

CYBER INITIATIVES GROUP

from THE CIPHER BRIEF

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WHAT IS THE CYBER INITIATIVES GROUP?

The Cyber Initiatives Group (CIG) is an exclusive group of cyber leaders who work together to innovate new ideas and stay on top of market trends. Moderated by Suzanne Kelly, the CIG hosts virtual briefings and summits designed to help group members innovate and co-create solutions to the emerging cyber-related national security challenges we face. This unique group from both the public and private sectors is designed to help advance cybersecurity reform and innovation.



Presented by Suzanne Kelly, CEO and Publisher of The Cipher Brief, which has a following of 30K national security-minded leaders from both the public and private sectors

ABOUT OUR INAUGURAL EVENT

THE CYBERSECURITY SUMMIT

A 3-Day Virtual Conference
March 23-25, 2021

Co-hosted by Cipher Brief CEO & Publisher Suzanne Kelly and former NSA Deputy Director Rick Ledgett

Fresh perspectives from well-recognized cyber thought leaders including these below, with a cyber exercise led by Dmitri Alperovitch



Brad Smith
Microsoft President



Kevin Mandia
FireEye CEO



Brandon Wales
Acting CISA Director



Hon. Susan M. Gordon
Former PDDNI



Dave Luber
NSA Deputy Cybersecurity Director



Mark Warner
Chair of the Senate Select Committee on Intelligence; Virginia Senator



Hon. Leslie Ireland
Board Member, CitiGroup; Former A/S for Intelligence and Analysis, USDT



Dmitri Alperovitch
Silverado Policy Accelerator Executive Chairman; former CrowdStrike Founder

MEDIA PARTICIPATION FROM

The New York Times	NPR	CNBC	Bloomberg
The Washington Post	CNN	Defense One	Cybernews
The Wall Street Journal	ABC	MIT Technology Review	Yahoo News
Politico			

EVENT STATISTICS

>1,200
REGISTERED ATTENDEES

93%
RATED THE SUMMIT
AS ONE OF THE BEST
CYBER EVENTS

24%
AT THE DIRECTOR LEVEL
OR ABOVE

17%
PUBLIC SECTOR
DECISION-MAKERS AND
INFLUENCERS

20%
OPTED IN TO RECEIVE
COMMUNICATION FROM
EVENT SPONSORS

TESTIMONIALS

"The Cipher Brief's Cybersecurity Summit unquestionably ranks with the very best of the numerous cyber conferences in which I have participated. The level and range of expert dialogue are always unmatched, and the agenda unerringly focuses attention on the issues that are most critical to government and the private sector. Beyond that, the expert-led sessions and simulation exercises do a wonderful job of providing the audience insights into the thinking of policy makers and consistently spotlight the gaps in our cyber organizations' authorities, resources, and capabilities."

—General David Petraeus, former Commander of the Surge in Iraq, US Central Command, and Coalition and US Forces in Afghanistan, and former Director of the CIA

"The Cipher Brief hit a grand home run with The Cybersecurity Summit. The speakers were broadly diverse, often provocative, and always enlightening. The cyber exercise was especially well done; it certainly brought to light some useful 'it's not as easy as it looks' insights. In summary, a great job; maybe the best such session I've experienced."

—Lt Gen James R. Clapper, Former U.S. Director of National Intelligence

"The Cipher Brief's Cybersecurity Summit is unlike anything I have attended in terms of both the level of expertise and the range of perspectives on cybersecurity issues."

—Matt Olsen, Chief Security and Trust Officer, Uber

SPONSORSHIP PACKAGES

*The advancement of cyber reform and innovation cannot happen with large private sector companies alone. To truly innovate against emerging cyber-related national security challenges, we need the involvement of smaller organizations as well. That's why we're glad to be able to offer discounts for companies with 50 or fewer employees.

Red Team Sponsorship | Inquire

- Custom-built packages available for purchase

Blue Team Sponsorship | \$45K*

- Speaking opportunities at our virtual briefings and summits
- Submit independent articles and contribute to quarterly publications
- Advertisements to grow recognition of your brand's leadership and innovation in cyber
- Your company's branding featured prominently on the CIG website, in quarterly newsletters and during event promotion

Purple Team Sponsorship | \$25K*

- Submit independent articles and contribute to quarterly publications
- Advertisements to grow recognition of your brand's leadership and innovation in cyber
- Your company's branding featured prominently on the CIG website, in quarterly newsletters and during event promotion



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THE SPRING 2021
CYBERSECURITY SUMMIT

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