PRESS RELEASE & INVITATION

Prepare Your Board for a Cybersecurity attack – EEMA High Level Fireside Briefing

Tuesday 27th June 2017, Atos, 1 Triton Square, London

BRUSSELS, 17th MAY 2017 - EEMA, the leading independent not for profit, European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications, today announced that it will be hosting a High Level Fireside Briefing that will enable security and IT professionals prepare their board of directors in order to successful handle the fallout from an actual, or incorrectly reported cybersecurity attack.

Chair of EEMA, Jon Shamah will host the debate and he explains: “The headline news this week about the WannaCry ransomware attack that has impacted the NHS in the UK and other organisations around the world, highlights the importance of being able to prepare members of the board to respond to customers, partners and the media in a timely and appropriate manner.”

Guest speakers will be Rod Clayton who co-leads the Global Issues Group of Weber Shandwick, a leading public relations firm. His cyber experience spans information security, data protection, intellectual property and privacy issues. He will be joined by Richard Preece, a ‘hybrid’ consultant and leader, who connects business and technical leadership, so they can maximise the opportunities and minimise the risks of the digital age.

Shamah adds: “It has become imperative for security and IT professionals to understand the wider impact that a cybersecurity attack, data breach, or indeed a false claim, can have on the reputation, as well as the share price of the business. Moreover, they need to be confident in taking an active role in the public relations charm offensive.” Shamah continues: “How the company handles the public fallout from the incident has great significance on how quickly and how well it recovers. At this EEMA High Level Fireside we will explain how and when to engage, inform and educate the board in order to achieve the best possible outcome.”
EEMA’s High-Level Fireside is by invitation only and takes place between 6pm and 8.30pm on Tuesday 27th June 2017 at Atos, 1 Triton Square, London. The event is free for EEMA members and £20+VAT for non-members.

Complimentary press passes are available from the EEMA press office. To request a pass contact Graham Thatcher (Tel: +44 0 7933 673 240; Email: graham.thatcher@prbychief.com)

About EEMA

Brussels-based EEMA, is the leading independent European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications. EEMA’s world class conferences provide the forum to network with digital enterprise experts, high level EC and other government experts. Meanwhile, its series of high level fireside briefings in Brussels and London provide the ideal forum for industry leaders to tackle controversial hot topics in an intimate, invitation only setting.

Through collaboration with EU & Global Partners (including the creation and coordination of the European Trust Foundation), EEMA has an established and growing network throughout Europe. This community provides the ideal platform to disseminate information and share expertise regarding the high-profile and significant EU projects EEMA is involved in. Visit eema.org for more information, or email: info@eema.org

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