# Professionalisation of the cybersecurity sector
## Delivering for the end user

### In association with

**Which?**

Over the past twenty years, the SASIG community has discussed and debated how to make ourselves and our organisations more resilient. But the world of cyber never stays still. Innovation is constant, and opportunities abound for those at every stage of their career.

For our 20th anniversary, we'll meet to examine how skill-based recruitment and initiatives for women in cybersecurity, among other programmes, are helping close the persistent skills gap hindering national objectives including that gap. Our esteemed speakers, all experts in various aspects of cybersecurity and recruitment, will discuss how we attract new talent, the skills our sector will need in the future, and transparency in vendor selection amid a crowded market.

We will end the day by reflecting on 20 years of cybersecurity and discussing milestones, developments, and anticipated future challenges.

All SASIG events operate under the Chatham House Rule, and there is no charge to attend.

**Thursday 30 May 2024**

**9.30am to 5pm**

**Camden, London**

# Chair
## Martin Smith MBE Chairman and Founder, The SASIG

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**9.30am**      **Registration, coffee, and networking**

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**10am**      **Welcome and introductions**
**Martin Smith MBE** Chairman and Founder, The SASIG
**Anabel Hoult** CEO, Which?

**10.15am**      **Keynote presentation: Transparency for consumers**
**Helen Fairfax-Wall** Head of Digital and Fraud Policy, Which?

Navigating the cybersecurity market is daunting, with cloudy language and inflated claims obscuring true efficacy. Small businesses lacking expertise are particularly vulnerable, while even large enterprises struggle with integration and efficacy. There's an urgent need to empower buyers with knowledge and to promote transparency in vendor offerings. Demystifying jargon, fostering integrity, and encouraging informed decisions can bridge this gap. By creating a culture of honesty and accountability, we pave the way for a cybersecurity marketplace where promises align with reality, ensuring better protection for all.

**10.45am**      **Panel session: Skills – Are we still failing?**
Facilitated by **Rob Black** Lecturer, Cranfield University
**Prof Chitra Balakrishna** Member Board of Trustees, UK Cyber Security Council
**Dr Mary Haigh** CISO, BAE Systems
**Ella Cole** (Acting) Head of Cyber Skills Policy, Department for Science, Innovation and Technology

Despite increased awareness of and investment in cybersecurity, organisations still struggle to acquire and retain talent. The skills shortage remains a fundamental impediment to the National Cyber Strategies objective of making the UK the safest place to live and work online and developing the UK into a cyber powerhouse. Our panel will explore why we are failing to attract sufficient talent into the sector, what the barriers are for new entrants, and whether the skills pathways we have devised are fit for purpose.

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**11.30am**      **Tea, coffee, and networking break**

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**12 noon**      **Redefining cyber recruitment: Why skills matter more than pedigree**
**Kieran Rowley** Director of Community, Immersive Labs

Learn why conventional methods of recruiting are failing to solve the cyber talent gap and why the industry urgently requires a paradigm shift towards skills-first hiring practices. In this presentation, Kieran will examine the inadequacies of academic pedigree and lengthy CVs to predict actual cybersecurity capabilities, and why organisations must instead prioritise measuring and proving capabilities when considering candidates. He will share new approaches to recruiting that open the industry to talented people who have traditionally been shut out of this vital industry. Anything less than filling millions of open cybersecurity roles will put organisations and their people at risk of devastating cyberattacks.

**12.30pm**  **Fireside chat: The role of people and talent in developing and retaining a diverse workforce**
Facilitated by **Alan Greig** Managing Partner, Business Resilience International Management (BRIM)
**Rachel Lennox** Lead Talent Acquisition Manager, CultureAI
**Dr Sanjana Mehta** Senior Director, Advocacy, ISC2

We know bridging the skills gap is not just a recruitment issue.  Developing and retaining our people is as, if not more, important:  especially when it comes to attracting a diverse workforce where inclusion is key.  In this fireside chat our panellists will explore EDI, gender balance and the 3importance of accessibility, particularly for women; the role of culture and communication in retention; the recruitment cycle's relevance; and the value of learning voids in developing an organisation's talent.


**1pm**  **CyberWomen Groups: Empowering tomorrow's leaders in cyber-based roles**
**Sophie Powell** Co-Founder & Director, CyberWomen Groups
**Jenny McCullagh** Co-Founder & Director, CyberWomen Groups

CyberWomen Groups C.I.C. has one mission: To create an inclusive community that welcomes everybody and encourages positive change towards diversity in STEM. As a non-profit organisation created by two graduates in cybersecurity, they work with university teams to highlight the incredible work being done by women in the field, bridge the gap between industry and academia, and provide opportunities for budding young professionals. With five active branches and several new universities onboarding shortly, they bring together like-minded individuals across the UK.

In this session, Sophie and Jenny will discuss their mission as they continue to grow, their plans for the future, and how they are empowering the next generation of cybersecurity leaders.

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**1.45pm**  **Lunch and networking break**
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**2.30pm**  **Emerging technology – What are the skills we will require?**
A senior representative from the **NCSC**

As we stride into the era of emerging technologies, understanding the requisite skills becomes paramount. This presentation delves into the dynamic landscape of technological advancements and explores the competencies needed to thrive in this evolving environment.

**3pm**　　　　**Panel session: Making our sector more transparent**
Facilitated by **Joanna Goddard** Partner**,** Business Resilience International
Management (BRIM)
**Jacob Duane** CEO and Founder, Stellastra
**Vikki Bruce** Managing Director, MacLean & Bruce
*Further panellists to be announced*

According to the government, around 2,000 cyber companies operate in the UK,
generating £10.5 billion in revenue annually. Over half of these are
microbusinesses, employing one to nine people and generating just 3% of the
revenue. These vendors' qualities and capabilities vary significantly. With so many
vendors to choose from, how do consumers determine who can provide
appropriate solutions or assistance for their needs, or differentiate genuine
capability from smoke and mirrors?

Increasingly, consumers are demanding transparency when it comes to capability
and value for money. But are they getting this, and if not, what can be done to
improve our understanding of what is on offer?

**3.45pm**　　　**Reflecting on 20 years: A cyber journey with SASIG**
**Martin Smith MBE** Chairman and Founder, The SASIG
**Tarquin Folliss OBE** Vice Chairman, The SASIG

Join SASIG's Founder and Chairs in an armchair chat as we celebrate our 20th
anniversary by delving into the evolution of cybersecurity. We'll explore how
cyber threats have transformed over two decades, from the early days of firewalls
and antivirus software to the current landscape dominated by AI-driven threats
and quantum computing concerns.

The conversation will highlight key milestones, technological advancements, and
the shifting tactics employed by cybercriminals. And as we reflect on the past, we
also ponder the future of cybersecurity, envisioning the challenges and
opportunities in safeguarding our digital world.

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**4pm**　　　　**End of meeting and networking drinks**
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# About

**sasig** **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 9,800+ 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…