



6th
CYBER
EXCHANGE 360

TALK TO THE BOARD

Created & Hosted by
PULSE
CONFERENCES

Take your seat at the table.

**6 November 2024
Science Museum London**

Leadership and Resilience: A Strategic Reciprocal Conversation
Between The Boardroom, CISO and Supply Chain



Many thanks to our 2024 enablers to date

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Agenda at a Glance

09:00-13:10 – Illuminate

Cyber Exchange 360

Spotlights, Fireside Chats, CISO Think Tanks
121 Meet and Greet

13:10-14:00 – Illuminate

Lunch

14:00-15:20 – Illuminate

Talk to the Board Part One

Reciprocal Discussion with Board Directors and CISOs

15:20-15:45 – Illuminate

Break and Sponsors' Prize Draw

Must be Present to Win!

15:45-17:00 – Illuminate

Talk to the Board Part Two

Reciprocal Discussion with Board Directors and CISOs

17:00-23:00 – Wonderlab

Networking Reception

Food, Beverages & Entertainment at the Science Museum



Breaking Barriers, Tackling Burning Questions, Elevating Cybersecurity with the Board

We're excited to announce the eighth chapter of **'Talk to the Board'**, the ultimate reciprocal discussion where CISOs and their technology supply chain engage directly with a panel of Board of Directors!

What makes this event so unique? In the morning, you'll join CISO peers in fireside chat and table think tank discussions to compare cybersecurity strategy and direction of roles. In the afternoon, CISOs get to interact with a panel of objective Board Directors spanning various functional (non-cyber) backgrounds, ready to answer any and all questions.

What's new this year? This year, we've expanded our panel to include not only directors from traditional 'brick-and-mortar' companies, but also those from technology firms, acknowledging the distinct governance approaches.

What is the goal of this event? We aim to elevate the role and significance of cybersecurity at Board level by providing CISOs access to strategic insights that go above and beyond peer to peer benchmarking and cybersecurity thought-leadership. Only by hearing from outside the security sphere can CISOs really foster a culture where security is integral to a company's mindset and operations. Additionally, how can cybersecurity companies support CISOs and Board further to propel the industry forward with best practices?

Don't miss this meaningful dialogue between distinguished Board Directors, visionary CISOs and the information security industry. Together, CISOs, their technology partners, and Board will drive the conversation forward, enhancing organisational resilience.

5 Key Themes to Build on

- 1 Cybersecurity enables **business opportunities** when positioned as a trusted partner versus a restrictive function. Proactive stakeholder engagement drives action.
- 2 Cultivating a **culture of cyber hygiene** matters. Focus on the so called fundamentals (these are by no means 'basic').
- 3 **NIST CSF 2.0 framework** will help CISOs engage boards by providing structure around governance, metrics and policies. This aids strategic discussions.
- 4 **Generative AI** brings huge potential but requires balancing benefits and risks carefully. Manage trust, jobs and privacy while enabling advances.
- 5 Greater **transparency and collaboration** on cyber risks makes organisations more secure. But it needs anonymous, sector-specific forums to avoid oversharing.

What Did Our Board Directors Say?

“ I wanted to be part of the Cyber Exchange 360 and Talk to the Board event because I’ve always been so fascinated by technology, particularly what it brings on the dark side – the dark underbelly of technology being cyber attacks and the cyber risk. Being from the world of insurance, I was hoping to share some of my experience with assessing risk and managing risk because, fundamentally, this is what the CISOs are trying to do. I think they’re doing an amazing job, but cybercriminals are always faster and quicker than any of us, so we must stay alert. I’ve learnt about how lonely and vulnerable the CISO feels. I’ve been a CEO a few times and always felt the CEO took the can for everything. I thought then that people working lower in the organisation wouldn’t feel so vulnerable. But I was hearing that from some of the attendees, and as boards, we need to think about how we can be more of a support for them so that they don’t feel so lonely and perhaps under threat. If your world is looking at cyber risk and you’re a CISO, I would come to this event and get involved because you are sharing and gaining simultaneously.”

Dame Inga Beale, Former CEO, Lloyd’s of London



- 08:30** **Coffee, Refreshments, Networking**
- 08:55** **Chairperson's Welcome**
- 09:00** **Opening Keynote**
- 09:20** **Panel – AI and Quantum: How are CISOs Leveraging Tools, Controls and Frameworks to Stay Ahead of the Risk and Opportunity Curve?**
- Creating value from generative AI
 - CISOs to mitigate risk – Building up generative AI capacity
 - Investor Views – Fostering ecosystem collaboration
 - Are Boards equipped to provide CISOs with support?
- 10:00** **Panel – CISO Leadership, Risk and Roles. Is Culture Everything?**
- How can we build a trust environment?
 - Where is the CISO role headed? Engineering? Op Resilience?
 - Who should the CISO report to?
 - How can CISOs get a clear horizon scan as to how the cyber strategy aligns to the organisations mission statement?
 - How can CISOs leverage value creation?
- 10:00** **Panel – CISO 360 Innovators: Embracing Innovation**
- What innovative solution are you bringing to the cybersecurity ecosystem?
 - What vision do you have for the future of cybersecurity?
 - What sets your solution apart from existing cybersecurity tools and platforms in the market?
 - What emerging trends or threats do you foresee in the next 3-5 years, and how are you preparing to address them?
 - Investor views
- 10:40** **Morning Coffee Break and Meet and Greet 121 Meetings Start**
Connect with technology luminaries in a 121 setting to discover key market moves. You'll be matched based on your mutual interests.
- 12:00** **Think Tanks – CISO Practical Roadmaps – Talk to the Board**
- Roundtable 1 CISO 360: Understanding hygiene levels through metrics
- Roundtable 2 CISO 360: Syncing risk and threat intelligence
- Roundtable 3 CISO 360: Zero Trust
- Roundtable 4 CISO 360: Detect, Respond, Recover
- Roundtable 5 CISO 360: AppSec
- Roundtable 6 CISO 360: Incident Management
- Roundtable 7 CISO 360: Future Roles

- 13:10** **Lunch**
- 14:00** **Talk to the Board Part One**
Boardroom Insights: Navigating Cybersecurity in Large Enterprises and Technology Companies
Reciprocal Discussion with Board Directors and CISOs. Board Directors spanning various function roles of CEO, CFO, CTO, CMO, HR. Directors – Mix of Tech Companies and Large Companies
- 15:20** **Afternoon Tea Break and Sponsors' Prize Draw**
- 15:45** **Talk to the Board Part Two**
Boardroom Insights: Navigating Cybersecurity in Large Enterprises and Tech Giants
Reciprocal Discussion with Board Directors and CISOs continues... Directors – Mix of Tech Companies and Large Companies
- 17:00–23:00** **Networking Reception, Food, Beverages & Entertainment – Wonderlab**



Our Invitation to the CISO Supply Chain

Pulse is the global leader in creating premium, immersive experiences for CISO and security, resilience communities.

Our events are always CISO or CSO practitioner led. Invitations are extended to the trusted supply chain of CISOs and CSOs, innovating or making a tangible impact.

You are invited to join our community of global security and resilience executives as buy and sell sides of cybersecurity work together to elevate best practices and solve today's challenges.



**Dr. Paul Kennedy, Chief Engineer – Cyber and CEMA
at QinetiQ**



"The great thing about Pulse events is you get a different perspective to our core market. So it's perfect for me to come here and get that completely different perspective and speak to people at the level that Pulse attract. Talk to the Board is interesting because the business dimension is the most important thing about cybersecurity. So, speaking to the board brings me that business dimension to cybersecurity. As a sponsor, we get so much value out of these events, not just from potential clients but for people to partner with, and we get different perspectives on what the market is and what other people are prioritising."



**Securing tomorrow.
Join the conversation!**

Tackling the Burning Questions at 'Talk to the Board'



Last year, our panel included – Dame Inga Beale, former CEO of Lloyd’s of London, ex-Sainsbury’s CEO, Mike Coupe, Dr. Alan Knight OBE, Group Director of Sustainability at Drax, and Senior Associate of CISL, and Julian Wheatland, former Chair of SCL Group and COO and CFO of Cambridge Analytica.

With a brand new panel that will be announced soon, CISOs will have the opportunity to gain insights and tips on how to understand, communicate, and work with board members.

Key talking points:

- Where does cyber risk rank on the list of priorities for the board? How has this changed over the past year?
- How do you expect this will change over the next 1-3 years?
- How should CISOs better engage with the board to trigger actionable activities?
- Do board members perform enough cybersecurity exercises?
- How can we achieve the proactive stakeholder engagement that drives action?
- What usable risk examples would the Board consider to be effective?
- How can CISOs build trust with the board, be honest about vulnerabilities?

“ We have concerns if we feel that you’re not in control of the situation, or at least aware of it, too relaxed. Show us you are in control. Be honest with us.”
Board Director – Talk to the Board 2023

“ A good CISO should be able to tell you what you need to do. Show us how to enable business safely.”
Board Director – Talk to the Board 2023



What did attendees say last year?

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“The theme of CISO Exchange 360 and Talk to the Board, for me, is absolutely spot on. We must bridge the gap between the IT community and the board members because we’re all fighting against the same enemy. We have competitors in the business who steal our market share. Cyber criminals are also competitors who steal our intellectual property and money. And so, a competitor is a competitor. We must compete to win. Coming here and engaging with the board to validate what resonates with them while helping the IT community harmonise their voice with board member narratives is very special and powerful. We have silos of silos in companies. But criminals don’t have silos. They don’t have borders or boundaries. So, to win the fight, we must come together and build coalitions of capability and bridge across the boundaries we live in so we can stop the enemy and kick them out of our networks and our organisations. This event is fantastic. It’s a great forum. It’s a great opportunity. Anytime you can connect to another individual on a human level, person to person, it’s powerful. Board members and IT people speak different languages. We must learn to communicate effectively to help make rational decisions within a context that matters. So, this event, this forum, is exactly what I’m looking for.”



Michael Beaupre, Head of Cyber Security
Hays AG

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The agenda of Talk to the Board was a big pull. I’ve heard of Pulse Conferences, but this was my first CISO event. I saw the questions posed and the incredible line-up of people speaking, and I knew I had to be in the room. It’s so rare to have that opportunity to hear it directly from the CISOs and the board. So what more could you ask for if you’re up and reporting to boards and you need to communicate with them effectively? It’s a unique opportunity. What is important for them? For anyone thinking of coming to a Pulse Conferences event, just do it. Block out that time, make the commitment and realise that it’s an investment not only in your company and what your company needs from you but also in your professional development.”



Katherine Leivesley, Head of Legal, Offer and Sourcing,
Kingfisher PLC

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This is my second CISO Exchange 360 and Talk to the Board and, once more, it’s a great mix of enterprise professionals, security professionals and senior leaders. It’s always a good atmosphere; people get to ask questions in a setting they might not ordinarily have the chance. I’ve been coming to Pulse Conferences events for a few years now. I think the Pulse team run amazing events. They’re always covering relevant subjects, the audience gets involved, and the speakers are a good mix of generalists and specialists. It’s great to hear from board executives and have CISOs sit alongside them, asking questions. It’s a sort of reversal of the status quo.”



Jonathan Luff, Co-Founder,
CyLon Ventures



Pulse Conferences Ltd – the ‘go to’ for trusted international community of professionals who lead the way in cybersecurity, corporate resilience, investigations, intelligence, assurance, governance, risk and compliance across industry sectors. Our global flagship congresses, regional conferences and local roundtables provide benchmarking and collaboration opportunities where the brightest minds can innovate and move business agendas forward.

The Team Pulse passion is in bringing the right people together at the right time in the right place, and in memorable spaces, for positive change to share and compare experiences and approaches to ever evolving opportunity, innovation and risk landscapes.

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