



# mysecurityevent

## 19.-21.11.2024 Cologne

### Agenda

Meetings, pitches & emotions

## 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

Case Study duett sessions

|   |   |  |   |   |   |   |   |   |
|---|---|--|---|---|---|---|---|---|
| <br>Horst Moll<br>CISO                            | & | <br>Alexandra Zagarenko<br>Senior Expert<br>Cyber Security             | <br>Alexander Kühl<br>ISO   | & | <br>Jonathan Oberländer<br>ISB                    | <br>Igor Sokolov<br>CISO  | & | <br>Jan Metzsch<br>CISO   |
| <br>Marie Luise Wegg<br>CEO                       | & | <br>Julia Schütze<br>CEO   | <br>Chris Lichtenthäler<br>Director Global Information<br>Security & Compliance | & | <br>Frank Dröge<br>Leiter IT-Governance           | <br>Julia Dudenko<br>CISO                                       | & | <br>Isabel Höhn<br>Department Head Permanent<br>Recruitment IT & Cyber Security |
| <br>Wolfgang Beeck<br>CTO                         | & | <br>Tassilo Pitrasch<br>Security Engineer                              | <br>Herrmann Huber<br>CISO  | & | <br>Guido Schulte<br>Co-CISO                      | <br>Petra Schlör<br>ISO   | & | <br>Andreas Gabriel<br>Head of Group Data<br>Protection                         |
| <br>Elke Focken<br>Head of Security<br>Governance | & | <br>Dr. Marc Hansmann<br>CISO  | <br>Nadine Bluhm<br>Information Security<br>Manager                             | & | <br>Corinna Klempt<br>Senior Expert<br>Human Risk | <br>Larissa Weiser<br>Corporate Information<br>Security Manager | & | <br>Uwe Grosch<br>CISO  |
| <br>Tim Güthoff<br>CISO                           | & | <br>Markus Linnartz<br>ISO   | <br>Stefan Baldus<br>CISO   | & | <br>Claudius Milu<br>Lead InfoSec & IT Gov        | <br>Andreas Robbert<br>CISO                                     | & | <br>Christian M. Stern<br>CISO  |
| <br>Volker Schnapp<br>CISO                        | & | <br>Rouzbeh Barzegar<br>Director of Information<br>Security Management | <br>Nicole Hopf<br>ISM  | & | <br>Nino Messaoud<br>CIO/CDO                      |   |   |   |

Moderators

|                               |   |                        |
|-------------------------------|---|------------------------|
| <br>Benjamin Bachmann<br>CISO | & | <br>Max Imbiel<br>CISO |
|-------------------------------|---|------------------------|

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.



Hotseats

Direct contact with other participants in confidential one-on-one conversations - 5 conversation partners with 5 minutes each to exchange ideas. Tip: stand next to security experts who are still unknown to you or from whom you would like to gain specific learnings.



Tech tender

Anonymous simulation of a tender on a topic, a user asks 4 providers about their solution and they answer questions in front of an audience. In the end, the user chooses his sweetheart.

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 badges already pre-event.

17:30

Pitch Night

Max Imbiel - Bitpanda - CISO Moderator



-  Felix Blanke - Exabeam - SE  
Fast & powerful security behavior analysis.
-  Marie-Luise Wegg - NeoMint - CEO  
how to become most unpopular security advisor?
-  Wolfgang Beek - Unicepta - CTO  
SBOM, what is this and why should I care about?
-  Larissa Weiser - MANN+HUMMEL - ISM  
Lock it or get it!
-  Christian M. Stern - Deutsche Giganznetz - CSO  
Implementation of ISO/IEC 27001:2022
-  Isabel Höhn - Hays - Cyber Security Recruiting  
Cyber has no Background.
-  Hermann Huber - Hubert Burda Media - CISO  
Old guy and new technologies
-  Thomas Jan Komor - rhenag - Leiter IT-Architecture  
NIS-2

-  Philipp Schott - Robert Bosch - Director Cyber Security  
Asset Management, Risk Management
-  Rainer Glaab - Hotelplan Group - CISO  
Hey CISO, still got everything under control?
-  Oliver Feist - amedes Mediz. Dienstleistungen GmbH - ISO  
Passwordmanagement
-  Thomas Gigerl - Arxada - CISO  
Security-by-Design
-  Ilija Injac - cellcentric - CISO  
Social Engineering
-  Pascal Petry - SoSafe GmbH - SDR  
Human Risk Management
-  Markus Lehrhuber - Bayerische Milchindustrie - HoIT  
NIS2, VM Ware acquisition und Citrix acquisition
-  Jan Quatram - LVR-InfoKom - CISO  
KI, ISO vs. BSI, Pentesting

Jetzt Vorschlag einreichen:  
[marc.plewnia@mysecurityevent.de](mailto:marc.plewnia@mysecurityevent.de)

18:00

Tech Tender

-  Topic AI  
1 User 1 tender vs Exabeam & Nozomi & SentinelOne & Rubrik
-  Topic Cloud  
1 User 1 tender vs Proofpoint vs NTT vs Lacework vs Netskope

18:30

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

RheinEnergieSTADION  
Aachener Str. 999  
50933 Cologne



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.de](mailto:marc.plewnia@mysecurityevent.de)



Klick here  
for highlights.

08:00  
08:30

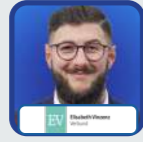
Checkin

Opening



Moderation  
Benjamin Bachmann CISO

08:35



Igor Sokolov  
CISO



Jan Metzsch  
CISO

Case: ISO 27001

- What should the focus be on security measures?
- Is ISO 27001 worth it?
- What tricks are there to pass ISO 27001?

09:10

User Hotseats

09:45



Serdar Yildirim  
Key Account Manager

Speech: IAM

- Identity is the new perimeter.
- Options to protect identities and their accounts in IT systems.

10:20



Tobias Klatzka  
Lead Technical Consultant

Speech: risk management

- Risk analysis
- Implementation check
- Security design

10:55



Thomas Tack  
Sales Director

Speech: cyber workforce resilience

Leveraging detailed individual and team performance data to continually demonstrate capabilities across the organization, aligned with security frameworks

11:30



Herrmann Huber  
CISO



Guido Schulte  
Co-CISO

Case: CISO responsibilities

- Stay calm and always have a plan B.
- Learn from military actions in combination with economic interests and be surprised.
- Know very good networks and always have a phone number in your pocket that can be reached.

12:05

Tech Hotseats

12:35

Lunch

13:35



Markus Neumaier  
Cyber Security Specialist

Speech: OT Security

- Impact of a cyber incident in the supply chain
- Impact on your safety and your productivity
- How do attackers proceed and what are examples of defense

14:10



Felix Blanke  
Senior Manager  
Sales Engineering

Speech: SIEM

- Why false promises mean a false sense of security.
- The truth? Violations happen and there are no magic bullets.

08:00  
08:30

Checkin

Opening



Moderation  
Max Imbiel CISO

08:35



Julia Dudenko  
CISO



Isabel Höhn  
Department Head Permanent  
Recruitment IT & Cyber Security

Case: security recruiting

- Recruiting strategies to avoid a shortage of skilled workers in cyber security
- Global workforce overview / country comparison
- Proportion of women in cyber / closing the skills gap

09:10

User Hotseats

09:45



Robert Wortmann  
Principal Security Strategist

Speech: AI

- Next-Gen platform & still failed – Fail Stories from practice
- LinkedIn as wisdom of the last resort – top myths in everyday testing
- Is it still AI or can it go away? What role does artificial intelligence really play in the threat landscape today?

10:20

Speech: crisis management

- Strategies for dealing with cyber extortionists
- Perpetrators, procedures, damage, strategies
- Advance planning checklist

10:55



Frank Schwaak  
Field CTO EMEA

Speech: data recovery

- Why prevention alone is not enough.
- Why the 6 functions of the NIST CSF 2.0 framework
- must be in balance.
- "Backup" is not "cyber recovery".

11:30



Marie-Luise Wegg  
CEO



Julia Schütze  
CEO

Case: audits

- The Audit Saga: An epic adventure through the world of compliance audit analysis and verification
- Policies and Procedures
- Control and action plans

12:05

Tech Hotseats

12:35

Lunch

13:35



Hannes Schneider  
Manager Sales Engineering

Speech: cyber resilience

- Cyber resilience as a dynamic protective shield against modern threats
- Insights into the individual phases of the attack chain
- Every phase is an opportunity to strengthen cyber resilience

14:10




Frank Slusny  
VP of Sales Germany

Speech: OT Security

- Assessment of applicable requirements according to NIS2
- Improving cybersecurity posture Managing third parties
- 5 key steps to mitigate

**14:45**



**Speech: generative AI**

- Generative AI and – dangers and benefits
- Use of generative AI in a corporate context
- Supporting security analysts with AI-driven threat hunting, analysis and response

Roland Stritt  
VP Central EMEA

**15:20**




**Case: security recruiting**


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

Horst Moll  
CISO

Alexandra Zagarenko  
Senior Expert Cyber Security

**15:50** Break

**16:20**



**Speech: risk management**

Manage and minimize external cyber risk thanks to:

- Visibility of the external attack surface including organizational structure
- Visibility of the risk of individual assets with confidence value
- Effective prioritization thanks to the risk score for each security issue
- Focus on and faster remediation of truly critical risks

Georg Hess  
Head of Sales

**16:55**



**Speech: cybersecurity benchmarking**

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

Philipp Pelkmann  
CTO Cyber Compare

**17:30**

**Speaking session available**

Suggest your topic here:  
[marc.plewnia@mysecurityevent.de](mailto:marc.plewnia@mysecurityevent.de)

**18:05**






**Case: ISO/IEC 27001:2022**

- Importance of information security organization
- Risk management as a core process
- New security controls

Andreas Robbert  
CISO

Christian M. Stern  
CSO

**18:35**



**Panel: more revenue with cyber security**

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

Volker Schnapp  
CISO

Dr. Marc Hansmann  
CISO

**ab 19:00**





**Award ceremony day 1**

**Categories:**

- Pitch Night
- Case Study
- Technology
- Community

**14:45**




**Speech: GDPR SCANS**

- Which of your websites are a target of attack?
- Do your websites comply with the GDPR?
- Do you have full overview and control over all of your group's websites?

Patrick Wall  
Head of Service

**15:20**

**Case: Awareness**


- Tips and lessons learned from successes and mistakes
- strong ties between information security and employees
- Information security awareness program next level

Nadine Bluhm  
Information Security Manager

Corinna Klempt  
Senior Expert Human Risk

**15:50** Break

**16:20**



**Speech: Zero Trust network access**

The DeepDive is about the topic of Zero Trust Network Access. From the definition of this buzzword to the implementation of Zero Trust principles, there is a lot to take away.

Georg Hermann  
Senior Sales Engineer

**16:55**

**Speech: business continuity management**

- Development of emergency plans, containment of the Impact, reduction of the
- Interruption of operations, establishment of emergency operation.

**17:30**

**Speech: Data management**

- Own operation, cloud-based or mixed forms, managed services
- Plannability and flexibility, encrypted data streams - SSL/TLS.

**18:05**




**Case: IAM**

- Constantly growing challenges (stakeholders, legal requirements, technologies, threats...)
- Constant switching between roles (comparable to dissociative identity disorder)
- Paradox between expert and generalist

Petra Schlör  
ISO

Andreas Gabriel  
Head of Group Data Protection

**08:30** **Opening**  Moderation: Benjamin Bachmann CISO

**08:35**   **Case: compliance**  
 Chris Lichtenhäler, Director Global Information Security & Compliance & Frank Dröge, Leiter IT-Governance  
 • Compliance requirements as a basis for the  
 • Development of best practices  
 • Use regulation to identify and promote opportunities for improvement.

**09:10** **User Hotseats**

**09:45**  **Speech: awareness**  
 Dr. Martin J. Krämer, Security Awareness Advocate  
 • Proven science as a motivational tool  
 • What is required for them to work effectively  
 • The three most important principles that should underpin any safety training

**10:20**  **Speech: Cloud automation in practice**  
 Ronny Schädel, Senior Sales Engineer  
 • How to enhance your network security  
 • Management of security policies  
 • More transparency, integration, automation, and risk mitigation

**10:55** **Speech: security gamification**  
 • Building an effective training plan:  
 Action > Reward > Emotion  
 • Support security champions

**11:30**   **Case: mastering software**  
 Wolfgang Beeck, CTO & Tassilo Pitrasch, Security Engineer  
 • Software is a modular system and it really depends on what is used.  
 • Bring the development team further without overloading it and improve the quality of the development process.

**12:05** **Tech Hotseats**

**12:35** **Lunch**

**13:35** **Speech: cloud**  
 • Flexibility, manufacturer loyalty, application scenarios, Innovations, Edge Cloud  
 • Computing, virtual environments such as Citrix, VMWare and Microsoft.

**14:10**  **Speech: Browser security**  
 Dori Harpaz, CMO  
 • The damage that malicious browser extensions can cause  
 • The risks of unintentional data leaks through GenAI tools  
 • How browser-based solutions protect against zero-hour phishing attacks

**08:30** **Opening**  Moderation: Max Imbiel CISO

**08:35**   **Case: technology solutions**  
 Alexander Kühl, ISO & Jonathan Oberländer, ISB  
 • Challenges and approaches to solving the problem  
 • Implementation of cybersecurity  
 • Differences between banking sector and industry  
 • Creating awareness in management  
 • Collaboration between business and security

**09:10** **User Hotseats**

**09:45**  **Speech: Zero Trust**  
 David Baier, Solution Architect  
 • Flow templates for world-class IAM  
 • Drag and drop integrations  
 • Optimization with A/B testing  
 • Work quickly with accelerators for implementations  
 • More than half of the Fortune 100 companies trust us.

**10:20**  **Speech: Rethink OT Security**  
 Mareike Redder, Product Manager  
 Rethinking Traditional OT Security Approaches, Exploring Innovative Protection Strategies:  
 • Diversity of the Current Threat Landscape  
 • Developing Adaptive Security Strategies  
 • Technologies and Approaches for Device Authentication and Integrity

**10:55**  **Speech: disaster recovery**  
 Reinhard Zimmer, Sales Manager  
 • Prevention has its limits: Why disaster recovery is essential  
 • Countdown to success: Every second counts in disaster recovery  
 • Back in business in no time: hundreds of applications ready for use again in minutes

**11:30**   **Case: available**  
 Suggest you topic now:  
[marc.plewnia@mysecurityevent.de](mailto:marc.plewnia@mysecurityevent.de)

**12:05** **Tech Hotseats**

**12:35** **Lunch**

**13:35** **Speech: cyber security leadership**  
 • The order tactics & situation presentations for joint Understanding the cyber situation  
 • Concept of inner leadership for more trust, respect and appreciation

**14:10** **Speech: password management**  
 • Compliance in the era of NIS2  
 • Password management in the age of passkeys  
 • Adoption – Security vs Convenience

14:45

Speaking session available

Suggest your topic here:  
[marc.plewnia@mysecurityevent.de](mailto:marc.plewnia@mysecurityevent.de)

15:15

Break

15:35



Stefan Baldus  
CISO



Claudius Milu  
Lead InfoSec & IT Gov

Case: leadership

- From complainer to trustworthy partner at eye level.
- Leadership - Management - Productivity

16:05



Tim Güthoff  
CISO



Markus Linnartz  
ISO

Case: OT security

- The Wild West in IT
- Downtime
- Prevention

16:35



Nicole Hopf  
ISM



Nino Messaoud  
CIO/CDO

Case: prevention management

- How do companies build the "right" security these days team - from urgency to incident to failure.
- Learnings & TakeAways from practice

ab 17:10



Award ceremony day 2

- Categorien:
- Case Study
  - Technology

14:45

Speech: AI and compliance

- Discuss the moral dilemmas associated with automation of security processes through AI.
- Reflection on the responsibility of developers and users of AI systems in cybersecurity

15:15

Break

15:35



Elke Focken  
Head of Security Governance



Dr.Marc Hansmann  
CISO

Case: ISMS

- From ISMS to requirements scorecard to risk classes
- Use the information you have!
- From group level for direct implementation in the field

16:05



Larissa Weiser  
Corporate Information Security Manager



Uwe Grosch  
CISO

Case: phishing

- InfoSec awareness strategy in a global company
- Phishing campaigns
- Different awareness approaches

16:35



Volker Schnapp  
CISO



Rouzbah Barzegar  
Director of Information Security Management

Case: security project management

- "The Art of Security Project Management"
- how to people, process and technology integrated into security projects.



## 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.

## Draft agenda \*

Topics marked with a star and speeches are still being coordinated. There will be no publication until approved. mysecurityevent is in close consultation with the community - this is how the topics were developed - by security experts for security experts.



## Confidentiality

A transfer of the data from this document requires the explicit approval of mysecurityevent GmbH. Violation and forwarding to unauthorized third parties will be prosecuted.

# Register as a sponsor

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

27.-29.02.2024  
04.-06.06.2024  
19.-21.11.2024

Deutsche Bank Park Frankfurt  
Lake Side Zuerich  
RheinEnergieSTADION Cologne

### PREMIUM

2x delegates

**14x available**

### GOLD

Speaking session  
2x delegates

**12x available**

### CHANNEL

3x Gold  
3x Speaking session  
6x delegates

**4x available**



**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.**