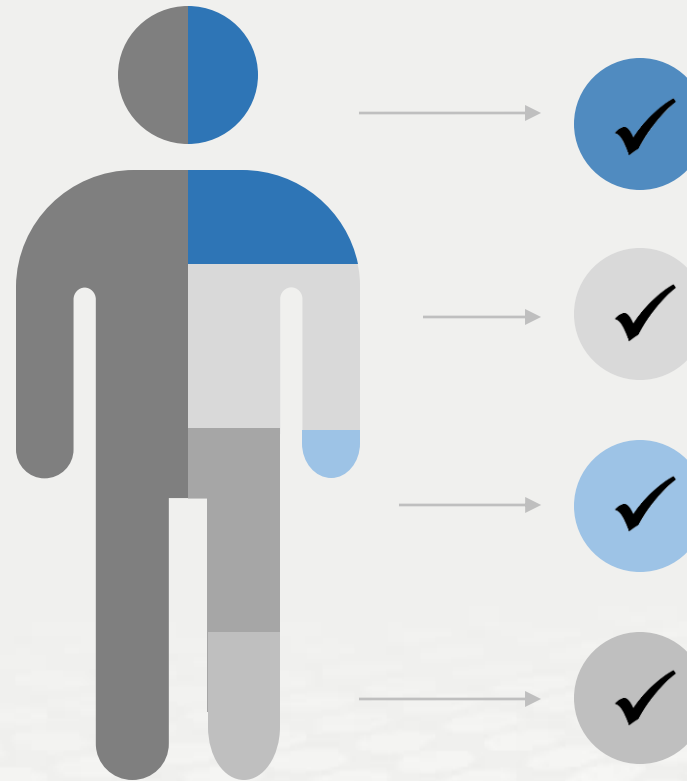
Cyber-security
We have a 20-year track record of producing the events cyber-security professionals take seriously

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

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We deliver the most focused selling opportunity

Specific, actionable and relevant information for time-constrained industry professionals

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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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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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