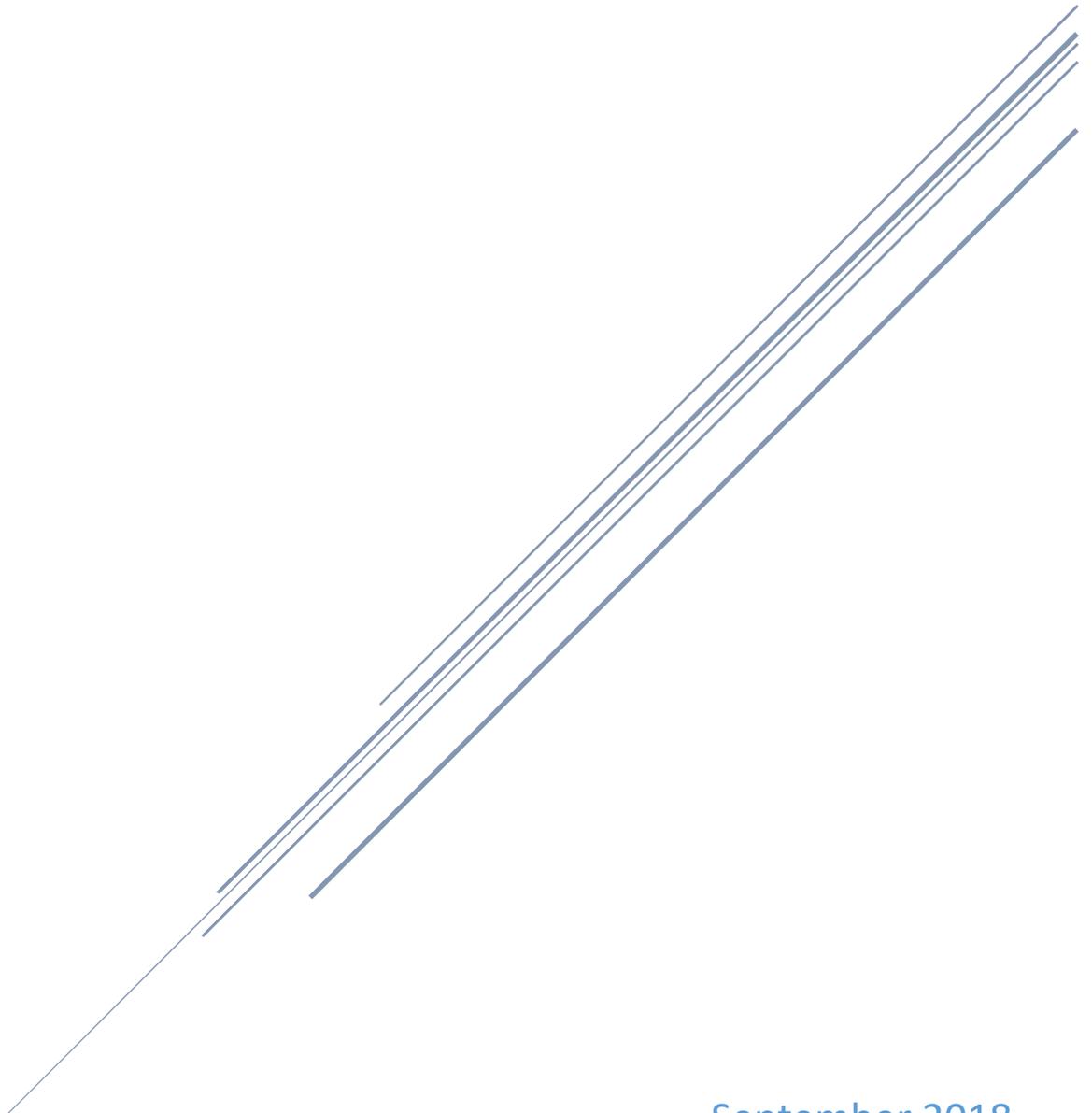


CYBER SUMMIT WORKING GROUP STRATEGIC PLAN

Chair: Chetrice Mosley | Co-Chair: Doug Rapp



September 2018
Indiana Executive Council on Cybersecurity

Cyber Summit Working Group Plan

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Committee Members

Committee Members

Name	Organization	Title	Committee/Workgroup Position	IECC Membership Type
Chetrice Mosley	State of Indiana	Cybersecurity Program Director	Chair – Full Time	IECC Director
Doug Rapp	CLA	President	Co-Chair Full Time	Advisory
Steve Scofes	Scofes Consulting	President	Full Time	Advisory
Graig Fairmouth	Scofes Consulting	Partner	Full Time	Advisory
Brian O’Hara	InfraGard	Past - President	As Needed	Advisory
Chris Collins	InfraGard	President	Full Time	Advisory
Tom Gorup	Rook Security	Director of Security Operations	As Needed	Advisory
Chuck McCormick	ESO Communications	Solutions Engineer	As Needed	Advisory
Chad Pittman	Purdue Research Foundation	VP	As Needed	Advisory
Graig Lubsen	IOT	Communications Director	Full Time	Advisory
Joel Rasmus	Purdue	CERIAS Director	As Needed	Advisory
Diana Williams	Project Brilliant	Director	As Needed	Advisory
Julia Kraut	Cybertech	Events Director	As Needed	Contributing

Introduction

Introduction

With the signing of Executive Order 17-11 by Governor Eric J. Holcomb, the Indiana Executive Council on Cybersecurity (IECC) and its mission was continued. With the ever-growing threat of cyberattacks, the IECC has been tasked with developing and maintaining a strategic framework to establish goals, plans, and best practices for cybersecurity to protect Indiana's critical infrastructure. The IECC is comprised of twenty committees and working groups who worked together to develop a comprehensive strategic plan and implementation plans. This implementation plan is one of the twenty specific plans that make up the complete 2018 Indiana Cybersecurity Strategic Plan.

Executive Summary

Executive Summary

- **Research Conducted**

- Collect initial feedback from cyber experts, states, and vendors for what would be valuable in a conference
- National Governor’s Association 2018 list of highlighted state conferences
- Best practice research of cyber conferences
- Listing of 2017 past conferences and rankings
- Survey to Council for topics – upcoming
- Reviewed materials of an award-winning state conference (Tax Symposium 2013)

- **Research Findings**

- Initial discussions suggest that there is a great interest in Indiana leading the cybersecurity effort, including holding a state-wide conference.
- In 2018, there are about 200 cybersecurity conferences being held by other states according to the National Governor’s Association.
- No other cybersecurity conference led by the State of Indiana has yet occurred.
- Multiple sectors, academia, and military branches have conducted cyber-related education and training, along with preparatory cybersecurity workshops and conferences.

- **Working Group Deliverable**

- Cybertech Midwest

- **Additional Notes**

- N/A

- **References**

- Comprehensive national and international list of cybersecurity conferences: <https://infosec-conferences.com/>
- “The Top 50 Must-Attend Information Security Conferences”: <https://digitalguardian.com/blog/top-50-must-attend-information-security-conferences>
- Putting on Conferences – Best Practices:
 - <https://www.smartmeetings.com/events/97322/planners-reveal-best-practices-for-how-to-plan-a-conference>
 - <https://www.semrush.com/blog/top-5-conference-best-practices/>
 - <https://medium.com/tedx-experience/how-to-organize-a-conference-567fb50ccdbd>
- Cybertech: <https://www.cybertechnisrael.com/>

Research

Research

- 1. What has your area done in the last five years to educate, train, and prepare for cybersecurity?**
 - a. No other cybersecurity conference led by the State of Indiana has yet occurred.
 - b. Multiple sectors, academia, and military branches have conducted cyber-related education and training, along with preparatory cybersecurity workshops and conferences.
- 2. What (or who) are the most significant cyber vulnerabilities in your area?**
 - a. Lack of education and knowledge of how cybersecurity affects everyone.
- 3. What is your area's greatest cybersecurity need and/or gap?**
 - a. There is a need for a state-sponsored cyber conference to assist in moving Indiana to the Next Level in cybersecurity.
- 4. What federal, state, or local cyber regulations is your area beholden to currently?**
 - a. N/A
- 5. What case studies and or programs are out there that this Council can learn from as we proceed with the Planning Phase?**
 - a. National Governors' Association experience with other state's conferences and their own.
 - b. InfoSec Cybersecurity Conference Website Research.
 - c. Best practices of conferences research.
 - d. Feedback and lessons learned from other entities who have put on a cybersecurity conference in Indiana.
- 6. What research is out there to validate your group's preliminary deliverables? This could be surveys, whitepapers, articles, books, etc. Please collect and document.**
 - a. Needs from stakeholders, councils, committees, and working groups.
- 7. What are other people in your sector in other states doing to educate, train, prepare, etc. in cybersecurity?**
 - a. Multiple sectors, academia, and military branches have conducted cyber-related education and training, along with preparatory cybersecurity workshops and conferences.
- 8. What does success look like for your area in one year, three years, and five years?**
 - a. Over the next year, the IECC will hold the first cybersecurity statewide conference that will be useful to the attendees, speakers, and vendors.
 - b. Future cybersecurity conferences will need to align with the needs of the state and recommendations of the IECC.

- 9. What is the education, public awareness, and training needed to increase the State's and your area's cybersecurity?**
 - a. Comprehensive communication marketing plan to promote the cybersecurity conference throughout the State.

- 10. What is the total workforce in your area in Indiana? How much of that workforce is cybersecurity related? How much of that cybersecurity-related workforce is not met?**
 - a. N/A

- 11. What do we need to do to attract cyber companies to Indiana?**
 - a. N/A

- 12. What are your communication protocols in a cyber emergency?**
 - a. N/A

- 13. What best practices should be used across the sectors in Indiana? Please collect and document.**
 - a. N/A

Deliverable: Cybertech Midwest

Deliverable: Cybertech Midwest

General information

1. What is the deliverable?

- a. Hold Cybertech Midwest, which is the state's first cybersecurity conference in 2018 with a sustainability model. See Supporting Document for Cybertech Midwest Brochure.

2. What is the status of this deliverable?

- a. In-progress; 75% complete

3. Which of the following IECC goals does this deliverable meet? Check ONE that most closely aligns. See [Executive Order 17-11](#) for further context.

- Establish an effective governing structure and strategic direction.
- Formalize strategic cybersecurity partnerships across the public and private sectors.
- Strengthen best practices to protect information technology infrastructure.
- Build and maintain robust statewide cyber-incident response capabilities.
- Establish processes, technology, and facilities to improve cybersecurity statewide.
- Leverage business and economic opportunities related to information, critical infrastructure, and network security.
- Ensure a robust workforce and talent pipeline in fields involving cybersecurity.

4. Which of the following categories most closely aligns with this deliverable (check ONE)?

- Research – Surveys, Datasets, Whitepapers, etc.
- Informational Product – Definitions, Glossary, Guidelines, Inventory, Best Practices, etc.
- Operational Product – Programs, Processes, etc. (generally can be produced within the group or with current resources)
- Operational Proposal – Programs, Processes, etc. (generally requires additional resources)
- Templates/Toolkits – Actionable Resource Kits, Turnkey Templates
- Policy Recommendation – Recommended Changes to Law

Objective Breakout of the Deliverable

5. What is the resulting action or modified behavior of this deliverable?

- a. Hold a successful cyber conference.

6. What metric or measurement will be used to define success?

- a. Meet income and attendee requirement for the conference.

7. What year will the deliverable be completed?

- a. 2018

8. Who or what entities will benefit from the deliverable?

- a. IECC, the general public, businesses, and government

9. Which state or federal resources or programs overlap with this deliverable?

- a. N/A

Additional Questions

10. What other committees and/or working groups will your team be working with to complete or plan this deliverable?

- a. All as the program is developed.

11. Which state agencies, federal agencies, associations, private organizations, non-profit organizations, etc. will need to be involved to complete or plan this deliverable?

- a. IEDC and Cybertech

12. Who should be main lead of this deliverable?

- a. IECC Director

13. What are the expected challenges to completing this deliverable?

- a. Ensuring the income limit is met and a sustainability model is created

Implementation Plan

14. Is this a one-time deliverable or one that will require sustainability?

- a. Ongoing/sustained effort (3-year initiative)

Tactic Timeline

Tactic	Owner	% Complete	Deadline	Notes
Select vendor	IECC Subcommittee	100%	NA	Cybertech
Select venue	IECC Subcommittee	100%	NA	JW Marriott
Finalize vendor contract	IEDC	100%	May 2018	
Finalize sponsorship details	Cybertech/Julia	100%	May 2018	
Meet initial sponsorship goal	Sponsor working group	0%	September 2018	
Draft schedule produced	IECC Subcommittee	100%	April 2018	
Content selected	IECC Subcommittee	100%	May -August 2018	
Speakers selected	IECC Subcommittee	85%	May -August 2018	
Website Launched	IECC Subcommittee	90%	May 2018	
Draft advertising campaign	IEDC/Subcommittee	85%	May -August 2018	
Meet registration goals	IECC Subcommittee	0%	September 2018	
Conduct final coordination	IECC Subcommittee	0%	September-October 2018	
Execute Summit	Cybertech/IECC	0%	October 2018	
Begin 2019 Planning	Cybertech/IECC		July 2018	

Resources and Budget

15. Will staff be required to complete this deliverable?

- a. No

16. What other resources are required to complete this deliverable? (Examples include software, hardware, supplies, materials, equipment, services, facilities, etc.)

- a. Seed funding secured by Indiana Economic Development Council (IEDC)
- b. Marketing/Advertising support (from IECC partners and Cybertech)

Benefits and Risks

17. What is the greatest benefit of this deliverable? (Please provide qualitative and/or quantitative support.)

- a. Provides a forum to conduct/highlight the work done by the IECC and the subcommittees.

- 18. How will this deliverable reduce the cybersecurity risk or impact? What are the estimated costs associated with that risk reduction?**
- a. This event will provide education, training, and tools to reduce the largest risk surface area in Indiana.
- 19. What is the risk or cost of not completing this deliverable?**
- a. The risk is that large areas of Indiana's economy remain unprotected.
- 20. What defines success and/or what metrics will be used to measure success? What is the baseline for your metrics?**
- a. Metrics of effectiveness will be determined by the subcommittee after further analysis. Standard metrics as to the success of the summit will include attendance, number of vendors, start-ups, and other participants.
- 21. Are there comparable jurisdictions (e.g. other states) that have similar projects that we can compare this project to using the same metrics?**
- a. Yes
 - b. **If Yes, please list states/jurisdictions**
 - i. The Michigan summit can be used as a comparable as well as other Cybertech events.
- 22. Are there comparable jurisdictions (e.g. other states) that do not have a comparable project that we can use as a control to show what happens if Indiana does not complete the deliverable?**
- a. No

Other Implementation Factors

- 23. List factors that may negatively impact the resources, timeline, or budget of this deliverable?**
- a. Short timeline.
- 24. Does this deliverable require a change from a regulatory/policy standpoint?**
- a. No
- 25. What will it take to support this deliverable if it requires ongoing sustainability?**
- a. It is the intent that the State provides initial seed funds for this initiative and Cybertech will have the responsibility to create a sustainability model in conjunction with the IECC.
- 26. Who has the committee/working group contacted regarding implementing this deliverable?**
- a. Governor's Office
 - b. IEDC
 - c. Additional subcommittees

27. Can this deliverable be used by other sectors?

- a. Yes
- b. **If Yes, please list sectors**
 - i. All

Communications

28. Once completed, which stakeholders need to be informed about the deliverable?

- a. All

29. Would it be appropriate for this deliverable to be made available on Indiana's cybersecurity website (www.in.gov/cybersecurity)?

- a. Yes

30. What are other public relations and/or marketing considerations to be noted?

- a. Formal public relations and marketing plan required.

Evaluation Methodology

Objective 1: IECC will secure a cybersecurity conference partner for three years by May 2018.

Type: Output Outcome

Evaluative Method:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Completion | <input type="checkbox"/> Peer Evaluation/Review |
| <input type="checkbox"/> Award/Recognition | <input type="checkbox"/> Testing/Quizzing |
| <input type="checkbox"/> Survey - Convenient | <input type="checkbox"/> Benchmark Comparison |
| <input type="checkbox"/> Survey – Scientific | <input type="checkbox"/> Qualitative Analysis |
| <input type="checkbox"/> Assessment Comparison | <input type="checkbox"/> Quantifiable Measurement |
| <input type="checkbox"/> Scorecard Comparison | <input type="checkbox"/> Other |
| <input type="checkbox"/> Focus Group | |

Objective 2: State of Indiana will hold its first statewide cybersecurity conference October 2018.

Type: Output Outcome

Evaluative Method:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Completion | <input type="checkbox"/> Peer Evaluation/Review |
| <input type="checkbox"/> Award/Recognition | <input type="checkbox"/> Testing/Quizzing |
| <input type="checkbox"/> Survey - Convenient | <input type="checkbox"/> Benchmark Comparison |
| <input type="checkbox"/> Survey – Scientific | <input type="checkbox"/> Qualitative Analysis |
| <input type="checkbox"/> Assessment Comparison | <input type="checkbox"/> Quantifiable Measurement |
| <input type="checkbox"/> Scorecard Comparison | <input type="checkbox"/> Other |
| <input type="checkbox"/> Focus Group | |

Supporting Documentation

Supporting Documentation

This section contains all of the associated documents that are referenced in this strategic plan and can be used for reference, clarification, and implementation details.

- Cybertech Midwest October 2018 Brochure

IECC Cyber Summit Working Group

Cybertech Midwest October 2018 Brochure

Summer 2018



CYBERTECH MIDWEST

OCTOBER 23, 2018 // JW MARRIOTT INDIANAPOLIS

KICK-OFF
EVENT

Together with:



CYBERTECH MIDWEST

Indianapolis, Indiana

KICK-OFF EVENT: **Oct. 23, 2018** // JW Marriott Indianapolis
CONFERENCE & EXHIBITION: **Jul. 24-25, 2019**



ORGANIZED BY

CYBERTECH



CYBERTECH MIDWEST

OCTOBER 23, 2018 // JW MARRIOTT INDIANAPOLIS

KICK-OFF
EVENT

Together with:



Join Cybertech and the State of Indiana on **October 23, 2018** for the kick-off **Cybertech Midwest** event! Cybertech Midwest will return to Indiana the following summer on July 24-25, 2019.

Cybertech Midwest will host a thought-provoking conference and exhibition on global cyber threats, solutions, innovations and technologies.

Meet technology company executives, startups, government officials and contractors, investors, academics, media experts and other professionals changing the global cyber landscape.

Speakers and panelists will focus on the global cyber threat and strategies for meeting diverse challenges in sectors such as healthcare, utilities, small businesses and local government.

Topics will include:

- >> **Emergency Management & Cyber Incident Response**
- >> **Cybersecurity for Water Management**
- >> **Securing the Cyber Workforce**
- >> **Cybersecurity for Utilities**
- >> **Cybermed: Cybersecurity for Healthcare**
- >> **Scorecard: Cyber Readiness for Small Business & Local Government**

Cybertech Midwest will have a strong focus on networking, strengthening existing alliances and forming new ones, thanks to a B2B meetings platform. The conference will also highlight global and regional innovation with the renowned Cybertech Startup Pavilion, where cutting-edge companies can display their latest advances.

For more information or to register, visit us at midwest.cybertechconference.com

ORGANIZED BY

CYBERTECH

CYBERTECH AROUND THE WORLD

CYBERTECH TEL AVIV  CYBERTECH EUROPE, ROME  CYBERTECH SINGAPORE  CYBERTECH LOS ANGELES

UPCOMING CYBERTECH EVENTS

CYBERTECH EUROPE, ROME - SEPTEMBER 26-27, 2018

CYBERTECH MIDWEST, KICK-OFF - OCTOBER 23, 2018

CYBERTECH TOKYO - NOVEMBER 29-30, 2018

CYBERTECH TEL AVIV - JANUARY 28-30, 2019

CYBERTECH LATIN AMERICA - FEBRUARY 21-22, 2019

CYBERTECH ASIA, SINGAPORE - SPRING 2019

CYBERTECH MIDWEST - CONFERENCE & EXHIBITION - JULY 24-25, 2019



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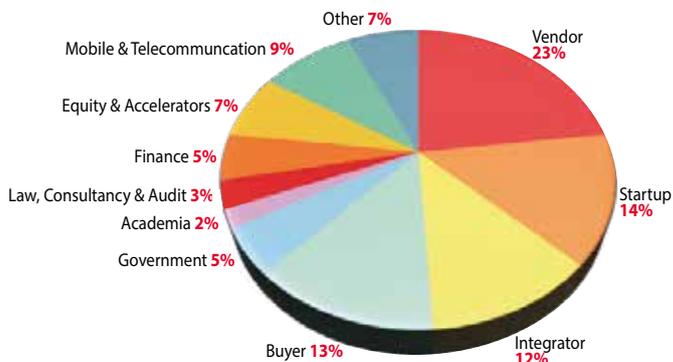
CYBERTECH



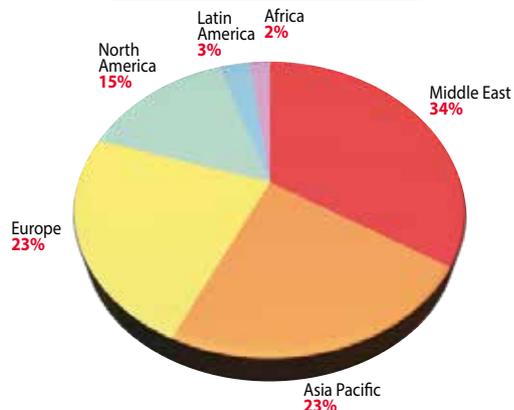
CYBERTECH TEL AVIV 2018

STATISTICS FROM CYBERTECH TEL AVIV 2018

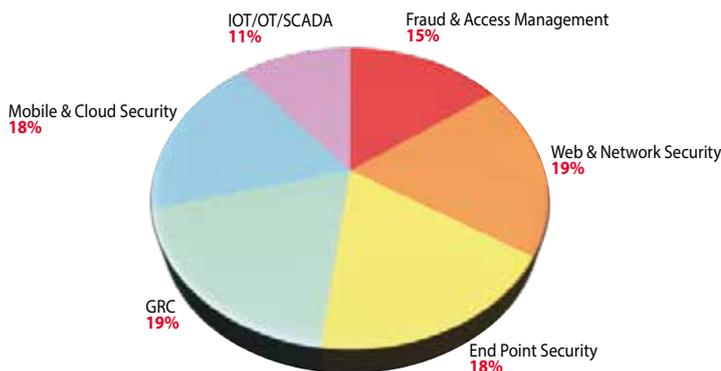
Sponsors & Exhibitors Breakdown



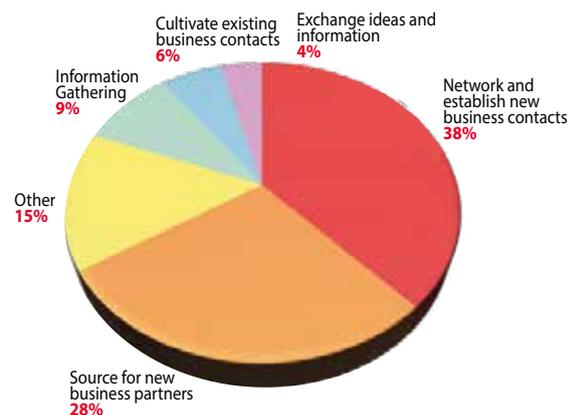
Main Market of Interest



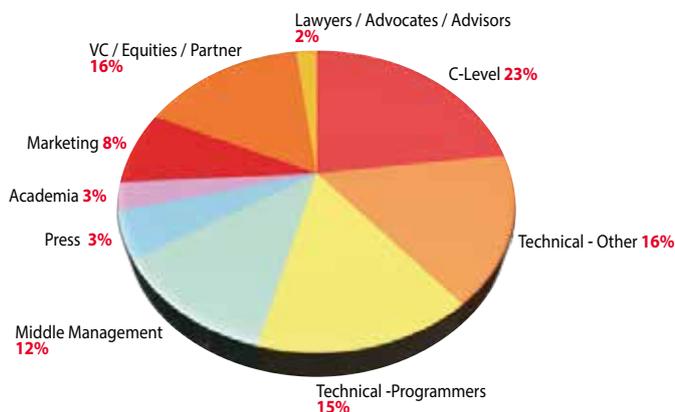
Sponsors & Exhibitors Breakdown – Cyber Security Services



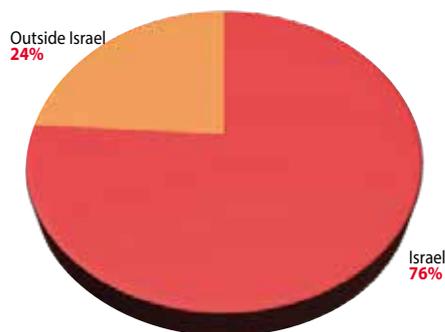
Purpose of Visit



Visitor Occupation



Country of Origin



Countries with Over 80 Delegates

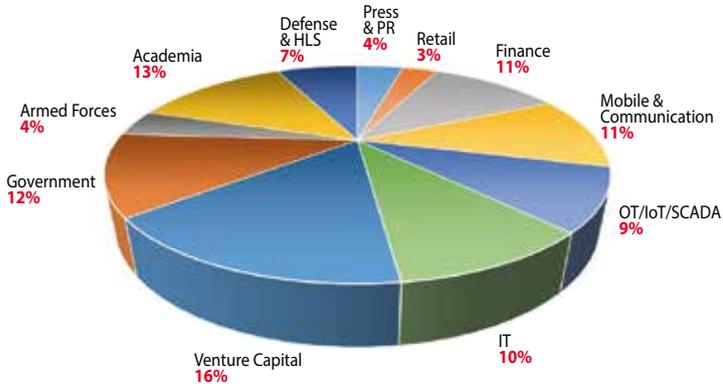
United States // Japan // United Kingdom // Spain // France // Italy // Germany // Singapore // Romania // Ghana // China // The Netherlands // Canada // Vietnam // Switzerland // South Korea // Brazil // India // Nigeria // Lithuania // Hong Kong // Cyprus // Poland // South Africa // Uganda // Ethiopia // Russia // Slovakia // Ukraine // Mexico // Czech Republic // Greece // Ireland

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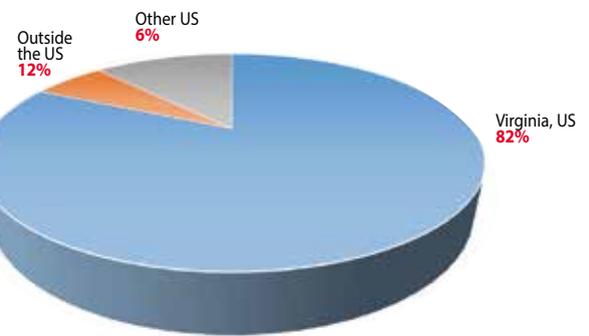
CYBERTECH



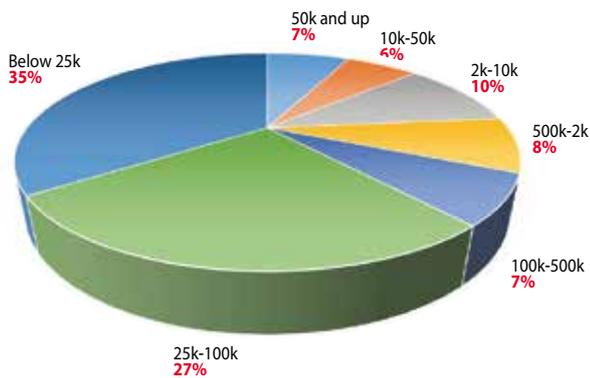
Company Classification



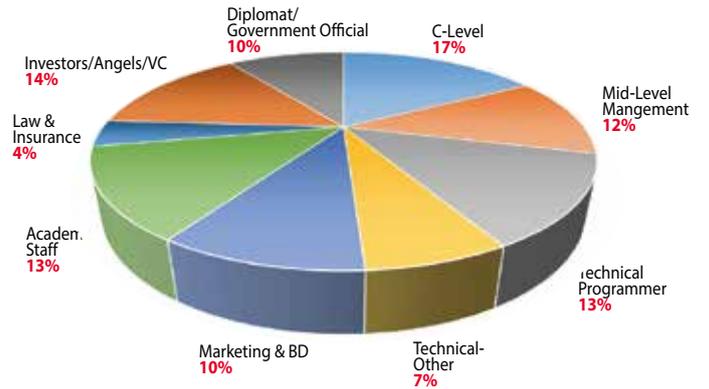
Visitor Origin



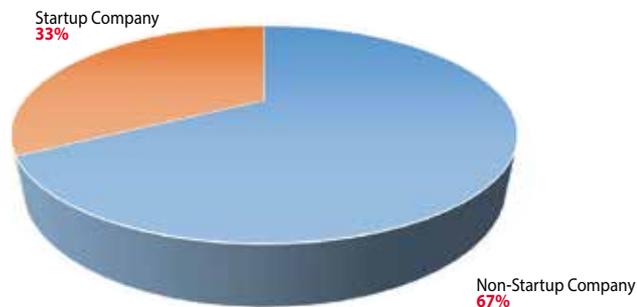
Company Size



Visitor Occupation



Startup Representation



CYBERTECH FAIRFAX 2017

FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY



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CYBERTECH AROUND THE WORLD

CYBERTECH EUROPE 2017 SPONSORS & EXHIBITORS

IN COLLABORATION WITH 

INNOVATION PARTNER 



SPONSORS AND EXHIBITORS OF CYBERTECH WORLDWIDE EVENTS



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