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What makes CISOs buy, and what turns us off

“A must for all vendors to attend...”

In association with



“Buyer fatigue” is widespread and sales techniques can be aggressive, persistent and intrusive (and therefore counter-productive). But products and services are vital to the CISO's security strategy, and vendors are an essential element of the solution.

Clearly, the best relationship between vendor and customer is one of trust and understanding built up over time, and SASIG has always provided the place where vendors and users can come together as equals. At this meeting we will consider:

- What makes a CISO buy? What puts a CISO off? Which sales styles work, and which don't?
- How do CISOs draw up their wish-lists, and then how do they prioritise? CISOs are inundated with sales and marketing material, so how do they filter through all the noise? How do CISOs view vendor meetings and what are they looking for?
- Suppliers are frequently viewed by the CISO community as the enemy. How has this happened and what can we do to reverse this trend?

This meeting will be open to everyone; SASIG members may attend in person and online, cybersecurity vendors are encouraged to join us online.

The event will close with a guided tour of the BFBS studios. All SASIG events operate under the Chatham House Rule, and there is no charge to attend. Our hosts will kindly provide lunch and refreshments.

Tuesday 24 March 2026

9.45am to 3pm

The Chalfonts, Buckinghamshire

Chair

Martin Smith MBE

Chairman & Founder, The SASIG

9.45am **Registration, coffee, and networking**

10.10am **Welcome and introductions**

Martin Smith MBE Chairman & Founder, The SASIG

Nick Beer Director of Development and Strategy, BFBS

10.25am **Panel Session: What makes CISOs buy and what turns us off?**

Facilitated by **Adam Waters** Director of Academy, Creative and Social Media, BFBS

Ed Trimbee CISO, Leicestershire and Northamptonshire Integrated Care Boards

Jia Fu CISO, British Film Industry

Sapna Patel Head of Cyber Security, The King's Trust

Christine Maxwell CISO, SSE

CISOs are influenced to buy by credible references, proven ROI, and solutions that mitigate their risks. They are turned off by impersonal, high-pressure sales tactics, unproven technology, and vendors who fail to show they understand the business's specific needs and constraints. Building trust and demonstrating clear value are key drivers, while a lack of preparedness or a focus solely on product features are major deterrents.

11.10am **Exploring the role of CISOs in UK cyber growth**

Professor Simon Shiu Professor of Practice in Cyber Security, University of Bristol

Based on interviews with stakeholders across the UK cyber sector [Cyber Growth Action Plan 2025](#) made a series of recommendations to stimulate UK cyber innovation and growth.

After a brief overview of the plan, this session will focus on the demand side of the cybersecurity market, and the role CISOs play in UK cyber innovation. One area highlighted was how some start-ups find it easier to learn and validate in the US than in the UK. We aim to explore: Is this perception accurate? If so, is it a problem? and what might help more cyber co-innovation between demand and supply?

11.45am **Tea, coffee, and networking break**

12.15pm

Why cybersecurity events aren't working – and how we might fix them

Paul O'Sullivan UK Sales Director, Threatscape

In the cybersecurity marketplace, the supplier/client relationship is broken. Over the years, increased attacks have increased awareness - and brought more solutions, with a crescendo of sales noise. The noise has made buyers numb and indifferent, meaning that the only places suppliers can hope to share their solutions are events.

Ironically, the complexity of solutions makes it difficult to show how they solve a problem during a short stand visit or speaker slot. Even worse, when the vendor goes into "sell mode" and doesn't fully demonstrate they understand the problem - leaving the visitors disillusioned.

So how do we all fix it?

12.45pm

Interactive discussion: How can we maximise innovation in vendor and client teams?

Facilitated by **Professor Andrew Clark** Content Advisor, The SASIG

Marc Briggs Chief Operating Officer, SE Labs

Chris Hartley VP UKI & Nordics, Exabeam

Jamie Davies Enterprise Account Executive, CoreView

Jia Fu CISO, British Film Industry

Christine Maxwell CISO, SSE

CISOs and Cyber Security Vendors share a common focus – but how can they both respond swiftly and effectively to the rapidly evolving threat landscape?

For both parties, innovation can be critical for business success, but inter-party frictions can prevent it. What outcomes do vendors need to demonstrate and what engagement models work best to deliver risk reducing results?

1.15pm

End of formal proceedings – tour to follow

1.15pm

Tour of BFBS Studios

Nick Beer Director of Development and Strategy, BFBS

Small tours in groups of ten will offer the exclusive experience to explore the heart of global broadcasting, featuring behind-the-scenes access to state-of-the-art radio studios and global TV playout facilities, with the bustling newsroom.

We'll also witness the nerve centre of technology operations, highlighting the workings of the Network and Security Operations Centre, where critical systems are monitored 24/7. We'll also gain insight into future-facing innovations at the R&D facilities. Tours include Q&A with BFBS.

2pm

Networking lunch

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 11,200+ 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 and Contributors...



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