Cyber Summit Working Group Plan
Committee Members
## Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Title</th>
<th>Committee/Workgroup Position</th>
<th>IECC Membership Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chetrice Mosley</td>
<td>State of Indiana</td>
<td>Cybersecurity Program Director</td>
<td>Chair – Full Time</td>
<td>IECC Director</td>
</tr>
<tr>
<td>Doug Rapp</td>
<td>CLA</td>
<td>President</td>
<td>Co-Chair Full Time</td>
<td>Advisory</td>
</tr>
<tr>
<td>Steve Scofes</td>
<td>Scofes Consulting</td>
<td>President</td>
<td>Full Time</td>
<td>Advisory</td>
</tr>
<tr>
<td>Graig Fairmouth</td>
<td>Scofes Consulting</td>
<td>Partner</td>
<td>Full Time</td>
<td>Advisory</td>
</tr>
<tr>
<td>Brian O’Hara</td>
<td>InfraGard</td>
<td>Past - President</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Chris Collins</td>
<td>InfraGard</td>
<td>President</td>
<td>Full Time</td>
<td>Advisory</td>
</tr>
<tr>
<td>Tom Gorup</td>
<td>Rook Security</td>
<td>Director of Security Operations</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Chuck McCormick</td>
<td>ESO Communications</td>
<td>Solutions Engineer</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Chad Pittman</td>
<td>Purdue Research Foundation</td>
<td>VP</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Graig Lubsen</td>
<td>IOT</td>
<td>Communications Director</td>
<td>Full Time</td>
<td>Advisory</td>
</tr>
<tr>
<td>Joel Rasmus</td>
<td>Purdue</td>
<td>CERIAS Director</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Diana Williams</td>
<td>Project Brilliant</td>
<td>Director</td>
<td>As Needed</td>
<td>Advisory</td>
</tr>
<tr>
<td>Julia Kraut</td>
<td>Cybertech</td>
<td>Events Director</td>
<td>As Needed</td>
<td>Contributing</td>
</tr>
</tbody>
</table>
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/
  - Putting on Conferences – Best Practices:
    - https://www.semrush.com/blog/top-5-conference-best-practices/
  - Cybertech: https://www.cybertechisrael.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.
   ☒ Formalize strategic cybersecurity partnerships across the public and private sectors.
   ☐ Establish an effective governing structure and strategic direction.
   ☐ 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)?
   ☒ Operational Product – Programs, Processes, etc. (generally can be produced within the group or with current resources)
   ☐ Research – Surveys, Datasets, Whitepapers, etc.
   ☐ Informational Product – Definitions, Glossary, Guidelines, Inventory, Best Practices, etc.
   ☐ 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

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

### 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:

☒ Completion ☐ Peer Evaluation/Review
☐ Award/Recognition ☐ Testing/Quizzing
☐ Survey - Convenient ☐ Benchmark Comparison
☐ Survey – Scientific ☐ Qualitative Analysis
☐ Assessment Comparison ☐ Quantifiable Measurement
☐ Scorecard Comparison ☐ Other
☐ Focus Group

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

Type: ☐ Output ☒ Outcome

Evaluative Method:

☒ Completion ☐ Peer Evaluation/Review
☐ Award/Recognition ☐ Testing/Quizzing
☐ Survey - Convenient ☐ Benchmark Comparison
☐ Survey – Scientific ☐ Qualitative Analysis
☐ Assessment Comparison ☐ Quantifiable Measurement
☐ Scorecard Comparison ☐ Other
☐ Focus Group
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
CYBERTECH MIDWEST
Indianapolis, Indiana

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

- Vendor 23%
- Startup 14%
- Integrator 12%
- Buyer 13%
- Other 7%
- Mobile & Telecommunication 9%
- Equity & Accelerators 7%
- Finance 5%
- Law, Consultancy & Audit 3%
- Academia 2%
- Government 5%

Main Market of Interest

- North America 15%
- Latin America 3%
- Middle East 34%
- Europe 23%
- Asia Pacific 23%

Sponsors & Exhibitors Breakdown – Cyber Security Services

- IOT/OT/SCADA 11%
- Fraud & Access Management 15%
- Mobile & Cloud Security 18%
- Web & Network Security 19%
- End Point Security 18%
- GRC 19%

Purpose of Visit

- Cultivate existing business contacts 6%
- Exchange ideas and information 4%
- Network and establish new business contacts 38%
- Source for new business partners 28%
- Other 15%

Visitor Occupation

- C-Level 23%
- Technical - Other 16%
- Technical - Programmers 15%
- Middle Management 12%
- Press 3%
- Academia 3%
- Marketing 8%
- VC / Equities / Partner 16%
- Lawyers / Advocates / Advisors 2%

Country of Origin

- Israel 76%
- Outside Israel 24%

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