



Major cyber security conference set to empower North East business leaders

Practical strategies unveiled to safeguard businesses amid rising cyber threats.

In an era where cyber crime's toll on the UK economy has surged to a staggering £27 billion annually, the call to action for businesses to defend themselves has grown resoundingly clear.

As cyber-attacks increase in frequency and complexity, the need for businesses to take proactive measures has never been more critical.

Enter a pivotal event this September that promises to equip businesses with real-world tools and strategies to fend off cyber threats more effectively than ever before.

Mark your calendars for a collaboration between Aspire Technology Solutions and CyberNorth.

The stage is set for Aspire CyberFest, a leading cyber security conference poised to revolutionise the approach businesses adopt in safeguarding their digital assets.

This is more than just another gathering; it's a crucial opportunity for business leaders to gain insights and actionable solutions in the ever-evolving landscape of cyber threats.

Date: Tuesday 26 September 23
Time: 9:00am – 5:00pm, followed by a Drinks Reception
Location: St. James' Park, Newcastle upon Tyne

Aimed at business leaders across all sectors, the conference boasts a lineup of battle-hardened experts who have navigated the challenges of cyber security. The comprehensive program aims to help companies enhance their security posture and defend against the ever-changing threat landscape:

- **Keynote Speaker: Charlie McMurdie, Former Head of the Police National Cyber Crime Unit, will provide firsthand insights into security preparedness derived from real-world experience.**



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Chris Fraser, CEO, Aspire



Keynote Speaker: Sarah Armstrong-Smith, Chief Security Advisor at Microsoft

- **Keynote Speaker: Sarah Armstrong-Smith, Chief Security Advisor at Microsoft, will delve into the practical implications of Artificial Intelligence and Machine Learning on your cyber security strategy.**
- **Extreme Networks, leaders in cloud networking solutions, will reveal how to craft a comprehensive security ecosystem tailored to your business's unique requirements.**
- **Womble Bond Dickinson, a powerhouse in international law, will demystify the legal complexities in cyber security, exploring the ethical landscape of ransom negotiations.**
- **Global IT and business consultancy CGI, will unravel the intricate shifts in cyber security paradigms, with particular relevance to the UK's Critical National Infrastructure.**
- **Market leader CrowdStrike will shed light on the transformative potential of generative AI, making cutting-edge security accessible to businesses of all sizes.**

Businesses have never been at a greater risk from cyber criminals. Since Aspire was established in 2006, they have seen the threat of cyber crime evolve dramatically, with more and more businesses contacting Aspire for support.

Against the backdrop of economic uncertainties, Aspire and CyberNorth felt it was essential to launch an event that informs business leaders how to effectively protect their digital assets and navigate the evolving landscape.

Aspire CyberFest stands as the flagship event in the #CyberFest programme. Now in its sixth year, #CyberFest is the North East's premier cyber security festival organised by CyberNorth. A diverse range of events is scheduled throughout September.

Both Aspire and CyberNorth have witnessed the evolution of cyber threats, and they're ready to share their insights.

Seating is limited and complimentary tickets are in high demand. Secure your spot now by contacting Aspire at marketing@aspirets.com

*Find out more about Aspire CyberFest: www.aspirets.com/cyberfest
 Find out more about CyberNorth membership and the full #CyberFest events programme: cybernorth.biz/events
 (CyberNorth membership is free and brings together the cyber security ecosystem across the North East)*



Phil Jackman, Director, CyberNorth