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Awareness SASIG

Building resilience by managing human risk

In association with



As technology becomes more complex and less understood by users, the opportunity to exploit people becomes more attractive. Why expend energy against technology when a simple email or text message targeting a vulnerable human can be more effective at a fraction of the cost? Criminals have an eye for efficiency, just like corporates. Businesses allocate most of their security budgets to technological 'solutions' but only a fraction to making their people more security aware. Yet, if organisations get their human risk management right, the dividends can far outweigh the investment.

Awareness is at the heart of SASIG's ethos – it's in our name! We are delighted to host this event with CybSafe, who share our focus on the human element of cybersecurity. Together, we will explore how to demonstrate the value of security awareness programmes to senior leadership, secure executive buy-in, and align cybersecurity initiatives with business priorities. The event will also address the growing impact of artificial intelligence on phishing and cyber threats, as well as ways to empower employees as the first line of defence through effective awareness programmes. Attendees will gain practical insights into navigating boardroom conversations, implementing measurable improvements in security culture, and leveraging emerging technologies to stay ahead of evolving threats.

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

Tuesday 11 February 2025

9.30am to 3.30pm

Canary Wharf, London

Chair

Martin Smith MBE Chairman and Founder, The SASIG

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

10am **Welcome and introductions**

Martin Smith MBE Chairman and Founder, The SASIG

Oz Alashe MBE CEO and Founder, CybSafe

10.15am **Keynote presentation: Escaping security dogma - how data and evidence are redefining security awareness, culture, and human risk management**

Oz Alashe MBE CEO and Founder, CybSafe

Security awareness programmes have long relied on tradition over data, often leading to ineffective outcomes. In this talk, Oz will challenge outdated approaches to security awareness and culture, explaining why they must evolve. Drawing on behavioural science, data analytics, and real-world evidence, he will highlight key industry shifts, emerging trends, and the role of human risk management in cybersecurity. He will also explore meaningful metrics to help security leaders measure and prove impact.

As a former UK Special Forces Lieutenant Colonel, Oz brings unique insights into intelligence, human networks, and cyber resilience – making this a must-attend session for those ready to embrace a smarter, data-driven approach to managing human cyber risk.

10.45am **Panel session: How do you demonstrate the value of awareness to the board?**

Facilitated by **Martin Smith MBE** Chairman and Founder, The SASIG

Donna Huggett Information Security Education & Awareness Manager, Belron

Sarah McGuinness Head of Security Education and Awareness, DWP

Oz Alashe MBE CEO and Founder, CybSafe

Rebecca Kyriacou Security and Cultural Awareness Manager, National Gas

Convincing the board of the importance of cybersecurity awareness requires more than technical expertise; it demands a strategic approach that connects awareness to organisational resilience. In this panel, we will share insights into effectively communicating the value of awareness programmes to senior leadership, presenting compelling metrics, aligning initiatives with risk management, and demonstrating the tangible impact of a well-informed workforce. We will also gain actionable advice on navigating boardroom conversations and securing executive support to foster a strong security culture.

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

12 noon **Bore, trick, nag or nudge: Understanding the current awareness market**
Tim Ward Co-founder & CEO, Think Cyber
Lucy Finlay Client Delivery Director - Secure Behaviour and Analytics, Think Cyber

In this session, Tim will take a slightly tongue-in-cheek look at the various approaches to driving awareness available on the market today. He will examine the pros and cons of each method and discuss the maturity curve that helps organisations focus on achieving a tangible, measurable reduction in operational risk. Drawing on his experience with a global security awareness function, he will also share actionable insights to enhance awareness and drive meaningful behaviour change.

12.30pm **Empowering cybersecurity awareness: Leveraging employee risk scores for targeted engagement and resilience**
Miles MacInnes VP Customer Success and International, MetaCompliance

Cybersecurity awareness programmes often face challenges in addressing the specific risks posed by high-risk individuals within an organisation. This session explores how leveraging employee risk scores can revolutionise your approach by enabling targeted, data-driven training initiatives. Discover actionable strategies to personalise engagement, focus on high-priority risk areas, and measure success effectively. We'll learn how to empower employees as a frontline defence while cultivating a culture of resilience and proactive risk management.

1pm **Networking lunch**

1.45pm **Beyond MTD: The modern threats evading your traditional mobile security**
Adam Boynton Senior Security Sales Manager EMEA, Jamf

Mobile devices are highly vulnerable assets within organisations, constantly connected and storing both business and personal data. Hackers are increasingly targeting these devices with sophisticated spyware to gain access to sensitive information, often bypassing traditional mobile threat defence (MTD) solutions. In this session, we will examine the escalating risks associated with mobile device vulnerabilities and explore strategies to safeguard against advanced, targeted spyware attacks.

2.15pm **Think of the humans! Combating AI-driven threats**
Gareth Thomas Senior Manager, Education & Awareness, Lloyds Banking Group

Explore the diverse AI-driven threats targeting employees and their potential impact on our businesses. Learn how we can empower our teams to effectively navigate and counter these modern challenges.

2.45pm

Panel session: Phishing and AI – myth vs reality

Facilitated by **John Scott** Independent Security Professional

Florian Pouchet Associate Partner, Wavestone

Kimberley Graham Manager of People-Centred Security, Sage

Annick O'Brien General Counsel, CybSafe

As AI continues to evolve, it is viewed as both a potential threat and a game-changer in the fight against phishing attacks. But how much of this is reality, and how much is hype? In this panel discussion, experts will delve into AI's practical applications in combating phishing, how attackers are leveraging AI to refine their tactics, and the limitations of AI-driven defences. The discussion will also tackle ethical considerations and emphasise the importance of human oversight in staying ahead of emerging threats, offering a balanced perspective on AI's role in phishing prevention.

3.30pm

End of meeting

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 10,700+ 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...



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