

Under the auspices



BOUSSIAS
presents

— WORLD —
CYBERSECURITY
— SUMMIT Cyprus 2024 —

Redefining Cybersecurity in an AI world.

28.03.24

Venue
HILTON HOTEL
Nicosia, Cyprus

www.worldcybersecurity.cy

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Tickets: Elena Hadjinicolaou, **T:** (+357) 96 494925, **E:** elenah@boussias.cy
Sponsorship: George Loizou, **T:** (+357) 99 103323, **E:** georgel@boussias.cy

**Expand your knowledge. Grow your network. Become a digital trust champion.
Join us in Nicosia, Cyprus, at HILTON Hotel, on March 28th 2024 for the
World Cybersecurity Summit organised by BOUSSIAS Cyprus**

WHY PARTICIPATE

Information is our greatest strength.

It allows us to adapt to new situations in a changed world, meet higher demands, manage more complex requirements and reach extraordinary goals. Information empowers us to make smart decisions and lead our organizations towards growth. Information has never been more important.

And it has never been in greater danger. Cyber criminals are busier than ever, devising new ways to get past protective walls. The old strategies for protecting our information are no longer enough. It is time for new security solutions. It is time to build cyber resilience for the future.

WE LIVE IN TWO WORLDS

It is not hyperbolic to say that 2020 has changed everything. It is a new equilibrium. COVID-19 has accelerated technological disruption and driven profound changes to the ways we work, live, shop and experience our lives. Work-from-anywhere will be a permanent part of our reality moving forward. Direct-to-consumer has erupted and will never be put back in the box. Contactless retail and social commerce are now intrinsic to the customer experience. New supply chains will emerge. Time to Value has gained an immediacy that is here to stay.

We now live in two worlds simultaneously—the virtual and the physical.

People have migrated to the virtual world en masse since the beginning of the pandemic, straining the system with colossal demand and galactic connectivity. The digital world is no longer an abstract concept. It is a reality.

Yet we need to stay grounded, too. In the physical world, we make scientific breakthroughs, keep our families safe, serve our communities, care for our health and explore our planet. It is where organizations produce the products we need, at phenomenal scale. It is where hope thrives as we watch new developments in vaccines, almost every day.

The virtual and the physical are coming together—but underpinning it all, we need trust and protection. To keep both worlds operating, cybersecurity must be Job #1.

Organizations need security in the cloud to enable work-from-anywhere. They need intelligent threat detection and forensics to protect the edge, to keep employees and devices safe, no matter where they are. Retailers need secure ecommerce platforms to deliver the products and services their customers want, overnight. Hospitals need protection for data and records so patients' privacy is protected and they can receive critical care.

We need to run the new equilibrium on a platform of security, protection, trust and resilience. Without this platform, both the physical and virtual worlds will fail.



THE CONFERENCE

“REDEFINING CYBERSECURITY IN AN AI WORLD”

Rapid changes to the physical and virtual worlds have catalyzed a “Great Rethink” across all dimensions of human existence: economic, societal, technological, environmental, individual, geopolitical and industries. The Great Rethink is our opportunity to shape both worlds in the new equilibrium, now and in the future.

In support of this movement and following on from the significant success that we experienced with the 1st Cyprus Technology Summit which was held in Nicosia, Cyprus, on May 4th, 2023, BOUSSIAS Cyprus will be hosting the World Cyber Security Summit.

Titled “REDEFINING CYBERSECURITY IN AN AI WORLD”, this significant global event will be held in Nicosia Cyprus, on March 28th 2024, and is aimed at attracting the world’s elite gathering of leading cyber leaders and top technology companies for a one-day conference in Cyprus which will address these most crucial technological challenges.

Essentially, the event is designed to examine the next era of technology that will enable organizations to rethink cybersecurity and respond to new threats in the midst of breakneck global change.

The event will gather an audience of senior cybersecurity stakeholders, decision-makers, public authorities, and academia from leading European markets including the United Kingdom, Germany, France, Netherlands, Italy, and Switzerland, as well as further important markets for Cyprus including Israel, Egypt, and the GCC. It will provide key decision-makers a networking and learning platform to gain a shared understanding of what needs to be done to strengthen cyber resilience.



CONFERENCE TOPICS - FIRST ANNOUNCEMENT

These topics are speaker topics available within the various sponsorships of this Conference. As a sponsor, your organisation can choose the topic (or topics) which are more relevant to your objectives. Your chosen topics will be co-produced together with the BOUSSIAS Cyprus production team and integrated into the Conference Agenda in due course.

Depending on your sponsorship level, you can choose between a speaker session (15 minutes duration) or a custom-produced presentation and/or panel discussion (25 minutes).

- AI and the Future of Work
- Top Strategic Predictions for 2024 & Beyond: 2023 - The Year Everything Changed
- Cybersecurity and its Critical Role in Securing eGovernment Infrastructure
- Is Digital Government still a qualifier for how government delivers services?
- Strategy for Proactive Threat Prevention
- Cybersecure Cloud: Advancing Towards Cloud with Confidence
- Energy & Utilities: The Future is Accelerated by Three Mega Trends
- Oil & Gas: The 3 Mega-Trends Shaping the Future
- Banking Reimagined: Preparing for Next Generation Business Models
- Higher Education: Implications of a Future World of You and AI
- AI-Empowered Executive – How Can AI Help Everyday Work and What It Implies for Your Organization
- Evolution and transformation of CISO role and the challenges of Cybersecurity
- Cybersecurity for secure, vigilant, and resilient enterprises
- Insurance: The Digital Reset - Rethinking and Enhancing Digital for Success
- Winning the Race Against Ransomware
- The Next Critical Step on Your Zero-Trust Path Is Going Passwordless

INDUSTRY SECTORS

Government Bodies
Defence & Critical Infrastructure
Banking, Financial Services, and Insurance
Manufacturing
Oil & Gas

Telecom
Utilities
Healthcare Insurance
Retail/Ecommerce
FMCG/CPG



WHO YOU CAN EXPECT TO MEET

- Global / Group CIOs
- CISOs
- CIOs / CTOs
- Chief Innovation Officers
- SVPs/VPs/ - IT
- Head of Cybersecurity
- Sr Directors / Directors - IT
- GMs - IT / Heads of IT
- Chief Digital Officers
- CEOs / MDs
- SVP/VP/Head of Information Security
- Head of Digital Transformation

WHAT YOU CAN EXPECT FROM BOUSSIAS CYPRUS

Experience the unparalleled power of in-person BOUSSIAS Cyprus conferences, where you'll be surrounded by knowledgeable experts, like-minded peers and professionals dedicated to helping you identify solutions to your industry's greatest challenges.

BOUSSIAS Cyprus is a global business conference production and consulting firm that provides a wide range of business services to a diversified client base.

With a deep understanding of the realities and requirements of the markets we operate in – BOUSSIAS Cyprus strives to deliver innovative and high-quality conferences in Cyprus and around the world.

We provide clients and nonclients alike with the management skills and technical knowledge they need to prepare for the future. Through actionable, objective insight from experts, solutions from an experienced team, and peer networking opportunities, you can refine your strategies, reduce risk and get the competitive edge you need to succeed in your business.



SPONSORSHIP PACKAGES

THE CONFERENCE & KNOWLEDGE BUILDING

1 main stage with state-of-the-art LED screen
Renowned International Keynote Speakers
Attendance from across key European Markets and GCC
Panel discussions

NETWORKING & RELATIONSHIP BUILDING

Networking Breaks
Networking Lunch
Private meetings with organisations of your choice
Matchmaking with organisations suited towards your business development needs
Cocktail Networking party at close of conference

PUBLICITY & DIGITAL MARKETING

Pre and Post event Press Release
Live LinkedIn video statement from key organizational member
Pre-event dedicated podcast or video interview with a BOUSSIAS Cyprus technology journalist
Broadcast marketing on national television
Google Ads marketing for your business
Programmatic Ads marketing for your business
LinkedIn, Facebook and Instagram marketing for your business



SPONSORSHIP PACKAGES

Presenter € 28.000
 Platinum Sponsor € 22.000
 Gold Sponsor € 17.000
 Silver Sponsor € 12.000
 Sponsor € 7.000
 Supporter € 2.000

SPONSOR BENEFITS	PRESENTER	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	SPONSOR	SUPPORTER
Logo placement in the event title	●	-	-	-	-	-
Sole Sponsor of Networking Afterparty	●	-	-	-	-	-
Welcome note from key organisational member (2 mins duration or video 30")	●	●	-	-	-	-
Keynote + Panel discussion participation in one of the sessions (upon confirmation with the organizers)	Keynote + Panel	20'	15'	10'	5' or addition to the panel	-
Mention and creative of your organisation's participation and speaker/s participation on the dedicated event website, the BOUSSIAS News Portal, and BOUSSIAS social media platforms (LinkedIn, Facebook, Instagram)	●	●	●	-	-	-
Dedicated consultant to assist you in the structure build of your speech	●	●	●	●	●	-
Corporate logo on main stage LED screen	●	●	●	●	-	-
Corporate logo on backdrops and other printed materials	●	●	●	●	●	●
Broadcast of your organisational video during networking breaks, networking lunch and networking party	●	●	●	●	-	-
Logo placement in all conference communication material including dedicated event website, newsletters/mailers, BOUSSIAS News Portal, BOUSSIAS social media channels (LinkedIn, Facebook, Instagram) and TV conference promotional video	Highest position	Prevalent position	●	●	●	●
VIP invitations to the conference and networking cocktail party for your organisational members, clients, customers, and collaborators	50	35	30	25	20	10
Pre-event dedicated podcast or video interview with a BOUSSIAS Cyprus technology journalist	●	●	●	-	-	-
25 TV commercial spots of a maximum length of 30"	Logo mention in voiceover and display	Logo mention in voiceover and display	Logo mention in voiceover and display	Logo mention in voiceover and display	Logo display	Logo display
Sponsor mention by organiser in promotional interview on a TV show prior to the event	●	●	●	●	●	-
Targeted Google Ads & Programmatic Ads run 3 weeks prior to the event, including preparation of creative according to your needs	●	●	●	-	-	-
Boosted posts on your organisation to run on LinkedIn, Facebook and Instagram for 3 weeks prior to the event	●	●	●	●	●	●
Live LinkedIn video statement from key organisational member	●	●	●	●	●	●
Pre and Post event press release - mention of your organisation	●	●	●	●	●	●
Private meetings with organisations of your choice	●	●	●	●	-	-
Matchmaking with organisations suited towards your business development needs	●	●	●	●	-	-
Cocktail Networking Party	●	●	●	●	●	●
One-day Masterclass for your teams with Harvard Business School Publishing Moderator and Leadership Expert on the future of business in an AI world with Prof Steyn Heckroodt (UAE)	20	15	10	10	8	-

Payment terms: Indicative additional possibilities to strengthen your sponsorship (after consultation):
 • Optional presence of your executive in a panel discussion • Optional one 2 one sessions with prospective clients
 • Coordination of the Q&A Session with a Keynote speaker

19% VAT will be added to all prices
 50% advance immediately receivable upon signing the contract, 50% upon invoicing after the conference
 (in case of cancellation of the sponsorship by the sponsor, the deposit is not refundable.
 In case of cancellation of the conference by the organizer, the deposit is refunded).



TICKETS FOR CONFERENCE PARTICIPATION

Physical Participation for Cyprus delegates

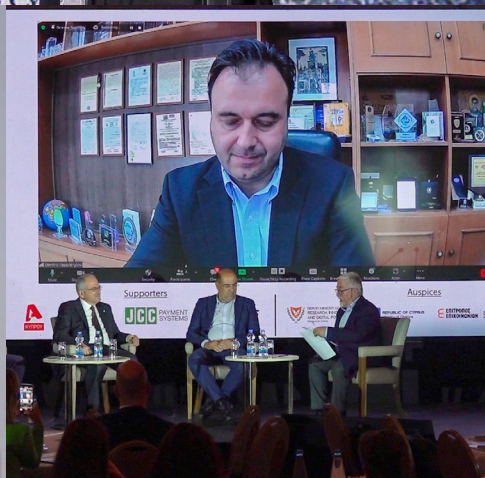
€90 / per person



**The 1st
Cyprus Technology
Summit was successfully
organised by BOUSSIAS Cyprus
in May 2023.**



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Organisations who participated in the 1st Cyprus Technology Summit

Under the auspices



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FOR MORE INFORMATION OR SPONSORSHIP INQUIRIES

To Participate:

Elena Hadjinicolaou


 elenah@boussias.cy


 +357 96 494925

To become a Sponsor:

George Loizou

 georgel@boussias.cy

 +357 99 331023

 +357 22 252 572

 info@boussias.cy

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