

# CONVENING EMEA

30 SEPT - 2 OCT  
2024 | BARCELONA

## GETTING COMFORTABLE WITH CYBERSECURITY IN AI'S AGE OF DIGITISATION



**OLGA  
NASIBULLINA**

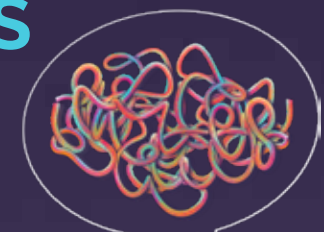
SERIAL CYBER SECURITY  
ENTREPRENEUR  
& NATO LECTURER



### CHALLENGES



Cyberthreats



Misinformation



Artificial  
Intelligence



### Been hacked?

Tell customers before the rumours start

## SOME STATS

**2,365** cyberattacks in 2023 in US

**72%** increase in data breaches since 2012

**343m+** victims of cyberattacks in the US in 2023

Cost of 2024 data breach on average: **\$4.88m**

**94%** of organisations have reported email security incidents

Email is most common vector for malware  
**(35%)** in 2023

Over **\$2.9bn** in losses in 2023 due to business email compromises

### PERSONAL RESPONSIBILITY

Wait **9 seconds** before doing anything



The more you know the **safer** you are

Ask **questions** to make sure it's who you think it is



### EVENT PLANNING



Check venue digital security & demand improvements

Open wifi?

Weaknesses?



Have I.T. on-site during site visits + event

Software?

Have a backup plan in place



### IN THE OFFICE

Right mindset and

Right tools



- Discuss cybersecurity internally
- Check existing measures
- Audit passwords, logins and access
- Cyber training for all staff
- Not sure? Ask an I.T specialist.

'GETTING COMFORTABLE WITH CYBER-SECURITY IN AI'S AGE OF DIGITISATION' was sponsored by

