

SWISS CYBER SECURITY DAYS 06. & 07.04.2022 FORUM FRIBOURG

swiss
cyber
security
DAYS 

CYBER IS THE BEDROCK OF DIGITAL SOCIETY

RATHER PREPARE THAN REPAIR

With cyberspace, a 5th dimension is growing not only into consciousness, but more and more powerfully and rapidly into all spheres of human life. Simultaneously the potential for damage is growing not only for the society and the economy, but also for each individual directly. We are in the middle of a social transformation and paradigm shift that already reaches far beyond the 4th Industrial Revolution. The dimensions of water, land, air and world space are being joined by the virtual, digital world as cyberspace, with hardly any boundaries left within it. Let's seize the opportunity to make this dimension secure and realize human centered cybersecurity: Let's be prepared instead of repaired.

The Swiss Cyber Security Days (SCSD) as Switzerland's leading expertise in this international environment will highlight «Human Centered Cybersecurity» a sustainable lead topic for the 2022 edition and create awareness for invisible threats and untapped opportunities of the 5th dimension. We bridge the knowledge gap between technology and humanity and provide insights into current and future innovative solutions to protect critical infrastructures and achieve effective cooperation between private and public sectors. The SCSD and our platform «SCSD365» are open to anyone looking for solutions and innovations in the field of cybersecurity, be it managers of SMEs, IT managers of large companies, students, experts or individuals.

Sincerely and highly motivated
National Councillor Doris Fiala, President, and Béat Kunz, CEO



Federal Councillor Ueli Maurer

Head of the Federal Department of Finance FDF

«Cybersecurity has grown hugely in importance and now plays a key role in national and international foreign security policy. It is increasingly becoming an important factor for the general public and Switzerland as a business location. By creating the National Cybersecurity Centre (NCSC) in the FDF, the Federal Council has created the conditions to support the population, businesses, educational institutions and public administrations in protecting against cyber-risks, as well as to improve the security of its own systems. With the ordinance of 1 July 2020, the Federal Council is meeting the demands of businesses and political circles for a robust competence centre.»



Federal Councillor Viola Amherd

Head of the Federal Department of Defence, Civil Protection and Sport DDPS

«Cyberspace makes existing threats even more challenging. Modern security policy includes the virtual space: it looks ahead and thinks ahead. Within the framework of the Swiss National strategy for the protection of Switzerland against cyber risks, the DDPS is responsible for the nation's cyber defence, every day, as well as in crises or conflicts. The DDPS can only fulfill this mission in close cooperation with its partners on the level of the Cantons, and of the Swiss Government. Cyber Security is a joint mission – and a security policy priority.»

OUR VISION

«The Swiss Cyber Security Days are the leading platform for cybersecurity topics. They connect national and international personalities as well as important organizations on the related issues of cyber in politics, business, education and research.

Equally, the conferences and events of the Swiss Cyber Security Days want to reveal the possibilities and chances in an optimal, secure, competent and future-oriented way, in order to build a knowledge bridge between technology and society.»

OUR VALUES

We are committed to:

- transparency
- knowledge transfer
- open communication and discussion
- and business development

SCSD target groups

- CEO, CRO, CFO, CIO [C-Level]
- CISOs and CSOs
- Decision-makers in SMEs, members of the boards
- Editors, system integrators, distributors
- Insurance providers and brokers
- Consulting services
- Process outsourcing and process management providers
- Media professionals (business, politics, IT, education, etc.)
- Politicians, authorities
- Students and trainees
- Associations
- Broad audience interested in IT and security

SCSD2022 – Conferences and Exhibition

For the conferences of the 2022 edition, the Program Commission has adopted the following grid: On the first day in the morning, as usual, the focus will be on national security. In the afternoon, the international situation in the field of cybersecurity will be discussed, in particular the situation in the USA. On the second day, in the morning, the focus will be on SMEs and insurances. The afternoon will be covered by the WEF with current topics as well as important persons and institutions. The second topic in the afternoon will be a new «Women in Cyber Sec Forum».

The Expert Tracks will be shortened in the morning and afternoon and the Best Practice Presentations will take place as before on two stages in the exhibition area throughout the event.

Theme parks will be expanded in the exhibition area. In addition, the two stages for innovation and education will be presented more prominently in this area.

SCSD 365 - ALL YEAR-ROUND PLATFORM FOR CYBERSECURITY

«SCSD365» is a cross-platform [web and native mobile app] for conferences and exhibitions that increase interactions between attendees and exhibitors and helps measure and capture exhibitor ROI all year round. It enables an impressive symbiosis of classic conferences and live communication with the variety of digital information and interaction possibilities and digital developments.



The platform includes among other things:

- All the services of an event mobile app like exhibitor list, conference program, speaker list, floor plan, etc.;
- Live streaming sessions, on both the Web and Mobile apps. Attendees will be able to interact with the speaker in real-time;
- Matchmaking service powered by AI that suggests who to meet and helps schedule meetings;
- A Smart lead capture system that helps exhibitors to target prospects and track ROI in real-time;
- An exhibitor interface where they can edit company info, upload product, schedule meetings and follow leads;
- A marketplace that allows brands to showcase their products;
- Video calls, interactive & live discussions.

PARTNERSHIPS AND TARIFFS

As a unique informational and interactive event, the Swiss Cyber Security Days and the platform «SCSD 365» offer solid and sustainable partnerships with leading companies. An innovative world of experience and continuous communication aims at a balance in the triangle of interests between partners, clients, SCSD and the public. Awareness and image transfer are primary communication goals of us and our sponsors and partners.

See benefits below. Special opportunities such as sponsoring of networking or catering areas as well as of conference stages are possible.

Benefits

Category	CHF/a	m ²	Best Practice	Staff Pass	Clients invitation
Presenting Partner	tbd	tbd	tbd	tbd	tbd
Strategic Partner	tbd	tbd	tbd	tbd	tbd
Titanium Sponsor	50'000	24	20'	4	6
Platinum Sponsor	30'000	18	20'	4	4
Gold Sponsor	16'500	12	20'	3	2
Silver Sponsor	9'000	9	15'	2	1

More than 20 different visibility opportunities on site and on web platform depending on sponsoring level. Detailed table available on request.



Contact

Carlo Fachini

C00, Head of Sales & Sponsoring

M +41 79 407 49 71

carlo.fachini@scsd.ch

swisscybersecuritydays.ch