

e-Crime & Cybersecurity Congress Nordics



13th Annual e-Crime & Cybersecurity Congress NORDICS

October 30th, 2024, Copenhagen, Denmark

More attacks, more regulation, more investment needed

Denmark is at the frontline: organisations have to raise their cybersecurity game to reflect that

Is your cybersecurity operation good value for money?

In April, the Danish Centre for Cyber Security (CFCS) raised its threat level assessment for destructive cyber-attacks against Denmark to three on a five-level scale. To underscore the seriousness of the threat, this message was delivered by Defence Minister Troels Lund Poulsen.

This "middle" level implies that there are one or more actors with intention and capacity for attacks or harmful activity, but no indications of any specific plans for such activity, according to the CFCS.

Denmark had already had a taste of the new era in cyber aggression in 2023 when 22 firms, many in CNI sectors, were attacked, some by Russian hackers but some by a different wave of attacks exploiting unpatched firewalls.

The increased level of threat is just a reminder that companies need to look at how they organise their cybersecurity processes and technology to meet the challenge in a financially sustainable way.

Boards and other stakeholders now understand the value of good cybersecurity. Ratings agencies, share- and bond-holders and regulators are driving that home. The Euronext cyber index shows just how much good security can boost performance.

But Boards also want value for money from their security teams.

They don't necessarily need a hard and fast ROI number, but they want to know that technology is not being duplicated, that the solutions chosen are the most effective, that core components such as E5 licences are being fully utilised and that new technology like AI is being used carefully as an overlay rather than requiring legacy systems to be ripped out.

And, of course, they want assurances that basic cyber hygiene is being carried out.

So, what should Boards, risk officers and cybersecurity professionals be doing? Where should you be investing – cloud, network hardware protection, server-level DDoS protection, better network data analytics? What other mitigations can you put in place?

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

- **How your fellow cybersecurity professionals are coping with these challenges day-to-day?**
- **Does NIS2 help and what must you do to incorporate its requirements?**
- **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 Nordics will look at how CISOs are responding to this fast-evolving digital landscape. 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

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?**

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

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?**

Embracing digital risk management

If single point solutions are not the answer, then how about a holistic approach? Instead of treating every threat type and actor or network anomaly as a separate variable or alert, step back and look at the whole landscape. **Cybersecurity is still not run as a true risk management process. It must be.**

Here come the cybersecurity regulators

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?**

Building better Cloud security

Migrating to the cloud is a priority. But, if not properly managed, cloud migrations result in extra complexity and risk. So how can firms efficiently assess cloud readiness, plan and execute migrations and establish comprehensive cloud governance? **Can you help companies transition smoothly and securely to the Cloud?**

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?**

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?**

Why AKJ Associates?



A History of Delivery

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.



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**.

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.



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.



Delivering 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.

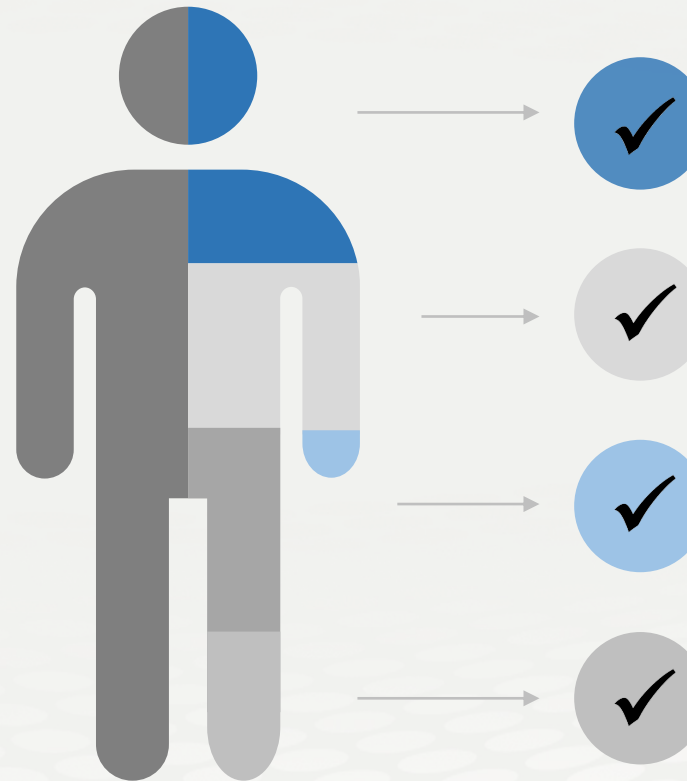
You will have access to the most senior buying audience in the cyber-security market.

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

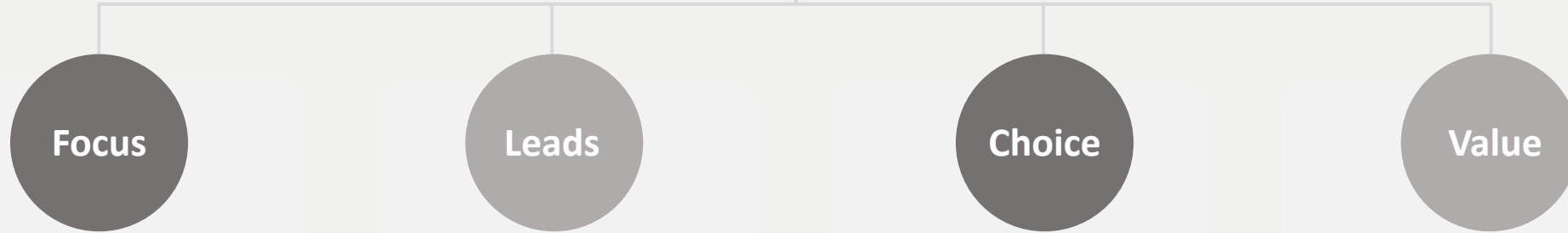
We deliver the most focused selling opportunity



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 Nordics

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**

AKJ Associates