

A scenic view of a European city waterfront, likely Copenhagen, featuring historic multi-story buildings with red-tiled roofs and a prominent church spire. The foreground shows a canal with a stone quay and some people sitting on the steps. The sky is clear and blue. The text is overlaid in white, bold, sans-serif font.

From risk to resilience – Fixing and futureproofing your event

Imagine...

a world where all of a sudden “event” only means “online event”

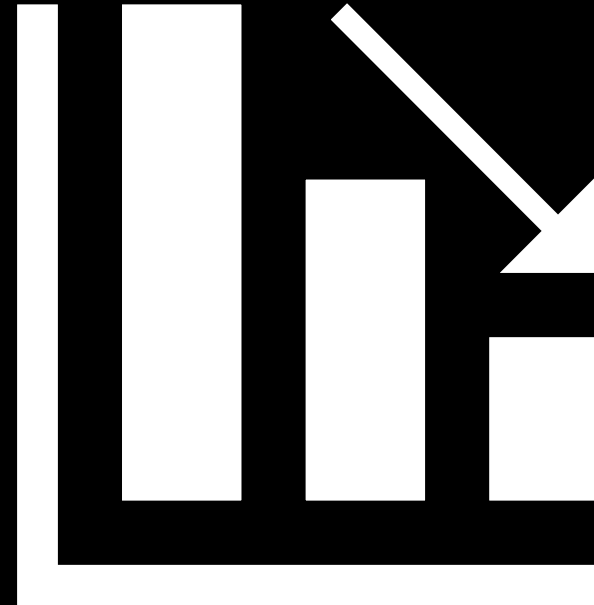
a whole new world to operate in

where people only talk about airtime, IEM, transcoder, RTMP and simulive

and you feel like the only one lost in the (virtual) room?

Sounds familiar...?

FROM THIS



TO THIS



CYBER,
PHYSICAL
OR
INSIDER THREAT?
ALL OF THE ABOVE?



ASIS EUROPE 2017

FROM RISK TO RESILIENCE

MICO, MILAN ITALY
29-31 MARCH 2017

www.asiseurope.org

ASIS EUROPE 2023

→ FROM RISK TO RESILIENCE

Rotterdam, NL

→ 21 - 23 March

Online

→ 2 March & 27 April





CONVENING EMEA

20 - 22 SEPTEMBER
2023 | COPENHAGEN

BÉNÉDICTE LOSSEAU

PARTNER, EVENTS & OPERATIONS
EXEMPLA MANAGEMENT & CONSULTING

PETER J. O'NEIL

CEO
ASIS INTERNATIONAL



ASIS INTERNATIONAL



- Global community of security practitioners
- Protection of assets:
 - People
 - Property
 - Information
- 34,000 Members | 240+ Chapters
- Founded in 1955
- US HQ + European office in Brussels (Exempla)



CONTEXT : NEW SECURITY LANDSCAPE

- Hyperconnected business environment
- Converged risks
- Skill gap and relevance issue for physical security managers

MUST READ: Five ways professionals will experience 5G, and when

SCADA security: Bad app design could give hackers access to industrial control systems

'Shocking' flaws show apps for industrial control systems are being built without enough thought for security, according to researchers.



By Danny Palmer | January 11, 2018 -- 16:23 GMT (16:23 GMT) | Topic: Security



MORE FROM DANNY PALMER



Security
Two cybersecurity myths you need to forget right now, if you want to stop the hackers



Security
Now this Android spyware poses as a privacy tool to trick you into downloading



Security
Security vulnerabilities in video

A ONE-MINUTE ATTACK LET HACKERS SPOOF HOTEL MASTER KEYS

SHARE



SHARE



TWEET



COMMENT



EMAIL



MOST POPULAR



BUSINESS

AR Will Spark the Next Big Tech Platform—Call It Mirrorworld

KEVIN KELLY



CULTURE

'Frozen 2' Trailer: Twitter Asks, Where Is Elsa's Girlfriend?

ANGELA WATERCUTTER



SCIENCE

This Scary Map Shows How Climate Change Will Transform Your City

MATT SIMON

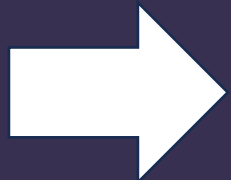
→ MORE STORIES

2016 – A NEW PERSPECTIVE FOR ASIS

- Opportunity for ASIS to be a leading platform => New global strategy
- New CEO and HQ management team
- Intense competition from corporate event organisers
- Financial challenges

EXEMPLA'S REVIEW

- Security industry embracing digitization
- Core event audience = European security managers faced with cyber-physical converged risk
- ASIS Strategy to "own" this emerging discipline



STARS ALIGNED



= GO!

CHANGE WITH A FRAME

- What constitutes success?
- Strategic plan with yearly performance assessment
- Room for evolution and improvement
- Shared success ASIS - Exempla



Questions?



PROGRAMME CHANGE – CONTENT STRATEGY

- Content focus on business impact and relevance for security leaders



SAMANTHA RAPHELSON



A Tesla Model S electric vehicle is charged at a car dealership in Shanghai, China, in March 2015.

Johannes Eisele /AFP/Getty Images

ASIS EUROPE 2018

FROM
RISK
TO
RESILIENCE

ASIS
INTERNATIONAL
Advancing Security Worldwide®





ASIS
INTERNATIONAL
Advancing Security Worldwide



DIGITALEUROPE

From risk to resilience

Cecilia BONEFELD DAHL
Director General, DIGITALEUROPE

22 March 2023

ASIS
EUROPE
2023
→ FROM RISK TO RESILIENCE



PROGRAMME CHANGE – CONTENT STRATEGY

- Content focus on business impact and relevance for security leaders
- Diverse session format offer
- From random presentation patching to intentional building of a structured content
- Evaluation & evolution



Stuart NASH
CEO
ALCHEMY GLOBAL

SPONSORSHIP & EXHIBIT OFFER REDESIGN

- Bridge the gap between content and commercial
- Value = position sponsors as thought leaders in front of top level audience
- Sponsors' goals

ASIS Europe – Where Education Means Business

The top of the European security profession will meet during a 3-day onsite event from **20 – 22 March 2024**, in **Vienna, Austria** to discuss the latest developments, exchange best practices and network. The event will have an emphasis on collaborative learning, interaction and discussion and networking in self-guided and structured formats.

The event is designed for a core audience of European senior security practitioners working for large corporates and those with assets, business or interests in Europe.

A portfolio of engagement and sponsorship packages has been designed to bring the value sponsors and exhibitors seek around following aspects:

- Face to face interaction
- Thought leadership
- Brand awareness
- Leads generation
- Data and insights



We have packages for every budget, ranging from EUR 3,850 for a Basic Exhibit Package to EUR 30,000 for a Headline Sponsorship. We also offer year-round engagement opportunities.

Interested in discussing what opportunities ASIS Europe 2024 can bring to your business? [Contact us for more information.](#)

What is your most important goal in participating in ASIS Europe 2024?

Engaging with potential new customers

Maintaining relationships with existing customers

Building brand recognition

Demonstrating thought leadership

Better understanding customer/market needs

Generating leads

Educating the market about a new technology, methodology or risk

Promoting (new) products/services

SPONSORSHIP & EXHIBIT OFFER REDESIGN

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- Evolution

AUDIENCE FOCUS – CUSTOMER EXPERIENCE

- Participant's goals : education + networking
- Learning paths & options
- High quality experience – all participants are VIPs

KEY PRINCIPLES & HEALTHY TENSION

- Financial sustainability
- Content & experience quality
- ASIS community



Questions?
Want to share your experience?



SUCCESS ENABLERS





SUCCESS ENABLERS

- Preparedness





SUCCESS ENABLERS

- Preparedness
- Circle of trust





SUCCESS ENABLERS

- Preparedness
- Circle of trust
- Relevant event for relevant professionals





SUCCESS ENABLERS

- Preparedness
- Circle of trust
- Relevant event for relevant professionals
- Agility = seize the opportunity



ASIS
INTERNATIONAL

Europe's Largest



Questions?
Want to share your experience?



THANK YOU!

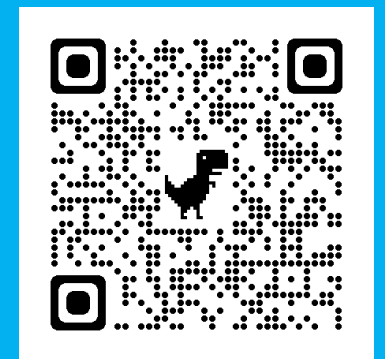
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#CONVENINGEMEA

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