

Customer Value Programmes

PROTECTING YOUR CUSTOMER AND COMPANY DATA

Overview

Today's Cyber threats are more sophisticated and equal opportunity than ever before. All types of enterprises and information are being targeted. More and more attacks are increasingly coming to fruition, producing a steady stream of high-profile, sophisticated breaches and intrusions.

Attack strategies have also evolved. Instead of a traditional, direct attack against a high-value server or asset, today's strategy employs a patient, multi-step process that blends exploits, malware, and evasion into an ongoing coordinated network attack.

Cyber crime is the growing in its pervasiveness and severity and it is now incumbent on all organisations to take appropriate measures to mitigate its impact.

Topics Covered

- The Cyber Threat Landscape
- Cyber Attacks Types (with examples),
- Trends and Techniques
- How organisations can defend themselves
- The 3 building blocks of Cyber security
- How to respond and recover after a cyber-security incident has happened
- Understanding Cyber Risk to the organisation
- Legal implications of Cyber security-cross border crime
- Board level Oversight

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Target Audience

Marketing Managers, Department Heads, Business Intelligence, IT, Directors

Outcome

You will gain full insight into the key aspects of cyber security and what the latest trends are and how to protect your assets by educating all within your organisation.