

Defend from digital jackals

Technologies, organizational models and training to work safely

STREAMING



20th April
2.30pm / 5.30pm



PROJECT

ESTE publishing group, with its periodical magazines *Sistemi&Impresa*, *Sviluppo&Organizzazione*, *Persone&Conoscenze* and the digital newspaper *PAROLEdiManagement*, organizes a 3-hour virtual conference during which independent experts, managers of medium-large enterprises and representatives of Sponsor companies discuss the safety issue of the company's information assets, in a historical moment when the organizations' perimeter redesigned itself due to the social distancing imposed by the health emergency.

The formula of the virtual conference guarantees great interactivity with the audience and therefore the possibility of confrontation.



TOPIC

The coronavirus emergency forced many companies to work remotely: the 'new normal' passes through the massive use of digital tools which (while offering an engaging work experience) expose companies to cyber threats. In this situation, each collaborator represents, even more than before, the real weak point of the cybersecurity chain: cybercriminals are, indeed, riding the wave of general apprehension linked to the epidemic, as confirmed by the high volume of threats with different techniques (corporate emails' compromise; phishing of bank account credentials; malware; spam...). Technologies facilitate the protection of new company borders, but they are not enough alone: we need suitable organizational models and, above all, training programs for employees, empowering staff, often unaware of the safety-related risks.

TARGET

The conference is aimed at managers of the IT, security, organization, HR departments of private and public companies of medium-large size distributed throughout the whole Italian territory.

ENGAGEMENT GOALS

PARTICIPANTS

80/90

COMPANIES

60/70



FORMULA

The 3-hour virtual conference takes place through a webinar platform that guarantees ease of access, interactivity and audience participation. The platform and the internet band available to the publishing group guarantee a simultaneous large public participation (up to 500 participants).



The conference is developed with successive interventions of 20/25 minutes by the speakers involved, alternating with ideas and questions from the connected audience.

The effectiveness of the formula is guaranteed by the proven ability of the moderator to never lower attention.

MODERATOR



Dario Colombo

Editor-in-chief / ESTE

Director / *Parole di Management*

Professional journalist, Dario Colombo has been Editor-in-chief of the ESTE publishing group since 2015 and Director of the digital newspaper *PAROLEdiManagement* since its foundation. In his role, he coordinates the editorial team made up of 15 internal and external contributors.

He is moderator of many conferences promoted by the publishing group, managing the interventions of academics, company managers and market players. The experience gained in this role allows him to offer insights on innovation, digitization, business organization and human resources management issues.

SPONSORSHIP

The sponsorship of the conference provides the following services



Participation
of a speaker
in the conference with a
speech (at least 20 minutes)



Visibility of the company
logo and profile on all the
conference promotional
communication



Provision of the database
related to members and
participants for subsequent
commercial follow-up

Sponsorship price: € 3,000.00 + VAT

PROJECT MANAGERS



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