swiss**ciso**summit

Next Generation Awareness:
Effective Awareness proven through Evidence and Metrics
June 2, 2015

Consulting
DETECON
PLATINUM SPONSOR

Microsoft
GOLD SPONSOR

KUDELSKI SECURITY
GOLD SPONSOR

swiss**ciso**summit

PERSONAL INVITATION

you are kindly invited to the Swiss CISO Summit No. 4 – a series of moderated roundtable discussions for sharing information security practices and strategies among senior professionals.

Due there being only a limited number of places, please confirm your attendance as soon as possible.

B. Hämmerli

Prof. Dr. Bernhard M. Hämmerli

Next Generation Awareness:
Effective Awareness proven through Evidence and Metrics
June 2, 2015

TIME: 12:00h

PLACE: Radisson Blu Hotel, Zurich Airport; 8058 Zurich (inside Airport, 2 min. from train station)

KEYNOTE: Next Generation Security Awareness in a Hyper-Connected World by David Lacey, UK

FOCUS ON STRATEGIC DISCUSSIONS:
• Disclosing professional cyber seducement by attackers in hyper-connected world
• Awareness effectiveness: the key for having better impact
• Selling awareness to upper management using security metrics

Key benefits are:

• Experience industry best practices in the Swiss market
• Actively participate in moderated high level peer exchange
• Understand drivers for security, gain competence and experience in discussing strategic issues
• Design, develop and manage effective information security strategies for your own organization
• Receive an exclusive consolidated end of summit report detailing all the major themes discussed for re-use in their organization

Join the Swiss CISO Summit and benefit from the peer exchange!

swisscisosummit

Next Generation Awareness:
Effective Awareness proven through Evidence and Metrics
June 2 , 2015

Next generation security awareness: In a hyper-connected world there are no secure boundaries. Physical and technical measures alone will not guarantee security. Professional attacks penetrate enterprises through mistakes by users who can be persuaded to click on infected web pages or email attachments. The only solution is continuous education and reminders in the nature of the risks to users and their own security responsibilities. It is not an exact science, and demands knowledge, skills and artifacts which are not adequately addressed in computer science courses. This presentation examines the state of the art in security awareness and the techniques needed to achieve the maximum impact on users.

David Lacey has more than 25 years professional experience in directing security for leading enterprises such as Shell, Royal Mail and the British Foreign & Commonwealth Office. He is now a freelance researcher, writer and consultant, as well as a keen innovator who has developed many contemporary standards and ideas, including the original text behind ISO 27001. He founded the Jericho Forum, and developed the first fraud detection system based on the human immune system. David is the author of the books «Managing the Human Factor for Information Security», «Managing Security in Outsourced and Off-shored Environments», «Business Continuity Management for Small and Medium Sized Companies», "Advanced Persistent Threats" and "A Practical Guide to the Payment Card Industry Data Security Standard". He is a visiting senior research fellow of the University of Portsmouth, a member of IO Active's Strategic Advisory Board, and a member of the Infosecurity Europe «Hall of Fame». He writes a security blog for Computer Weekly and has published many white papers and media articles.

ROUND TABLE SESSION I

Designing effective information security awareness programmes
What approaches, techniques and media are available and how effective are they in practice? This session explores the options and experience from industry education programmes and compares their effectiveness.

Exchange between the groups: from each group the major findings will be presented to the audience, such that each participant gets the whole emphasis of the break out discussion.

ROUND TABLE SESSION II

Awareness evidence and metrics: The proof of the pudding?
Evaluating awareness campaigns. Executive boards and regulators increasingly look for evidence of improvement. What metrics and evidence are available and how reliable are they? This session examines the options available and explores the state-of-the art in what is knowable, measurable and useful in evaluating security awareness campaigns.

Exchange between the groups (as in session I) and wrap up of the event.

Introduction to **5ᵗʰ Swiss CISO Summit on Mobile Workplaces**, will be held **November 3, 2015 in Zürich**

MEMBERSHIP / PARTICIPATION

Become a member of the Swiss CISO Summit

Participation is by invitation only. We accept proposals for new participants. The number of participants is limited to max. 40 per summit because the effectiveness of trust circles and sharing are limited with larger groups.

Annual membership   CHF 1'000.– per participant
Single summit   CHF   450.– per participant

Cancellation Policy

Cancellations of registration are free of charge until 7 days before the summit. Cancellations received beyond this point will incur 100% of the admission fee. In any case, however, a delegate may be sent at no additional cost.

More information is found at www.ciso-summit.ch

Content responsibility for the summits lies with Prof. Dr. Bernhard M. Hämmerli
bmhaemmerli@acris.ch, cell 079 541 7787. Feel free to contact.

REGISTRATION

Register by just replying the invitation e-mail with all your details – or by filling out this interactive PDF-form

Annual membership for CHF 1000.– (3 events per year)

4th Swiss CISO Summit, June 2, 2015 for CHF 450.– (single event)

Name	Surname
Organization	
Street / No.	ZIP / City
Phone	E-Mail

Join this peer-to-peer summit for sharing strategies to mitigate latest information security threats.

FACT SHEET I

What is the Swiss CISO Summit?

The Swiss CISO Summit facilitates the exchange of current security challenges and opportunities between security executives, managers, and thought leaders in Switzerland. Each summit addresses a current hot topic. The strategic dialog and the subsequent discussions are inspired by a keynote speech from well-recognized national and international speakers. The moderated and guided discussions in groups of 8-10 members share views, experiences and strategies. An excerpt of discussion will be written down in the result paper for the participants.

Participation is by invitation only.

How do we maintain confidentiality?

The Swiss CISO Summit is provided as a ¨closed door¨ event. This exclusive **CISO Executive Membership** program is created for information security and risk executives giving an environment for achieving new ways of thinking and ensuring success in protecting their organizations.

The summits are held strictly under **«The Chatham House Rules»**.

Why to join the Swiss CISO Summit?

The Swiss CISO Summit has a unique concept of creating trusted circles amongst executives, managers and thought leaders. Meeting peers in an advanced business location, having time to network amongst each other and touch current issues are unique opportunities for sharing experiences, and for receiving advice far beyond the discussion at the table. The summits are held strictly under «The Chatham House Rules» which is a ruleset to treat the shared information with full discretion.

• Extensive networking opportunities with peers and experts on an on-going basis
• Meet with other leading executives to share successes, failures, obstacles and challenges
• Learn about the current strategies on managing security threats today and to prepare for the future
• Make new connections and equip yourself with insider information on recent projects and achievements

What makes the difference?

The Swiss CISO Summit has many and diverse benefits for the invited experts. The participants are the focal point of the summit and the meeting is not intended for providers to present solutions or products. Sales is strictly prohibited to the good of open and free CISO information exchange.

**Walk away with the knowledge
and insights to make informed decisions
on today's CISO challenges!**

FACT SHEET II

The history behind the Swiss CISO Summit

The Swiss CISO Summit has been run successfully since 2001 under the name «Risk and Security Exchange» and from 2004-2009 where it was known as «Swiss Security Exchange». Then came the financial turmoil and the summit came to a halt. From 2009 onwards, the same successful format has been adopted in Norway where it ran under the name Sikkerhetstoppmøte. All this experience gained by Prof. Dr. Hämmerli is put into today's Swiss CISO Summit.

Who prepares and facilitates?

An organizing committee under the lead of **Prof. Dr. Bernhard M. Hämmerli** is responsible for the invitation, preparation and guidance of the discussions. He is an international well recognized expert with 25 years of information security experience in governments, industry and academia. He is also leading the topic related ICT security platform of the Swiss academy of engineering sciences SATW. Prof. Dr. Hämmerli is a founding member of the Information Security Society Switzerland and he built up first information security master in Lucerne in 1996 respectively 1999. He is also teaching at university college Gjøvik, Norway in the technology and management track of the information security master program.

For the organization: Prof. Dr. Hämmerli is supported by Gabi Gerber, Organizer of the Security Interest Group Switzerland.

Agenda (generalized)

12.00	Start with small lunch
13.15	Welcome & introduction
13.30	Keynote from experts or members
14.20	Roundtable session I
15.20	Exchange between the groups and wrap up of the event
15.40	Break
16.00	Roundtable session II
16.50	Exchange between the groups and wrap up of the event
17.10	Summary note
17:30 –	Cocktail and Aperitif

The meeting is held three times per year.

**Active participation guaranteed!
Dedicated networking – enjoy with
like-minded senior peers**

SWISS CISO SUMMIT SPONSORS

PLATINUM SPONSOR

Consulting
DETECON

Detecon Consulting is one of the world's leading management consulting companies for integrated management and technology consultancy. Detecon (Schweiz) AG is located in Zurich and bundles Financial Management as well as ICT Management competences among its roughly 150 employees. The main focus lies on the requirements of CFOs and CIOs in nearly all industry sectors.
Globally, more than 6000 projects have been implemented successfully. The international spirit and the openness are reflected not only in the number and origin of our clients from over 160 countries but also in our employees that are recruited from 30 different nations.

GOLD SPONSOR

Microsoft

Over the last three decades, Microsoft has consistently transformed the way that people live, work, play and connect through great technology. We are inspired every day by the genuine belief that we can change the world for the better. We are driving advances in cloud computing, developing new ways for people to interact with technology at home, at work and on the move, while ensuring these interactions are secure and the users' privacy is protected. Microsoft is a reliable partner helping to protect valuable information in an era of constant targeted attacks and de-termined adversaries. In the year of 2002 Microsoft has launched its Trustworthy Computing initiative and has since developed various solutions designed to reduce the burden on information technology officers and enable them to concentrate on their core business. These solutions increase the resilience of customers' IT systems on the basis of the priorities of today's CIOs and CISOs, and contain an assessment of common risks.

GOLD SPONSOR

KUDELSKI SECURITY

Kudelski Security, a division of the Kudelski Group, is an innovative independent Swiss provider of tailored cyber security solutions and services to enterprises, financial institutions, government administrations, defense and the media industry.
Our team of cyber security professionals boasts extensive expertise in the delivery of end-to-end digital security solutions built upon real-life experiences in advanced threat detection, security assessments, asset and reputation protection, as well as piracy risk mitigation. Kudelski Security's global reach and multi-disciplinary incident res-ponse is reinforced by strategic international partnerships.