



**e-Crime & Cybersecurity Private Meeting Series**

# WHAT CISOs NEED



1

**More opportunities to network privately with fellow senior leaders.** To establish what's working for others and what challenges they are facing.

2

**To understand, in detail, the solutions available to combat the increased risks they are experiencing.** They need to understand how your offerings stand out from another vendor.

3

**To understand the technology.** They need to know what technology will help with today's threats, is scalable, and will adapt to meet tomorrow's challenges.

## Industry Challenges

Is this the toughest year for cybersecurity vendors yet?

- We know that there are too many vendors trying to sell to the same group of buyers. The easy targets are all gone. Differentiation is now critical. Why is what you do better than your competitor?
- We know that relationships are key. You need face-to-face interaction with your customers and prospects. And you need to put senior people in front of their senior people.
- We understand how difficult it can be to get dedicated time with your target accounts to educate them on your solution.

The e-Crime & Cybersecurity Private Meeting Series can partner with you to help solve these challenges.

# Who are AKJ and the e-Crime Private Meeting Series?



01

## HISTORY

AKJ Associates have been running high-level events for over 25 years, having started running events for Interpol and Europol.

02

## EXPERTISE

We run 100+ private meetings per year, solely within the Cybersecurity sector, so we have many years of expertise in this space.

03

## RECOGNISED

Over the years we have hosted events in London, Abu Dhabi, Amsterdam, Dubai, Frankfurt, Madrid, Milan, Munich, Paris, Singapore, Stockholm and more!

04

## MARKET KNOWLEDGE

We speak daily with key security leaders to understand what the market needs.

05

## THE PRIVATE MEETING SERIES

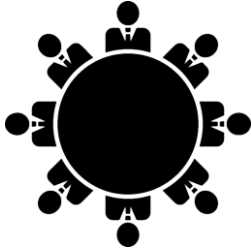
These closed-door meetings provide an excellent networking environment between key stakeholders, allowing invited guests to gain detailed insights into current areas of interest, and solutions to address them.

06

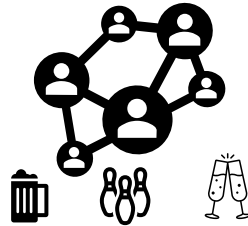
## OUR NETWORK

We have been building our database for over 25 years. We know the right people from the right companies.

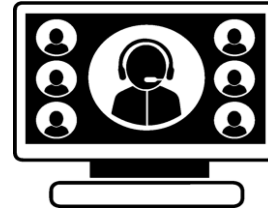
# WHAT WE OFFER



**Executive Roundtables**



**Networking Events**



**Fireside Sessions**



**Virtual Roundtables**

1. Our events help speed up your sales cycle by providing uninterrupted access to your key target market.
2. Increase your credibility in the market by helping shape thought leadership with other industry experts.
3. Maintain and grow key account relationships.
4. Get 1:on:1 with key decision makers at your chosen target accounts or audience.
5. We manage the entire process, allowing you to focus on other priorities.
6. We host our Private Meetings in all major cities and regions across EMEA.

# EXECUTIVE ROUNDTABLES



**Hosted by you, organised by AKJ.** We enable you to meet your key target market in a formal private dining setting. This could be a breakfast briefing, a luncheon or a fine dining dinner experience.

**This enables you to** shorten your sales cycle by hosting key decision makers and walking through how your solution can benefit them. Whilst also enhancing your credibility and facilitating thought leadership among other industry experts.

### How the event could work:

- AKJ organise all the details of the event. Held at a 5\* venue, starting with an champagne reception followed by three course of fine-dining and discussion.
- We handle all the invitations, only inviting decision makers at your chosen target accounts.
- You choose your topic discussion, but we can help you shape it.
- We can offer an experienced eCrime moderator to lead the discussion, or we can guide you on your presentation options.

*“Thank you for laying on such a great attendance at Wednesday’s roundtable. Exceptional! Do pass on my thanks to the entire AKJ Associates’ team for their great work on this project.”*

**Forcepoint**

*- Senior Regional Marketing Manager, Forcepoint*



*“The event was very engaging, providing an excellent forum to hear the thoughts of leaders throughout cyber security and from multiple verticals. This type of engagement is excellent to support my decision-making, particularly in terms of road maps. It’s reassuring to hear the same issues being discussed by other orgs, affirming that we are not alone in the great cyberspace!”*

 **AngloAmerican**

*- CISO, Anglo American.*

**Hosted by you, organised by AKJ.** We enable you to meet your key target market in an informal private setting. This could be a whiskey or wine tasting experience with a qualified sommelier, a champagne and canape reception, ten pin bowling and networking drinks, or a tailored event to your needs.

**This enables you to** shorten your sales cycle by hosting key decision makers and building relationships with your prospects in an informal setting. These events are also perfect for building on current relationships with key accounts as they provide an informal setting to learn more about them. This is a great chance to invite people who you have recently met at one of our conferences, to create fast follow up contact.

#### **How the event could work:**

- AKJ organise all the details of the event. This is at an appropriate venue to facilitate the chosen activity.
- We handle all the invitations to your prospects.
- We will ensure all timings and details so that you can concentrate on building relationships.

*"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. Our work with them has delivered way beyond expectations."*

*- Senior Marketing Director, Carbon Black*

## Carbon Black.

*"The event covered a high-level overview of the subject. It was presented in a way that all attendees could understand and relate to the gaps that the vendor are addressing. This event allowed me to understand the pains and gains that other organisations are going through, as the network piece is valuable time spent. I will call the sponsor in to provide an intro / high level demo with other stakeholders in my company."*

*- Head of Cyber Security, Man Group*



**Hosted by you, organised by AKJ.** We enable you to meet your key target market in a private virtual setting, when target-account location can be a challenge.

**This enables you to** increase your credibility in the market by helping shape thought leadership with other industry experts. Create relationships with those prospects that are harder to reach due to location or time constraints.

**How the event could work:**

- AKJ organise all the details of the event. Including providing a private platform to host the meeting.
- We handle all the invitations to your prospects.
- We manage the tech so you can just concentrate being in the room and participating fully in the conversation.

*“I’ve enjoyed working with AKJ. The team seems to consistently pull relevant people together, which is the foundation of a good roundtable. The second part is effective moderation. Getting a group of strangers to start talking does take real intent from the moderators and your team has consistently delivered that. It makes my job much easier. I look forward to the next one”*

*- Chief Evangelist, Illumio*



*“Thank you for inviting me and thank you to AKJ Managing Editor for your excellent moderation. It’s been very interesting to hear from the sponsor speaker and the other attendees about threat analysis and the factor of identification of threats through similar code patterns. Very interesting topic. ”*

*- IT Director, Commerzbank*

**Hosted by you, organised by AKJ.** We enable you to meet a wider target audience in a closed door virtual setting, when target-account locations can be a challenge.

**This enables you to** increase your credibility in the market by helping shape thought leadership with other industry experts.

**How the event could work:**

- AKJ organise all the details of the event. Including providing a private platform to host the meeting.
- Each session will see our Managing Editor pressing stakeholders on the key issues in cybersecurity.
- We handle all the invitations to the selected audience.
- We manage the tech so you can just concentrate being in the room and participating fully in the conversation and responding to the audiences chat.
- The session can be carried out as a pre record or a live session, giving you the flexibility you need.

*"I thought it went very well, with [sponsor representative and AKJ Managing Editor] making a great double act. Hopefully have more of these in our plan for next year.*

*- Director of Marketing EMEA, AquaSec*



**shaw trust**

*"I thought yesterday's webinar was first rate. You gathered a group of experts who had a most illuminating conversation steered by AKJ Managing Editor, the result being that attendees learned a great deal, both from the ideal perspective and from when reality hits. I was able to come away from it better informed. Thank you. I look forward to the next one!"*

*- Group Information Security Manager, Shaw Trust*



# CLIENTS WE'VE WORKED WITH



For more information on how you can join us and create your own private event, please contact our Group Business Director:

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