



# CISO 360

## Talk to The Board

**PULSE  
CONFERENCES**  
inspire | connect | innovate

Free to attend  
\*please apply  
talktotheboard.com

A ground-breaking reciprocal discussion between The Board, CISOs and C-Suite on cyber priorities...

6 November 2018  
London Transport Museum

Practical walk through by...

Talk to the Board, including...



John Hutson  
Chief Executive  
Officer  
JD Wetherspoon plc.



Air Marshal Sir  
Christopher Coville  
Senior Defence Advisor,  
EMC and BT. Former  
Chairman, Westland  
Helicopters Ltd.



Robin Dargue  
Global CIO  
WPP



Professor Robert Coles, Visiting  
Professor, Royal Holloway,  
University of London and  
CISO, NHS/Director - Data  
Security Centre, NHS Digital

Platinum Sponsor



Gold Sponsors



- question a real Board |
- connect with CISO and C-Suite peers |
- benchmark on cyber risk strategy |

Talk to the Board, developed and hosted by Pulse Conferences, is the ultimate sound-boarding forum for today's CISOs and cybersecurity and digital risk leaders to be able to talk to a panel of Board Directors. Pulse is delighted to bring together Board Members and Non-Executive Directors from large organisations to form a panel - our 'fantasy' Board. In addition to this exciting panel, CISOs with proven success at delivering to Boards, investors and other c-level executives will lead a full day agenda for progressive conference, which is part of the global CISO 360 series.

Investors are increasingly asking questions of their Boards about cybersecurity in light of heightening litigation and reputational risks and disclosures. A backdrop of emerging standards and a new regulatory environment for banks, insurers and investment firms will only increase regulators' scrutiny of cyber risks associated with information technology systems, outsourcing, and data outages. This should all ensure that Boards are taking cyber resilience seriously as part of the overall ERM framework.

This healthy exchange will explore questions such as: What do Board members need to know about cybersecurity? How can CISOs improve their offering? What are emerging investor expectations about the way companies manage and mitigate cyber risk?

Invited guests will be presented with a panel of real Directors from Corporate Boards and Non Executive Directors, covering a number of sectors. These individuals are collectively responsible along with their fellow Board members for the cyber security stance of their organisations. They are only able to make decisions based on the quality and format of the information they receive from those responsible for cyber within their company from the CIO and CISO.

The event will be held in the theatre at the London Transport Museum. Guests are invited to come along to 'talk to the Board', asking the questions they would like to ask their own Board of directors - if they had the chance and without any consequences. Board Executives spanning Chairman, CEO, CFO, CIO, CMO, HR roles from well-known organisations will share insights on how CISOs can improve the security leadership offering and vice-versa. Additionally the Investors perspective and General Counsel will share thoughts on how we improve the security leadership offering.

## Why attend?

🌐 Rare chance to question a real Board - with no consequences

A great chance for CISOs to talk to a board frankly and ask questions you would like to ask of your own boards!

🌐 Find out what the candid risk perspectives are of Board directors towards cybersecurity

Speak to the board in a way that makes them understand and care. Develop key metrics and communication tools.

🌐 Reciprocal exchange

CISOs - hear Board expectations and suggestions to improve reporting.

Board directors - take the opportunity to learn more about how CISOs as a group think and feel on key cybersecurity challenges.

🌐 Immersive discussion followed by networking reception

Be part of important dialogue, held under the Chatham House Rule. The talks end with a networking reception across the road at the wonderfully theatrical Sarastro Restaurant!

🌐 Continuous value post event - Pulse Innovate Report!

Pulse will produce a practical take-away following the event to share the key discussion points.

## The Board's 360 Perspective on Cyber Risk



### Risk

Threat horizon / risk appetite/ resilience / M&A risk



### Engagement

Collaboration/ Investment /Business engagement /



### Innovation

CTO/ CIO / Digital innovation risks



### Leadership

CEO/ Boardroom / Structures, roles and standards / Communications and reporting metrics



### Legal

General Counsel



# A reciprocal discussion between the Board, CISOs and C-Suite...

## Meet the Board Members

- Air Marshal Sir Christopher Coville, Senior Defence Advisor, EMC and BT. Former Chairman, Westland Helicopters Ltd.
- Mr. John Hutson, Chief Executive Officer, JD Wetherspoon plc.
- Mr. Robin Dargue, Global CIO, WPP

## Meet the Speakers

- Professor Robert Coles, Visiting Professor, Royal Holloway, University of London and CISO, NHS/Director - Data Security Centre, NHS Digital
- Mark Logsdon, Head of Cyber Assurance and Oversight, Prudential
- Graham Ayre, Senior Auditor, ArgoGlobal - A Lloyd's of London Syndicate
- Daniel M. Freeman, Managing Partner, C5 Capital Ltd
- Charles Delingpole, CEO and Co-founder, ComplyAdvantage
- Tim Sadler, CEO, Tessian
- Cath Goulding, Head of Cyber Security, Nominet
- Matt Middleton-Leal, General Manager EMEA, Netwrix
- Ben Bulpett, Security IQ Director, EMEA, SailPoint
- Chris Wallis, Founder, Intruder
- David Higgins, High Risk Programme Reviewer, Infrastructure and Projects Authority (IPA), CyberArk

## Agenda

09:30-09:45 Coffee and registration

09:45-10:00 Chairman's Introduction

**Marcus Alldrick, Former CISO, Lloyd's of London.**  
Currently Digital Risk Management, Security and Compliance Advisor

10:00-

11:00 **Case Study** Money, Drugs, Power

A practical walk through by an experienced global CISO on how to achieve strategic success with the Board.

**Professor Robert Coles, Visiting Professor, Royal Holloway, University of London and CISO,**  
NHS/Director - Data Security Centre, NHS Digital

11:00-

11:30 **Case Study** Measuring Cybersecurity Culture  
**Mark Logsdon, Head of Cyber Assurance and Oversight,**  
Prudential

11:30-12:00 Morning tea break

12:00-

12:30 **Panel** Entrepreneur and Investor Perspectives

• Lessons learned from starting a cybersecurity startup • How can we better harness and monetise the opportunities that lie within cybersecurity? • How can security reposition as enablers of business innovation? What are the game-changers in Fintech and financial crime – machine learning technology, analytics, robotics, cloud and assistive technologies? • What are emerging investor expectations about the way companies manage and mitigate cyber risk?

**Tim Sadler, CEO, Tessian (Forbes "30 Under 30" in European Technology for 2017. "Best Security Startup" by WIRED); Charles Delingpole, CEO and Co-founder, ComplyAdvantage; Chris Wallis, Founder, Intruder; Daniel M. Freeman, Managing Partner, C5 Capital Ltd**

12:30-

13:10

**Panel** Cyber risk: Building operational and technological resilience across the supply chain  
Debate the approaches to operational risk management, preventative measures and capabilities – in terms of people, processes, 3rd parties and organisational culture.  
• Where should your budget go? Protect, detect, respond, contain...  
• Building governance and due diligence within the supply chain  
Emerging approaches to outsourcing cyber risk • Assessing the appropriate levels of resilience • The Auditor's perspective of cyber risk • Cyber governance, culture, corporate structure, controls and regulatory framework

**Panellists: Cath Goulding, Head of Cyber Security, Nominet; Matt Middleton-Leal, General Manager EMEA, Netwrix; Graham Ayre, Senior Auditor, ArgoGlobal - A Lloyd's of London Syndicate; Ben Bulpett, Security IQ Director, EMEA, SailPoint; David Higgins, High Risk Programme Reviewer, Infrastructure and Projects Authority (IPA), CyberArk**

13:10-14:00 Buffet lunch

14:00-

15:30

**Panel** Talk to the Board Panel - Part One

Priority questions from the audience to the 'fantasy' Board. Including: Corporate governance evolution re cybersecurity Cybersecurity has traditionally been designed with a bottom-up 'IT systems' approach. Should the cybersecurity governance model be inverted to a top-down approach? How can we as Board adopt and live the right cybersecurity framework? Is there a need to address structures? How can CISOs get smarter so business leaders can ask the right questions? The goal - to understand and identify the challenges and opportunities and to promote collaboration and innovation and have your pressing questions answered.

**John Hutson, Chief Executive Officer, JD Wetherspoon plc.; Robin Dargue, Global CIO, WPP; Air Marshal Sir Christopher Coville, Senior Defence Advisor, EMC and BT. Former Chairman, Westland Helicopters Ltd.**

15:30-15:45 Afternoon coffee break

15:45-

16:45

**Panel** Talk to the Board - Part Two

Scenarios will be presented to be played out by the CISO to the Board.

1) What do you do if you have 'the big' incident? How do you present this to the Board? 2) Choosing the right words - finding the right metrics, financials, data and visuals  
Test whether you can get the resources you need or walk away empty handed! When you just have a few minutes to sell your successes and highlight your challenges in a way that provides value without drowning the board in facts and figures. In this interactive session, CISOs will workshop best practices with the Board panel by bringing examples of real-life stumbling blocks and questions.

**John Hutson, Chief Executive Officer, JD Wetherspoon plc.; Robin Dargue, Global CIO, WPP; Air Marshal Sir Christopher Coville, Senior Defence Advisor, EMC and BT. Former Chairman, Westland Helicopters Ltd.**

16:45-16:50 Summaries and any other business

16:50-19:00 Networking reception - drinks and canapes, Sarastro

## As a CISO why attend

A rare chance to question a real Board - with no consequences. The attraction for CISOs and senior cybersecurity attendees is to get a chance to do something they rarely get to do if ever, talk to the Board frankly and without real consequences.

- Unique opportunity to find out what the perspective is of Board members towards cybersecurity.
- Appreciate the importance first hand of speaking to the Board in a way that makes them understand.
- Reciprocal exchange. A chance for the panel of Board Members to explain to CISOs what they would like to hear from them or how they would like CISOs to communicate and report metrics.

## As a Board Director why attend

As Board members well know, given the real threat to customer data, privacy and intellectual property, information security is a reputational risk that is becoming increasingly of interest to a wider, non-security audience. Given that reputation, and ultimately company survival and shareholder investment, is at stake, we are aware for example that Audit and Risk Committees are asking for increased assurance about how cyber risk is managed. This event is a rare opportunity to meet with CISOs from leading businesses and government departments. You will exchange views on emerging expectations and strategy and it is a unique chance to hear directly from cyber security experts on how to manage cyber threats in a consistent, practical and ethical way.

- Gain insights about how CISOs as a group think and feel about current relations with the board, risk metrics, security investment and reporting structures, to better communicate with their own security teams.
- A rare opportunity to hear directly from the investor community about what are new standards and expectations about how we manage and mitigate cyber risk – for example, following PRI engagements on managing cyber risk in a responsible way. The Board will be held ultimately responsible, financially and reputation-wise.

## Discussion points for the Talk to the Board panels will cover areas including:

- Business engagement
- Corporate governance
- Digital innovation and M&A risks
- Structures, roles and standards
- Communications and reporting metrics
- Risk, incident response management and resilience

## Questions from CISOs to The Board including

- How can CISOs reposition cybersecurity as a robust business investment strategy?
- How can CISOs develop an action plan to gain traction with senior management and board level directors - typically only interested POST incident?
- How can we better communicate the importance of a good security culture?
- Security metrics that work to help drive and show value to business operations
- How to implement quantitative risk management techniques to identify the appropriate financial spend on enterprise security solutions (cyber and physical)
- Risk scenario modelling and risk reporting – recommendations to CISOs
- Can we monetise security and privacy in a similar way to intellectual property portfolios?
- How can we as CISOs improve our offering internally?

## Questions from The Board to CISOs including

- How can we reframe metrics around cyber risk? Moving from risk mitigation towards risk management
- What can CIOs, GCs, CPOs, CROs offer the CISO internally?
- How will CFOs, GCs and CCOs provide compliance and assurance in the era of digital convergence?
- Are the increasing demands of Financial regulators realistic and achievable about what systems and controls companies have in place?
- How can CISOs monetize security by creating new models and strategies to build security value? How is this rapidly evolving with digital transformation?
- How can CISOs develop an action plan to gain traction with CIO, CTO, CFO, CEO, Audit Committee, Board?
- What's the right level of communication to business stakeholders? What are the keys to winning budget?
- Expectations for CISOs strive for higher quality security practices, standards and sharing
- Can quantitative risk models be applied to security - can we leverage internal knowledge to apply financial risk models?
- How can CISOs engage in a longer-term security strategy against cyber-crime that the Board and other C-Suite will appreciate?
- How does the CISO best understand information security in the big picture of business risk?
- How can we increase security governance?
- What's the right level of communication to business stakeholders? What are the keys to winning budget?
- What can boards do to improve business performance around cyber risk? What do we need to know?
- How are companies mitigating cyber risk? How do we build security into organisational culture?



# Networking Reception Sarastro - 16:30- 19:00

126 Drury Lane, TheatreLand  
London, WC2B 5SU

[www.sarastro-restaurant.com](http://www.sarastro-restaurant.com)

After Talk to the Board discussions close you are invited to walk across the road to join the networking reception for drinks and canapes at Sarastro restaurant.

Pulse and Sponsors are delighted to invite guests into a imaginative atmosphere. Like a scene from The Arabian Nights, the interior of Sarastro is ablaze with swirling colour and visual excitement!

## Register now

Online: [www.talktotheboard.com](http://www.talktotheboard.com)

Phone: +44 (0)20 736 8989

Email: [teampulse@pulseconferences.com](mailto:teampulse@pulseconferences.com)

\* Free to attend for CISOs/CSOs/CIOs and C-level in-house practitioners.

\* 5 places re available at £1,000 per place for persons representing companies who provide products or advisory services to the CISO community.



## Interested in being a Sponsor?

If you are a provider or advisor, please contact [teampulse@pulseconferences.com](mailto:teampulse@pulseconferences.com) or phone +44 20 7936 8989 for further information.



### About Pulse Conferences

Pulse Conferences is the community-based platform for the distinct yet inter-related professionals who deliver corporate governance, protection and oversight to businesses and governments across the globe. Our international conferences, bespoke events and training workshops focus on cybersecurity, corporate security, resilience, investigations, audit, privacy, risk, governance, legal and compliance. Connecting minds, assuring the future. Working locally thinking globally.

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