

Reasons why you must attend as a sponsor



More awareness

PITCH NIGHT Social Media

- Live stream to 10.000 information security experts in social media
- PR Kit to advertize
- Possible award win



More sales

MEETINGS Pre-qualified 1:1s

- Own exhibition all-inclusive
- Parallel to speaking sessions
- Each meeting 30 minutes



More demand

SPEAKING SESSION Topic free of choice

- Direct connect with buyers
- Detailed audience data afterwards
- Behind closed doors

Advantages



Trust

Feedback direct from community
High follow-up number



KPIs

Data GDPR compliant, double opt-in
After event within 48 hours



Community

Emotional moments to connect
Surrounded by 5* catering






















Marketing

Positioning as an expert
Reward for your company

mysecurityevent
04.-06.06.2024 Zurich
Agenda
Meetings, pitches & emotions

Case Study duett sessions

 Marcus Beyer Security Awareness Officer	&	 Corinna Klempf Senior Expert Human Risk	 Dominik Raub CISO	&	 Jeff Schiemann* CISO
 Eduardo Geraldi CISO	&	 Michael Schlüter CISO	 Tobias Schoch CISO	&	 Max Imbiel CISO
 Manuel Ziegler CISO	&	 Matthias Glock ISO	 Philipp Grabher CISO	&	 Raphael Marques Head Security
 Mathias Bücherl Group CISO	&	 Thomas Gigerl CISO	 Sandra Känzig Senior Information	&	 Marc Minar Director
 Michael Schrank CISO	&	 Daniel Walther CISO	 Oliver Wyler CISO	&	 Sascha Maier CISO
 Florian Scharf CISO	&	 Pascal Schaufelberger* Security Engineer	 Christian Keller CISO	&	 Carlo Gebhardt Security Engineer

Agenda features

Speaking sessions



Our lectures show the latest technologies and possibilities for implementing more efficient information security. Full focus on implementation - our speakers ensure that their presentations impress with their practical relevance and feasibility.

Case studies

Our cyber security use cases report like the most successful ones Companies think, feel and implement information security. In the Duet format, established solutions are presented from two different perspectives; there is no recording for these stories.

Community

Parallel to the lectures, discussions with exhibitors take place, so we qualify the challenges in advance of the event and bring together participants who have a common topic - both sides benefit.



Mastermind - restricted to buyers

It's about knowledge in the company and growth as a person - nothing else. There is acquired practical knowledge as further training in the mastermind. Takeaways are developed in small groups and can then be implemented directly in the company.

Hotseats - restricted to buyers



Direct contact with other participants in confidential one-on-one conversations - the doors are locked and access is only reserved for users. On site, all participants will receive detailed information about the location and a short introduction to this networking module.

Confidentiality

What happens at mysecurityevent stays there: this is a LIVE event behind closed doors.

No recording, no repetition

Our mission is to make the digital world even safer by always connecting new experts with the community at our events. That's why every subsequent mysecurity event takes place in a new city with current topics and a new field of participants.



17:00

Checkin

Registration & handout of mysecurityevent batches already pre-event.

17:30

Pitch Night



Moderation
Tobias Schoch
CSO



adidas - Michael Schrank
Take risks to reduce the risk.



Crypto Finance AG - Dominik Raub
Securing trust in digital assets



Exabeam - André Rossouw
Fast data recording & powerful behavioral analysis.



Heidelberg Materials AG - Mathias Bücherl
CISO success in the boardroom: But how?



Bitpanda - Max Imbiel
How not to win over the CISO for yourself & your product.



SBB - Matthias Glock
Punctuality as a fundamental principle



Ontinue - Fred Schmidt
AI-driven automation.



Vontobel - Oliver Wyler
Hey treadmill: "What's my password?"



White Rabbit - Milena Thalmann
From LIFO to FOMO



SV Group - Sascha Maier
„ISO27001: Das Monopoly der Cybersecurity



Baloise - Sandra Känzig
„We need more women in cybersecurity" - I don't care.



Clenia AG - Fatlum Amza
Medical devices in the healthcare sector, as old as my grandfather.



Cablex - Manuel Ziegler
What is cablex? Outstanding customer experiences.



Spie - Eduardo Geraldi
With hygiene out of the hackers' cyber target.



CySafe - Christian Ulmer
Delivering full visibility into the SaaS ecosystem



Eraneos - Carlo Gebhardt
Security benefits and implications of GenAI



Bug Bounty Switzerland - Sandro Nafzger
Using vulnerability as an opportunity



cyberunity AG - Peter Kosel
KNOW YOUR TALENTS statt war for talents.



localsearch.ch - Florian Scharf
Hitchhiker's security guide to the cloud universe



1 last slot is still available. → marc.plewnia@mysecurityevent.ch

18:30

Speaker Dinner

On our invite to awesome food, ice cold drinks & networking.

20:00

Networking

Opportunity to connect to other attendees - open bar, open end.



Meeting point

LAKE SIDE
Bellerivestrasse 170
8008 Zurich

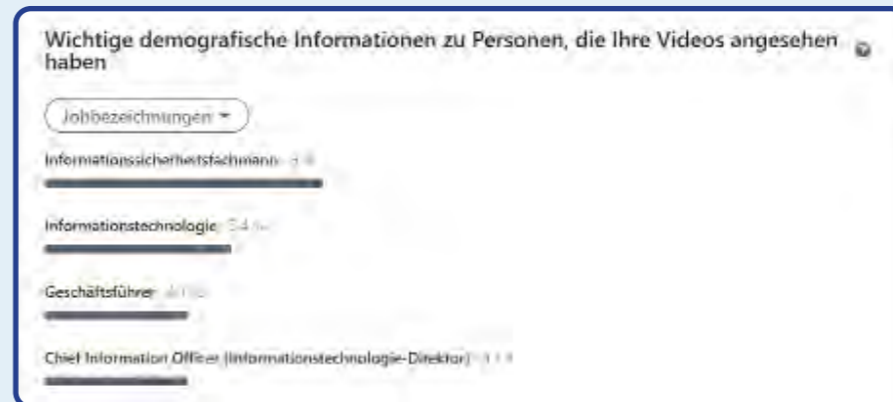


What is the Pitch Night?

Stream will take place live from the location on social media and gives event participants the opportunity to use our digital reach. A merciless counter runs that limits the moment on stage to 1 minute.

Participation opportunities:

- Employees wanted? Receive applications.
- The company has a great product? Increase visibility.



Submit a suggestion now:

marc.plewnia@mysecurityevent.ch



Highlights Pitch Night Munich 2023



Pitch Night complete Frankfurt 2024

08:00

Checkin

08:30

Opening



Moderation - introduction to program
Peter Kosel **Founder & Talent Community Manager**

08:35



Heidelberg
Materials
Group CISO



arxada
CISO

Case: GenAI - a dialog between two CISOs

- Does AI replace the CISO or support him?
- How can you benefit from this?
- New arms race between attacker & defender
- Outlook on future technologies

09:10



baloise
Senior Information Security Officer



EY
Director

Speech: cyber resilience

- Crisis management
- Mindset & culture
- Experiences with external service providers

09:45

Networking
Break

10:10

Hotseats

Networking: For users only

10:45



NTT DATA
Head of Application Security

Speech: security compliance in the multi-cloud

- Standardization (building blocks)
- Automation
- Evaluation of security controls check for building blocks

11:20



CyberCompare
CTO Cyber Compare

Case: cybersecurity benchmarking

- Efficient price/performance comparisons
- Overlaps, consolidation potential and gaps in the stack
- Insights to buy more security on a budget

11:55



exabeam
Senior Sales Engineering

Speech: SIEM

- Why false promises mean a false sense of security.
- The truth? Violations happen and there is no miracle cure.

12:25

Lunch

13:25



adidas
CISO



SWATCH GROUP
CISO

Case: security budget

- How do I get enough budget in times of recession?
- Cyber @ Board - which key figures and reports are important and which are desired?
- Balance between requirements & financing

14:00



proofpoint
Sr. Sales Engineer

Speech: the four elements of the human risk factor

Join us as we explore the four elements of human-centered risk and embark on a risk mitigation journey that puts people at the heart of our strategy.

14:35



Continue
Iris Safaka
Principal Data Scientist

Speech: AI

- AI-driven automation
- Real-time work in chat with Microsoft

15:05

Networking
Break

15:35



infoblox
Manager, Solutions Architect

Speech: ISMS

- Analysis of potential business impacts
- Failure scenarios of departments
- Awareness & risk analysis effects
- Reaction to possible security gaps

16:10



Zerto
Sales Manager

Speech: „Emergency? No Problem! - The Power of Disaster Recovery“

- Prevention Hits Its Limits: Why Disaster Recovery is Indispensable
- Countdown to Success: Every Second Counts in Disaster Recovery
- Back in Business in a Flash: Hundreds of Applications Ready for Use in Minutes

16:45



KnowBe4
Account Executive

Speech: security awareness for a strong human firewall - how it works!

- Effective implementation of security awareness.
- Insights into the functionality of the holistic security awareness platform.
- Tips and tricks for a holistic security culture.

17:20



SPIC
CISO



SW/CA
CISO

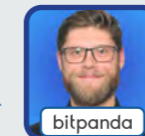
Case: cloud Security

- With which data in the cloud
- Governance and shared responsibility
- Efficient security measures

17:55



AVA
CSO



bitpanda
CISO

Case: security recruiting

- How do I get the best employees & how to recognize them?
- Internal recruitment through further training
- A-employees with a can-do mentality without a record salary

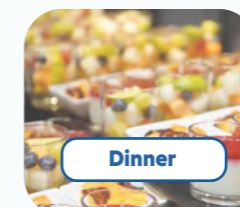
18:30



Panel: more revenue with security

- Marketing - customer loyalty - RoSi
- Example: friendly hacker
- Example: free product & social media marketing

ab 19:00



08:30

Opening



Moderation
Milena Thalmann **Founder**

08:35



Manuel Ziegler
CISO



Matthias Glock
ISO

Case: best of OT-Cybersecurity in the last 12 months

Cyberattacks on critical infrastructure and vulnerabilities in OT systems in the last 12 months.

09:10



Dominik Raub
CISO



Jeff Schiemann *
CISO

Case: risk management

- Cyber Risk as Existential Risk
- What if losses from cyber-attack are 100%, not recoverable and immediately publicly known?

09:45



Rene Siekermann
Enterprise Solutions Engineer

Speech: AI security in the cloud context

Builder and defenders, together at last: Strategies for embracing the new cloud operating model.

10:20



Roland Stritt
VP Central EMEA

Speech: generative AI - risks and benefits for cybersecurity

- Where are the risks for cybersecurity posed by AI?
- How do attackers leverage AI, and what is generative AI?
- How can we use AI for protection against cyber attacks

10:50

Networking Break

11:20



Detlef Lüke
Solutions Engineer

Speech: Remote Access Challenge

- External remote access without the use of traditional VPN solutions
- Control access to critical infrastructure
- Restrict use of privileged accounts

11:55



Or Eshed
CEO

Speech: Browser Security: Modern Web-Borne Threats and Browsing Risks

- The Damage Malicious Browser Extension can cause
- The Risks of Unintentional Data Leakage over GenAI Tools
- How Browser-based Solutions Protect from Zero-hour Phishing attacks

12:25

Lunch

13:25



Philipp Grabher
CISO



Raphael Marques
Head Security Management

Case: to feel secure or to be secure - that is the question.

What do we understand by the term „security theater“? How can we address security theater in federal organizations?

14:00



Oliver Wyler
CISO



Sascha Maier
CISO

Case: Security Budget

- Fixed security budget
- Communication with board
- Managed Service Provider

14:35

Hotseats

Networking: For users only

15:05

Networking Break

15:25



Christian Keller
CISO



Carlo Gebhardt
Head of Cyber Security

Case: security benefits and implications of GenAI

In this talk we are looking at how to use GenAI to overcome security skill shortages as well as how to securely adopt GenAI in an organisation.

16:00



Heinz Mäurer
Security CE

Speech: preventive endpoint security - time for a new approach to security

IT security - a general view
• Security investments vs. success
• New goals, old goals rediscovered
Closing the Gap mit HP Wolf Security

16:35



Martin Dombrowski
Enterprise Sales Executive

Speech: micro-segmentation

- What is the chef doing in the treasure chamber?
- Reduce the attack surface in environments
- Strengthening compliance with legal regulations
- Less maintenance & operating costs

17:10



Marcus Beyer
Security Awareness Officer



Corinna Klemp
Senior Expert Human Risk

Mastermind: awareness

- How do I install an internal safety culture?
- Internal community, responsibility for divisional
- managers' assets, cultural changes, internal information security award, cultural change.

17:45



Florian Scharf
CISO



Pascal Schaufelberger *
Security Engineer

Case: hitchhikers security guide to the cloud galaxy

Important aspects and stumbling blocks on the way to the cloud and how to address them. We would like to highlight the challenges we have identified in our cloud moves and how we have addressed them.

Register as a sponsor

More awareness, shorter sales cycles and more sales
Pre-qualified direct contact to information security buyers

04.-06.06.2024
19.-21.11.2024

Lake Side Zurich
RheinEnergie Stadium Cologne

PREMIUM	GOLD	PLATIN
2x delegates	Speaking session 2x delegates	Speaking session 3x delegates
12x meeting	15x meetings	18x meetings



Talk about details and
book your meeting in the
calendar now.



marc.plewnia@mysecurityevent.de
+49 152 536 5 999 2

Best spots will be **sold out soon.**

Is there anyone who is also
interested in the topic?

Then recommend us.

That gets you good karma!

Thank you
for your interest!