



**CYBER  
SECURITY**  
DIGITAL SUMMIT:  
**APAC** 2021

## Post Event Report

## THANK YOU TO OUR PARTNERS

Lead sponsor



Sponsors

**COMARCH**



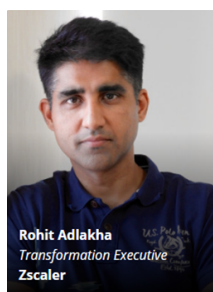
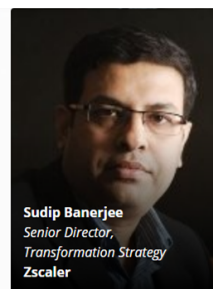
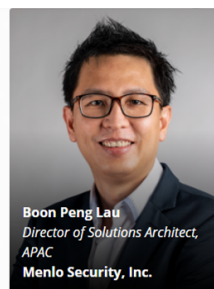
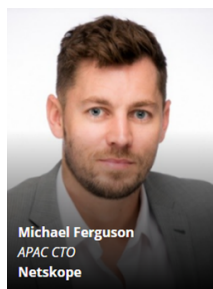
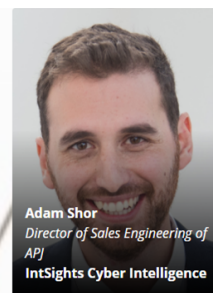
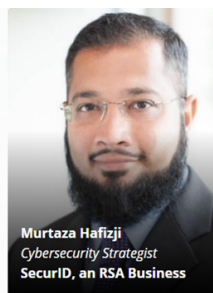
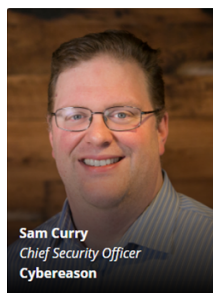
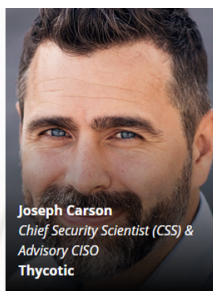
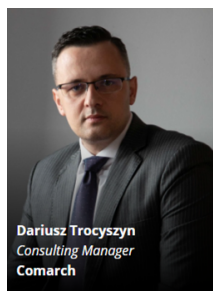
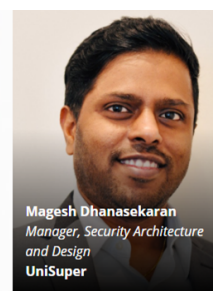
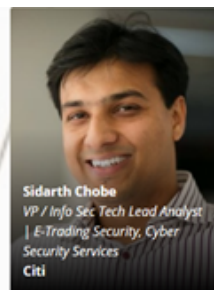
cybereason®



**okta**

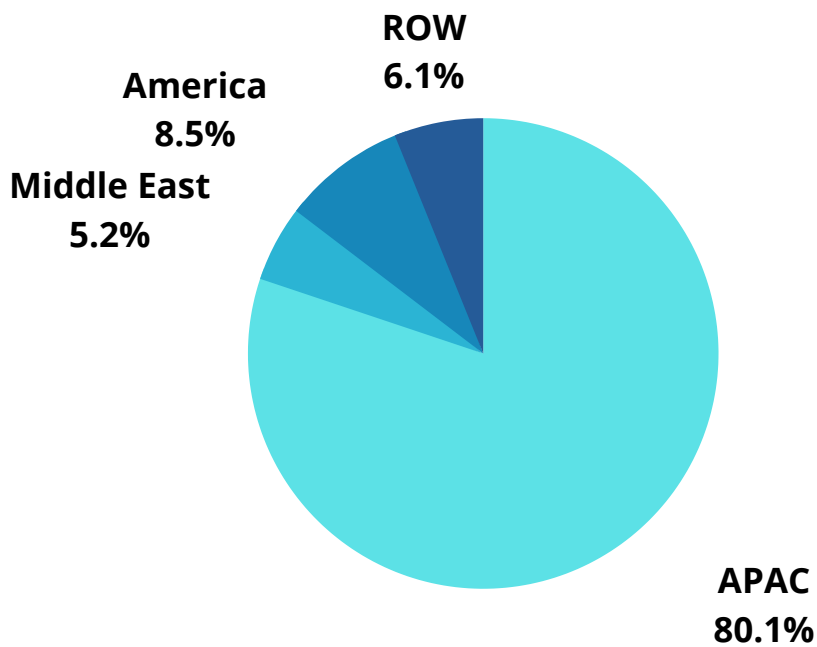


# OUR SPEAKER LINE-UP



# EVENT OVERVIEW

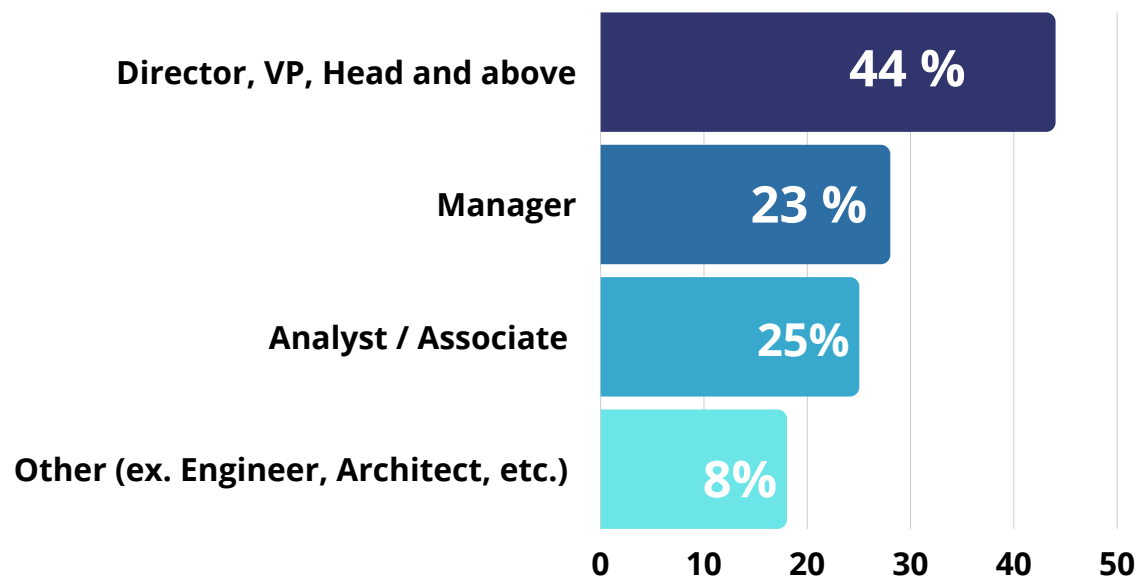
**1061 Event Registrants    36% Conversion Rate**



## *Geography*



## *Job Titles*



## KEY STATISTICS

**1,437** total registrants

**804** total live attendees

**686** on demand attendees

**9,875** unique event page impressions

# EVENT SUMMARY

## Sample of Job Titles

- 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
- Information Security Analyst
- IT Security Specialist
- 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

## Sample of Accounts

- ABBOTT Laboratories
- Ageas Insurance Company Asia
- Air New Zealand
- Allianz Australia Life Insurance Limited
- American express
- ARB Apex Bank
- AT&T
- Auckland Transport
- Bank Negara Malaysia
- Boeing Intelligence and Analytics
- Capital One
- CIMB
- Citibank
- CyberSecurity Malaysia
- Dubai Airports
- Grab
- Mastercard
- Ministry of Communications & Information, Singapore
- OCBC
- Ricoh Malaysia
- Sembcorp Industries
- Shell
- SMRT
- ST Engineering
- Tech Mahindra Ltd
- Singtel



**DEDICATED EMAILS:** We sent out dedicated email blasts about the event to our Cyber Security community.



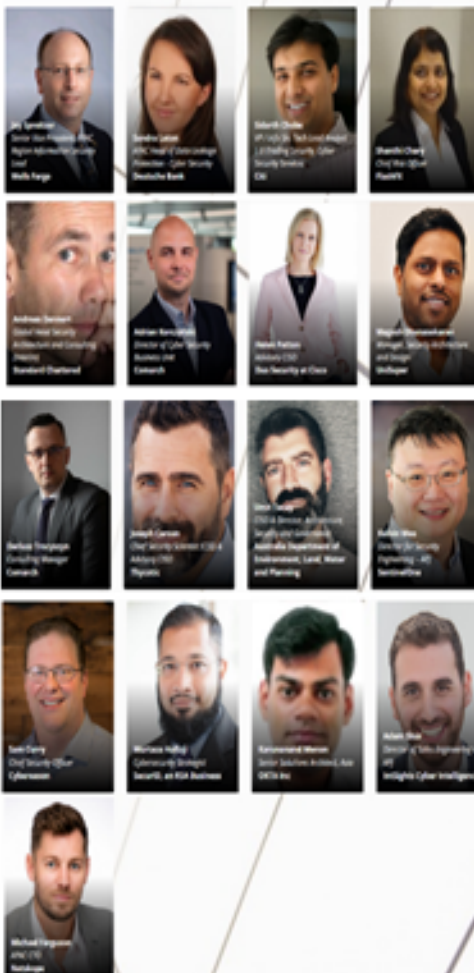
**Dear Member**

You may have received a few emails from me about our upcoming digital event Cyber Security APAC Summit - It's not too late to register.

The event will provide the opportunity to spot-check where the industry is in terms of mindset, movement and technology evolution. Register if you haven't.

[REGISTER HERE](#)

### Featured Speakers

[View Agenda](#)

## OUR SPONSORS



With 2020 squarely in our rear-view window, the Cyber Security Hub APAC Summit provides an opportunity to truly understand the repercussions of last year on current and future budgets.

It also provides the opportunity to spot-check where the industry is in terms of mindset movement and technology evolution. Join us July 13-15 at the Cyber Security Hub APAC Summit.

[View Agenda](#)

## -SESSION SPOTLIGHT-

DAY 1 | JULY 13 | 09:00 AM SGT

### A Review & An Outlook From An Industry Veteran

Jay Spreitzer - Senior Vice President, APAC Region Information Security Lead, Wells Fargo

DAY 1 | JULY 13 | 10:00 AM SGT

Security Reality Check - A Behind The Scenes Look At Risky Employee Behaviors  
Joseph Carson - Chief Security Scientist (CSS) & Advisory CISO, Thycotic

DAY 1 | JULY 13 | 11:00 AM SGT

Adrian Korczyński - Director of Cyber Security Business Unit, Comarch  
Dariusz Troczynski - Consulting Manager, Comarch

DAY 2 | JULY 14 | 11:00 AM SGT

Towards a Future-Proof Security Stack  
Sam Curry - Chief Security Officer, Cybereason

DAY 2 | JULY 14 | 12:00 PM SGT

The War Against Ransomware – How APJ Enterprises are Winning the Fight  
Kelvin Wee - Director for Security Engineering – APJ, SentinelOne

DAY 3 | JULY 15 | 10:00 AM SGT

Identity Transformed – Identity and Access Management for Today and the Future  
urtaza Hafizji - Cybersecurity Strategist, SecurID, an RSA Business

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[Register Now](#)

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**DEDICATED EMAILS:** We sent out dedicated email blasts about the event to our Cyber Security community.



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APAC 2021

**COMARCH**

## Evolving User Experience Through Cyber Threat Protection



ADRIAN KORCZYŃSKI  
DIRECTOR OF CYBER SECURITY BUSINESS UNIT  
COMARCH



DARIUSZ TROCYSZYN  
CONSULTING MANAGER  
COMARCH

**LIVE JULY 13 | 11AM SGT**

**RESERVE YOUR SPOT**

Dear Rani

Comarch is pleased to partner the Cyber Security Hub on the Cyber Security APAC Summit happening from 13 - 15 July.

We will be speaking about Evolving User Experience Through Cyber Threat Protection

During this session learn from an experience-based approach to Multi-Factor Authentication

Key points for the session include:

- An understanding of how and why security is not just about compliance and risk
- A discovery of how many factors should the Multi-Factor Authentication have
- A realization of why user-experience is so important in cyber-security
- An unpacking of what is common in current cyber-threat landscape

Join me and Adrian Korczyński, Director of Cyber Security Business Unit on 13 SGT.

The event will provide the opportunity to spot-check where the industry is in terms of movement and technology evolution. Register if you haven't.

Invite your team to register for this event for free. Hope to see you online!

Best regards,  
Dariusz Trocyszyn  
Consulting Manager  
Comarch

**REGISTER HERE**



Dear Member,

You may have been busy and may not have a chance to register for the region's upcoming digital event [Cyber Security APAC Summit](#).

So I just wanted to drop you a note to remind you in case you haven't had a chance to do so.

I hope to see you at the event next week!

Rani Kuppusamy  
Cyber Security Hub

**REGISTER HERE**

If you are a resident of Canada: You are receiving this because you opted in or attended a similar event.

IQPC Ltd: 129 Wilton Road, London, SW1V 1JZ, United Kingdom

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**SOCIAL MEDIA & NEWSLETTERS:** The event was shared across the various HR social media channels. Below is a sample of some of the messages posted.

 **Rani Kuppusamy**  
Online Marketing Director at IQPC Digital  
1mo • 

The events of the past year have dramatically changed the way businesses operate, and quickened the pace of digital transformation. Threats have become more sophisticated, and IT has evolved to take on these new threats, tl ...see more

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### Zero Trust for Digital Success: Addressing the APAC Security Threat Landscape



**SUDIP BANERJEE**  
SENIOR DIRECTOR, TRANSFORMATION STRATEGY  
ZSCALER



**ROHIT ADLAKHA**  
TRANSFORMATION EXECUTIVE  
ZSCALER

**LIVE JULY 15 | 11AM SGT**

**RESERVE YOUR SPOT**

 **Rani Kuppusamy**  
Online Marketing Director at IQPC Digital  
1mo • 

Our last session for Day One of Cyber Security APAC summit will be led by Sandra Laton, APAC Head of Data Leakage Protection - Cyber Security, Deutsche Bank. ...see more

 **CYBER SECURITY**  
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**FREE-TO-ATTEND INTERACTIVE ONLINE EVENT**  
**JULY 13 - 15 2021**

**DATE: 13 JULY 2021 - 2.00 PM SGT**



**MANAGING DATA LEAKAGE THROUGH AN UNDERSTANDING OF THE DATA**

**SANDRA LATON**  
APAC HEAD OF DATA LEAKAGE PROTECTION -  
CYBER SECURITY  
DEUTSCHE BANK




**RESERVE YOUR SPOT**


**SOCIAL MEDIA & NEWSLETTERS:** The event was shared across the various Cyber Security social media channels. Below is a sample of some of the messages posted.

 **Rani Kuppusamy**  
Online Marketing Director at IQPC Digital  
1mo • Edited • 

With organizations all but irrevocably embracing some level of remote work, business leaders these days are thinking a lot more about security, digital transformation and growth. Yet, there is one element that underpins e...see more

 **CYBER SECURITY**  
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JULY 13 - 15 2021



**DATE: 14 JULY 2021 - 10.00 AM SGT**

**DIGITAL TRUST IN THE WORLD OF REMOTE WORK:  
THE STATE OF DIGITAL TRUST IN ASIA**

**KARUNANAND MENON**  
SENIOR SOLUTIONS ARCHITECT, ASIA  
OKTA INC



**RESERVE YOUR SPOT**

 **Rani Kuppusamy**  
Online Marketing Director at IQPC Digital  
1mo • 

In a world where digital transformation is accelerating, with our data no longer in an environment we control, this session will explore how security programs need to transform in order to address the challenges posed. ...see more

 **CYBER SECURITY**  
DIGITAL SUMMIT:  
APAC 2021

JULY 13 - 15 2021



**DATE: 13 JULY 2021 - 1.00 PM SGT**

**A DATA-CENTRIC APPROACH TO ZERO TRUST**

**MICHAEL FERGUSON**  
APAC CTO  
NETSKOPE



**RESERVE YOUR SPOT**

# THANK YOU...

Work with our team to deliver remarkable content and create value that will reside throughout the customer buying journey. Our audience looks to our Influencers for unique perspectives and inspiration to help them in their work. We work with the most engaged and thoughtful contributors to give them a wider platform to share their insight.

We're happy to walk you through the products and channels available and help create a custom package just for you.

We have very much enjoyed working with you and look forward to discussing further opportunities with you.

## Upcoming Cyber Events in APAC

- Cyber Security Digital Summit: Secure Access / Identity APAC ( Feb 8-9, 2022)
- Cyber Security Digital Summit: Cloud Security APAC (April 19-20, 2022)
- Cyber Security Digital Summit: TPRM APAC (June 14-15, 2022)
- Cyber Security Digital Summit: APAC (July 19-21 , 2022)
- Cyber Security Digital Summit: Gov & Critical Infrastructure APAC (Sept, 2022)
- Cyber Security Digital Summit: Detection & IR APAC (Oct 25-26, 2022)

# Sponsorship Breakdown

All packages fulfil the following areas:

## **Brand Awareness**

Inclusion on all marketing promotions, such as eBlasts, social media posts, website and newsletter listings.

## **Lead Generation**

Lead Generation and Scoring – Fully GDPR compliant leads of all registrants scored according to delegate engagement, so you know who to target first for maximum ROI.

## **Thought Leadership**

The opportunity to position your brand as a market leader in front of end users.

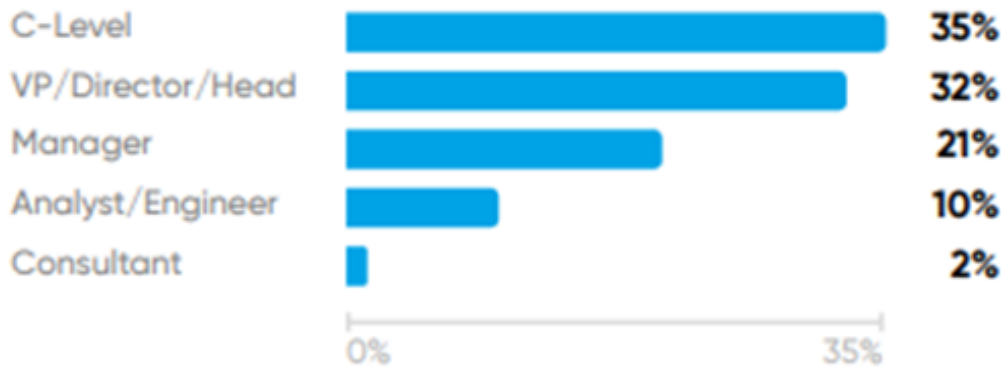
## **Digital Marketing Content**

The chance to provide potential customers with live and on-demand digital content that you can re-purpose for your own campaigns.

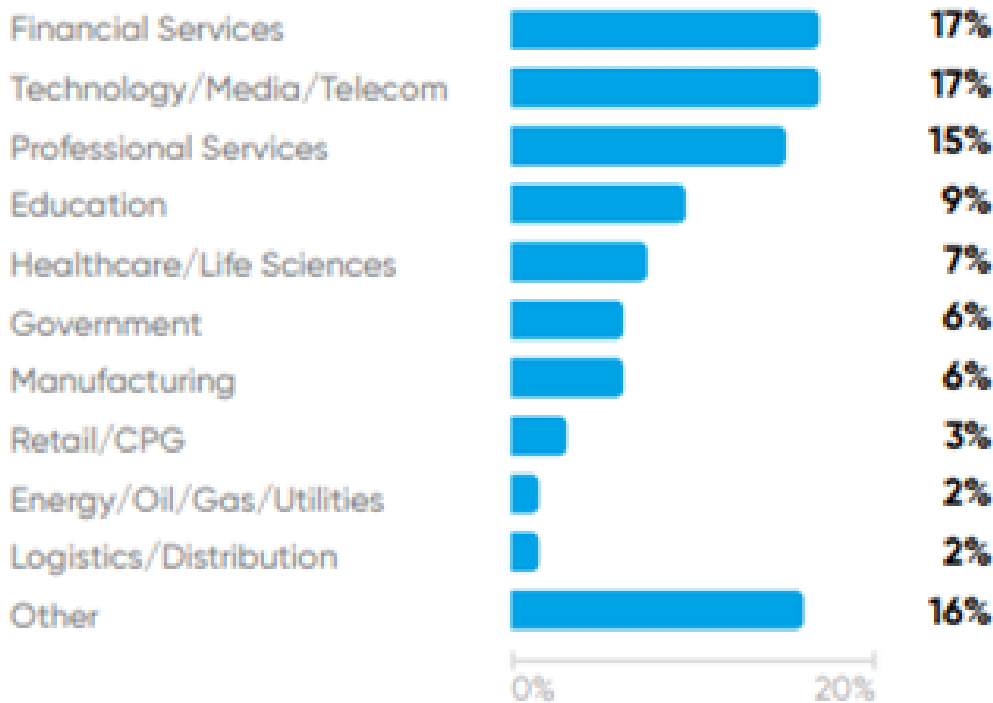
We're happy to walk you through the products and channels available and help create a custom package just for you.

# Summary of our Audience

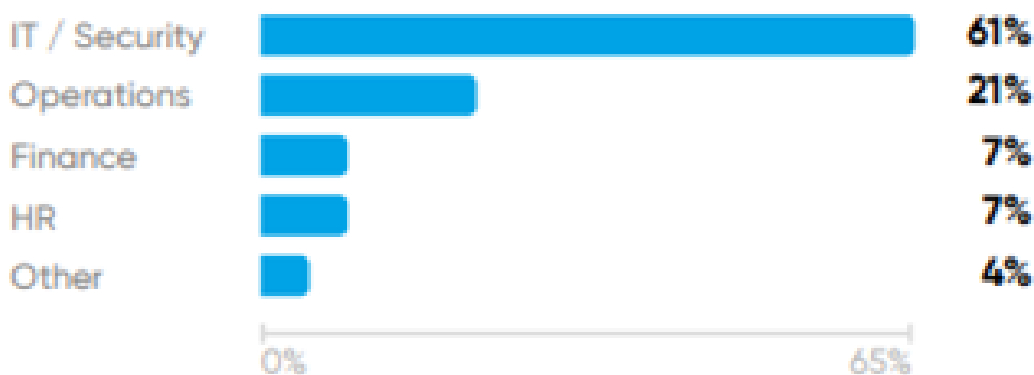
## Seniority:



## Industry:



## Function:



# Our Online Events

“OneTrust prides itself on working with organizations that share industry best practices, top trends, and relevant insights into today’s shifting cyber security landscape. Cyber Security Hub has proven to be a great resource for just that! We’re excited to continue our work with them.”

“This is great! Love the format and willingness of the customers to share their experience as well as where they are in their ZT journey. This is very creative and a great initiative and I suggest doing this type of format more!”

As experts in the digital fields, we combine our global reach and deep knowledge of the Cyber Security industry with marketing expertise to effectively engage professionals for our commercial partners.

Our online events are a platform that bring live conferences to the digital space and provide you with the opportunity to showcase your expertise and interact with a global audience through video and customized polls.

You’ll have access to a targeted list of HR, Learning and Talent executives who are looking to implement new solutions within their organizations.

## Sponsor Benefits

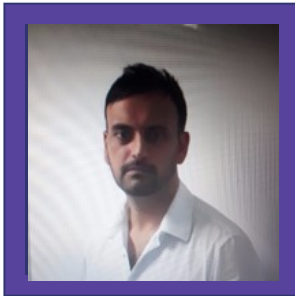
- Leads from ALL registrants (average 800+) of the summit - including name, title, company, email, phone and company size
- Brand exposure to a large, targeted audience of Cyber Security Professionals
- Provide knowledge and thought leadership into the designated topic
- Live polling and webcam options Live engagement with attendees through Q&A and chat box
- Audience Insights - attendees’ data with live attendance and level of engagement
- Further lead scoring by including sales collateral in a digital gift bag provided only to those who can attend the live event.
- We can tell you who interacted with your digital gift bag
- Your session will be marketed pre and post event to our network of Cyber Security Professionals and to our live event attendees



# Want to get involved for 2021?

For more information on how the CSHUB is uniquely placed to help you shape and deliver your message to a targeted audience contact us now!

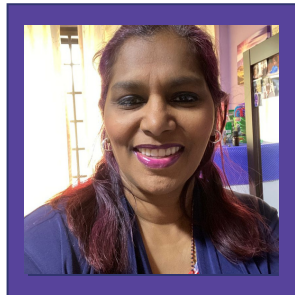
## CSHUB Team



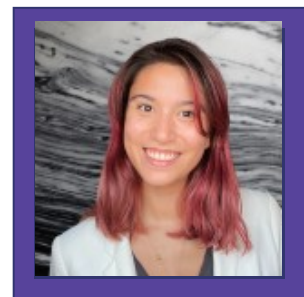
**Imran Shafi**  
**Sales Director - CSHUB**  
**Imran.Shafi@iqpc.com**



**Tilak Antony**  
**Head of Online Sales**  
**tilak.antony@iqpc.com**



**Rani Kuppusamy**  
**Marketing Director**  
**rani.kuppusamy@iqpc.com**



**Felicia Madsen**  
**Conference Director**  
**fmadsen@iqpc.com**