CyberCMO 360 GROWTH Summit

09:00–09:30 — **Arrivals and Coffee – Harris Suite**

09:30–09:35 — **Welcome – Directors' Lounge**

A Room of People Who Get It

Chairperson's welcome and setting of objectives
Sarah Moss, Founder, RALI

09:35–10:15 — **Fireside: GTM Keeping Pace - Are we Visible, Sharp, Credible and Aligned Everywhere? AI Leverage in Marketing – What's Working? What's Changing?**

Part 1: Go-to-Market, operations, content, AI search, measurement, trust. are business priorities aligned with marketing priorities?
Part 2: Practical sharing on what is genuinely useful and how we're building AI wins into day-to-day marketing, while still delivering everything else! Scaling with and without noise; human judgement, creativity.
With: Suzy Gray, Director, International Field Marketing, Dataminr and Sarah Moss, Founder, RALI

10:15–10:45 — **Panel: Ask Me Anything: The CISO – Your Customer, Unfiltered.**

Bring your questions directly to the panel of CISOs! CISO buyer messaging, credibility, attention, vendor relationships, brand trust.

Panellists: **Brian Chappell, Chief Product Officer, Orca Media UK Ltd**
Marcin Roth, Head of Information Security, Currys PLC - iD Mobile
Chris Gunner, vCISO, Thrive

10:45–11:05 — **Coffee & CyberCMO 360 Circle:**

MEET YOUR MENTOR-MENTEE. BE BOTH.

Everyone has something to share. Everyone has something to learn. Before the summit answer.
I can help with... and I'd love advice on...
Pulse curates informal reciprocal peer matches in advance. Find your match at the break: no formal mentoring commitment, just useful conversations.

11:05–11:30 — **Coffee & Mix and Mingle with Talk to the Board!**

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11:30–13:00 — **CyberCMO Playbooks: Peer Working Roundtables.**

TABLE 1:
Events, Field, Channel & Partner Marketing – Turning Ecosystems into Commercial Opportunity
Led by Suzy Gray, Director, International Field Marketing

TABLE 2:
Marketing and Sales Working Together – Getting GTM Alignment Right
Led by Sarah Moss Founder, RALI

TABLE 3:
Current and Future State of PR. Shrinking budgets and increasing expectations as businesses scale
Led by: Jim Pople, Associate Director; Destiny Gillbee, PR Director, C8 Consulting

13:00–14:00 — **Buffet Lunch – Harris Suite**

13:00–13:10 — **Talk to the Board – Drake Suite**

Spotlight: Bridging Cybersecurity and the Board
Steve Hill, Board Risk Adviser, King's College London (Former Group CISO, Credit Suisse)

13:10–15:30 — **Reciprocal Discussion Part 1: Talk to the Board**

AI and Transformation: Speed of Change.
A rare reciprocal conversation with CISOs, cybersecurity leaders and board directors. What we really want to ask our own Boards.
Panellists including: Josephine Fairley, Co-Founder, Green & Black's; Will Lovell, Former Head of Future Technology at the Bank of England, Keynote Speaker on Artificial Intelligence, Leadership and wider Technology themes, Writer, Broadcaster

15:30–15:50 — **Tea Break & Sponsors' Prize Draw – Harris Suite**

15:50–17:00 — **Reciprocal Discussion Part 2: Talk to the Board**

Investment. Communication. Crisis. Trust. Culture.

17:00–20:00 — **Reception – Directors' Lounge & Outdoor Stands**