Awareness

Putting people at the heart of resilience

In association with

BT Group

As technology continues to evolve at breakneck speed, one aspect of cybersecurity remains constant: people. Developing our teams' awareness to identify threats and respond appropriately has never been more critical or more challenging. Generative AI's emergence has transformed bad actors' ability to hoodwink us through much more sophisticated social engineering campaigns, as has the emergence of sophisticated deepfake technology that can fool even the most situationally aware.

How, then, do organisations defend themselves against the new capabilities that bad actors exploit? Our speakers will explore how threat intelligence can increase our understanding of emerging TTPs and help counter them, how threat intelligence enhances security awareness, how engaging the whole team through awareness campaigns remains crucial, why a strategic view of awareness is essential, and whether accountability should still influence behaviour. Leadership's role in shaping and developing organisational culture, needed to provide the foundation for a successful awareness campaign, will be examined, and we'll explore the impact of deepfakes and the technological innovations that can help us manage risk in a fast-moving environment.

All SASIG events operate under Chatham House Rule, and there is no charge to attend. Lunch and refreshments for the day are kindly provided by our hosts.

Tuesday 1 October 2024

9.30am to 4.30pm

Aldgate, London

Chair

Tarquin Folliss OBE Vice Chairman, The SASIG

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9.30am   **Registration, coffee, and networking**
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10am   **Welcome and introductions**
Tarquin Folliss OBE Vice Chairman, The SASIG
Vic Djondo Senior Manager, Engagement & Transformation, BT Group

10.10am   **Keynote presentation: Evolution of threat-led cyber ops in Protect BT Group**
Rich Eyre Director of Cyber Security Operations and Intelligence, BT Group

Being transparent about threats is very important; everyone knows the threats are out there, but it can be quite abstract for those who aren't tackling them daily. In this session, Rich will explore the importance of a threat-led ecosystem in informing business decisions and helping bring security to life for the wider community. Attackers are persistent, and the threat is real. Creating a simple view of the security landscape can significantly help our colleagues be security aware and foster a security-first mindset.

10.40am   **Beyond awareness: The strategic and tactical considerations for developing a human risk management program**
Oz Alashe MBE CEO & Founder, CybSafe

Security awareness is dead. Or, at the very least, is dying. Think about it... Over 90% of cybersecurity incidents are linked to people. So why are organisations only paying lip service to human cyber risk?

You have a modern business (or you're trying to keep up with the times), but you're still using an approach from 20 years ago to manage your human cyber risk with tick-box training and phishing simulations.

How can we make meaningful progress in changing security behaviours and quantifying human cyber risk? In this session, we'll learn how to build on security awareness training to influence real and lasting behaviour change in your organisation.

11.10am   **Panel session: A strategic view of awareness**
Facilitated by **Caroline Palmer** Security Engagement Manager – Awareness, BT Group
Michael Kneebone Business Partner – Security, Nationwide Building Society
Jake Anthony Principal Sales Engineer, Exabeam
Haydn Brooks CEO and Co-Founder, Risk Ledger

Industry experts and thought leaders together will explore insights from their prominent organisations, offer their diverse viewpoints on security awareness and draw on their extensive experience and knowledge in the field for this session.

We will gain a deeper understanding of the strategic considerations behind effective cybersecurity awareness programs as our panel discuss key aspects such as the importance of aligning our awareness initiatives with our organisation's goals and objectives and identifying and incorporating emerging trends and challenges from the ever-evolving cybersecurity landscape.

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11.40am   **Tea, coffee, and networking break**
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12 noon   **Watch your mouth! The importance of wording when designing nudges**
Tim Ward CEO & Co-founder, Think Cyber

In this session, Tim Ward will discuss the importance of words when designing timely interventions or nudges. We can write successful content that drives behaviour change using effective messaging techniques and leveraging psychology.

Tim will address the challenges in security awareness, the role of influence techniques, and the power of storytelling in driving behaviour change. He will highlight how intention and identity build security culture and stress the importance of simplicity and actionable steps.

12.30pm   **Panel session: Does accountability have a role in reinforcing behaviour?**
Facilitated by **Tarquin Folliss OBE** Vice Chairman, The SASIG
Vic Djondo Senior Manager, Engagement & Transformation, BT Group
Mark Brown Global Managing Director, Digital Trust Consulting, BSI
Philippa Hale Senior Consultant, Independent
Stuart Walton Deputy Director of Digital and IT, Birmingham Newman University

This panel will delve into the intricate relationship between accountability and behaviour reinforcement. Accountability is often viewed through the lens of organisational oversight, yet its impact on individual actions and decision-making is profound and multifaceted. We'll explore how holding individuals accountable can influence behaviour, foster responsibility, and drive personal and professional growth.

1.15pm   **Engaging your team in cyber awareness campaigns: Strategies and challenges**
Luke Noonan Director of Enterprise Accounts, MetaCompliance

Educating employees and mitigating cyber risks are crucial challenges for organisations. In this session, Luke will explore strategies to enhance staff engagement in cyber awareness campaigns. We will discuss effective approaches, obstacles, and solutions tailored to your needs, ensuring your workforce is empowered and vigilant against cyber threats. We'll learn how to create impactful awareness programs that resonate with employees, significantly improving cybersecurity and compliance behaviours.

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1.45pm   **Networking lunch**
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2.30pm   **Understanding the deepfake threat**
Florian Pouchet Head of Cybersecurity & Operational Resilience UK, Wavestone
Hannah Bennett Senior Consultant, Wavestone

In this session, Florian will demonstrate how generative AI and deepfakes are now used to create hyper-realistic social engineering attacks. We'll walk through a story showing how various levels of deepfakes can be used to convince the victim. We'll end by suggesting detection and mitigation measures that can be implemented and other aspects to act on.

3pm   **Panel session: Setting the tone – leadership and the development of culture**
Facilitated by **Tarquin Folliss OBE,** Vice Chairman, The SASIG
Susanne Bitter Head of Regional Strategic Alliances, Cyber Security Forum Initiative
John Scott Lead Security Researcher, CultureAI

Effective leaders set the tone for their organisations, influencing employee morale and overall success. In this panel session, we will explore the pivotal role of leadership in shaping and developing organisational culture.

Our panellists will discuss how leadership styles and behaviours can cultivate a positive, inclusive, high-performing culture. By examining various leadership approaches and their impact on organisational dynamics, attendees will learn how leaders can intentionally mould a culture that aligns with their vision and values.

3.30pm   **Fireside chat: Navigating insider threats and human vulnerability in a shifting geopolitical landscape**
Facilitated by **Vic Djondo** Senior Manager, Engagement & Transformation, BT Group
John Taylor Strategic Advisor and Co-Author of The Psychology of Spies and Spying

In this session, Vic and John will explore key topics such as insider threats and human vulnerability, focusing on the risks posed by internal actors and the weaknesses within organisations. They will delve into how these issues intersect with the broader geopolitical landscape, examining the impact of global tensions and shifting power dynamics on cybersecurity. The discussion will highlight the challenges organisations face and present strategies for safeguarding against evolving threats, ensuring a more resilient security posture in an increasingly complex world.

4pm   **ROI or ROFL? A first look at our research into the value of security training**
John Scott Lead Security Researcher, CultureAI

In recent years, many vendors have questioned the value of security awareness training, some even going as far as to declare it dead, but is it really time to don our black suits for a farewell? We decided to dig deeper and spoke to 200 security leaders, asking about their training budgets, employee engagement, and crucially, the number of breaches they have experienced. In this session, John will provide a sneak peek into some of CultureAI's findings and uncover what's next for those who want to elevate their human risk management programme.

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4.30pm   **End of meeting**
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About

The Security Awareness Special Interest Group (SASIG)

SASIG is a subscription-free networking forum, membership now represents thousands of organisations of all sizes from across the world and from all sectors, public and private. Its 10,500+ membership is drawn from CIOs, CISOs and their staff with responsibility for cybersecurity within their organisations. Professionals from other disciplines (risk, HR, legal, supply, etc.) and representatives from government, law enforcement and academia are also being increasingly welcomed at events. The Chatham House Rule is strictly enforced and universally respected at all meetings, and vendors and the Press are routinely excluded. Thus, the level of debate is extraordinarily revealing and rewarding.

SASIG has a members' website at www.thesasig.com. Please register here for membership.

With thanks to our Supporters…

01234 707 035
info@thesasig.com
www.thesasig.com