



# **CYBER SECURITY DIGITAL SUMMIT FOR APAC 2020-POST EVENT ANALYSIS**

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**Forcepoint**

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**OneTrust**  
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# Get in front of hundreds of cyber security and IT executives who are looking to engage with solution providers and their peers!

## WHY DO EXECUTIVES ATTEND OUR DIGITAL SUMMITS?

The Cyber Security Digital Summit series is a unique and entirely free opportunity for professionals to access exclusive insights from industry leaders. All of Cyber Security Hub's events will take place online and are accessible from the comfort of one's office or home.

## WE ARE NOT NEW TO DIGITAL

As a part of an organization producing digital events for more than 12 years, Cyber Security Hub has generated an engaged community of professionals who look to us to provide them the value-rich content and solution provider information to better address their challenges. Whether looking to feed the lead pool or pull leads through the funnel to a shorter sales cycle, our digital events will help achieve your objectives.



**12+ YEARS EXPERIENCE** Providing unique and premium digital content to our online community



July 14 - 15, 2020

## KEY TOPICS INCLUDE:

- Developing strong cyber security standards and frameworks
- How to keep the enterprise secure with an onslaught of remote workers
- How ever-changing regulations affect compliance
- Examining the role the global pandemic plays in enterprise cyber security
- Security Awareness: Why ransomware, malware, phishing and whaling schemes work and how to prevent them
- Exploring the scope of the CISO role as both a technical leader and business leader
- Preparing for the future of cyber security, including new AI threats and regulation & compliance changes

Forward-thinking cyber criminals are creating sophisticated ways to breach security, such as leveraging AI and digital assistants. CISOs are tasked with protecting company assets, but it takes the cooperation and adherence of the entire enterprise to keep the frontlines safe. ***Globally, enterprise cyber security investments are forecasted to hit \$133.7 billion by 2022, as reported by Gartner, but that was before the onset of the global pandemic.*** In order to get the most out of such a large investment, the CISO is tasked with creating, managing, and disseminating a solid cyber security strategy across the enterprise.

# PROFILE OF ATTENDEES

## Who attends the Cyber Security Digital Summit series.



Cyber Security and IT professionals eager to hear about the most pressing challenges facing them and how to address them



Cyber Security and IT professionals who want to hear from and engage with their peers on similar pain points/challenges within the community



Cyber Security and IT professionals who want to hear from leading solution providers who can share their case studies and in depth industry research

### Companies that attended CS Hub Summits

BJs Wholesale	Holiday Inn Club Vacations
Dell EMC	Hyundai
Facebook	Marriott
Fossil	Verizon
Amazon Wholefoods	Kmart
Chevron	PepsiCo
PwC	Exxon Mobil
Bank of America Microsoft	Lenovo
Volvo Group	Nokia
PPC	The Walt Disney Company
Motorola Mobility	Honeywell & Co. Oman LLC
The World Bank Group	Siemens
Comcast	

## Job Titles Include:

CIO/CISO/CTO

Cyber Security Analyst

Cyber Security Engineer

Global Cyber Security Director

Head of Cyber Security & Risk

Director of Information Technology

Head of Data Science Team

Executive Director

Information Security Officer

Information Technology Manager

Head of Operational Risk

Information Technology Director

IT Manager

Information Security Analyst

IT Security Specialist

Manager, Cloud Architect

Manager, Cloud Architect

Risk Analyst

Network Manager

Security and Compliance Officer

Senior Cyber Security Manager

Senior Security Engineer

Vice President Information Technology

VP Cyber Security

# SPONSORSHIP OPPORTUNITIES

Partnering with Cyber Security Hub's world class digital events allows you to engage with a captive audience from your target demographic, establishing thought leadership and resulting in high quality sales leads.

With several sponsorship options available, we'll work with you to determine the best possible strategy to position you as a thought leader in the cyber security space and assist you in achieving your goals.

## Benefits of Sponsorship:



- Leads from ALL registrants of each Summit – including name, title, company, email, phone and country
- Brand exposure to a large, targeted audience focused on cyber security
- Provide knowledge and thought leadership into the designated topic through a session running 45 minutes with 25-30 minutes of presentation time
- Your logo on webinar emails and the event website
- Solo speaking session with live polling and live Q&A
- Further lead scoring by including sales collateral within the platform for those who attended your session. We will share who downloaded which of your assets.
- MP4 of session to leverage for additional marketing and to add to your resources



# SAMPLE OF COMPANIES ATTENDED

accenture

BOQ



citi



SIEMENS

veoneer



nielsen



SINGAPORE AIRLINES



Honeywell



Lexmark

FAIRVIEW



Transport for NSW



Swiss Re

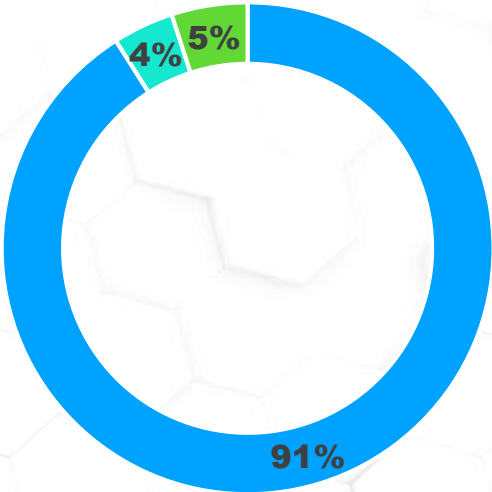
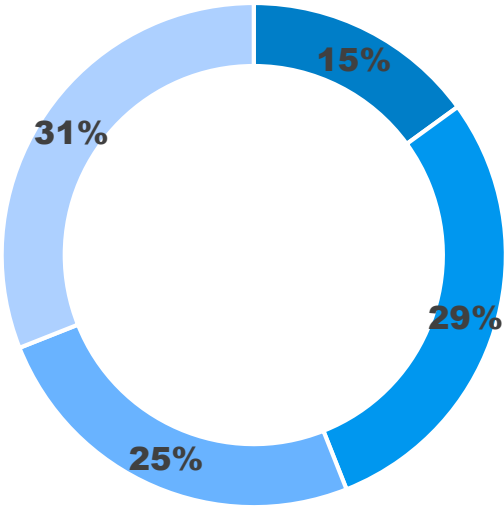


# AUDIENCE BREAKDOWN

C-Level (CXO, Chief)	15%
Senior Level (VP, Director, Head of)	29%
Management Level (Manager)	25%
Other (ex. Engineer, Architect, etc.)	31%

Total Registrants	1,389
Sessions	13
Average Attendance	195
Average Questions Asked	4

APAC	91%
North America	4%
EMEA	5%



■ APAC ■ North America ■ EMEA



# OUR 2020 SPEAKERS



**Alex Mosher**  
Global VP Cloud  
Security Solutions  
MobileIron



**Dovid Clarke**  
CISO, Head of Cyber  
Security & Risk  
MMG Limited



**Jay Spreitzer**  
Long-Time Cyber  
Security Expert  
And Practitioner



**Steve Ferhad**  
CTO  
Holman Webb  
Lawyers



**Parag Deodhar**  
Director - Information  
Security, Asia Pacific  
Major Global Apparel  
Manufacturer



**Samie Laine**  
Director of Technology  
Strategy  
Okta



**Nick Savvides**  
Strategic Business  
Director, APAC  
Forcepoint



**Blair Hasforth**  
Account Executive  
OneTrust



**Eugene Low**  
Regional Director for  
ASEAN and South Asia  
Darktrace



**Harald F. Battran**  
Director – Cloud Trust  
PwC Singapore



**Jeff Campbell**  
CISO  
Horizon Power



**Jonathan Andresen**  
Senior Director,  
Marketing  
Bitglass



**Matthew Rose**  
Global Director of  
Strategy  
Checkmarx



**Valdimir Yordanov**  
Sr. Director Solution  
Engineering, APAC  
Gigamon



**Looking Ahead –  
Digital Summit For APAC 2021  
July 13 - 14, 2021**

## **KEY TOPICS INCLUDE:**

- Cloud First Benefits & Drawbacks
- Cyber Security Visibility
- Data-as-the-perimeter With Code Being The Threat
- Dovetailing Cloud, Access, Endpoint & Automation
- Edge Threat Intelligence
- GRC: Outpacing Regulatory And Standardization Mandates
- IoT Cyber Security
- Secure Access From PAM to IAM To Zero Trust To SASE
- 2021 Endpoint Security
- User Awareness Innovation

If there is any one person in global corporate enterprise that is equipped to deal with an ever changing reality, it's the CISO. A CISO's career informs every decision leading up to this morning. But tomorrow's breaches are born from today's threats. Succeeding today only gives you the opportunity to battle more uncertainty tomorrow.

## **CURRENT SPONSORS:**

