



CYBER SECURITY IN HEALTHCARE

ROUNDTABLE SUMMIT



Partnership Prospectus

Providing healthcare leaders the technologies and tools to create a cyber security roadmap for their organisation

JULY 29 2021 | GRAND HYATT MELBOURNE

cshrs.com.au



1.0 What is the Cyber Security in Healthcare Roundtable Summit

The Cyber Security in Healthcare Roundtable Summit aims to educate healthcare leaders on current cyber security threats while providing them with the technologies and strategies which will allow them to develop a future cyber security roadmap for their organisation.

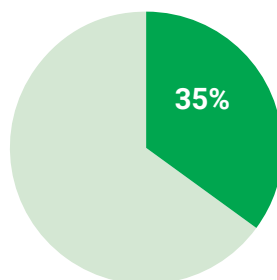
With a program designed by our Industry Advisory Council based around real world case studies, small group activities and roundtable discussions, our long term goal is to reduce the number of cyber security breaches and incidents in the Australian healthcare industry.

We are now sourcing partners who will be able to support the event as it launches in Victoria. We will try to maximise attendance with some of the lowest registration prices in the cyber security conference landscape. In return we will provide a lead generation platform for organisations looking to connect with up to 100 technology decision makers in the healthcare space.

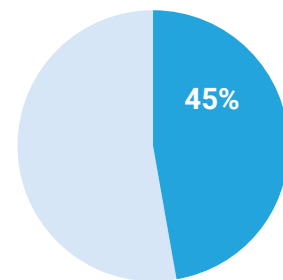
Q1 & Q2 2019 Data breaches Breakdown

The healthcare sector had the most notifiable data breaches in Q1 and Q2 2019.

35% of all notifiable data breaches in Australia occurred from the healthcare sector



45% of all healthcare sector data breaches from criminal activity



2.0 Delegate Demographics

100

**C-Suite Decision Makers and
Cyber Security Professionals
from the Australian Healthcare
Industry**



Organisations



Hospitals (Private and Public)



Specialist Clinics



Primary Health Networks



Aged and Community Care Facilities



Local and District Health Networks Location

Job roles you should expect to meet

Chief Risk Officer

Information and Communication
Directors and Managers

Compliance/Privacy Managers

Chief Technology Officer

Information Security Managers

Risk Managers

Chief Information Security Officer

IT Services Managers

IT Administration Managers

Chief Financial Officer

3.0 Industry Advisory Council

Our Industry Advisory Council is made up of leaders in the cyber security and healthcare space who ensure the program built for this event works to solve real world cyber security challenges healthcare organisations face. The program will have a focus on real world case studies, small group activities and roundtable sessions. See below for the industry leaders who make up the Industry Advisory Council.



Tom Crampton
Managing Director
Trusted Impact



Christopher Neal
Chief Information Security Officer
Ramsay Healthcare



Jorge Silveira
Chief Digital Health Officer
Virtus Health



Jason Hendry
Chief Technologist
Portable



Michael Warnock
Commercial Director
Daltrey Australia Pty Ltd



Phil O'Sullivan
Managing Associate
Partner



Jacinta Ducat
Director of Information Management
Albury Wodonga Health



Grant Lockwood
Chief Information Security Officer
Victorian Department of Health



Sue Hunter
ANZ Regulatory Affairs Director
Abbott



Neina Fahey
Code of Practice and Project Manager
Medical Technology Association of Australia



Simon Cowley
Principle Cyber Security Officer
Victorian Department of Health and Human Services

4.0 Conference Program Topics



The unique cyber security challenges facing healthcare organisations



How to respond to a cyber-attack to minimise damage to your organisation



The key components of a strong cyber security program



Incorporating security awareness into company culture and strategy



How to develop a strong cyber security program on a limited budget



The key legal, financial risk and insurance implications in regards to cyber attacks



Future cyber security technologies such as AI and Cloud Security



Understand the cyber security reporting responsibilities to regulatory bodies



5.0 Partnership Structure

In order to get the best return on investment for our partners we look to build custom packages based on their business objectives and marketing strategy.

Our partnership process is to have a discovery meeting to find out more about your goals and then make some recommendations based on our offering and your budget and event objectives.

We do also offer a build your own sponsorship package which you can view information on below.

All our partners receive the following items;



Acknowledgement as a partner on all channels (digital and physical) pre and post event.



Lead Scanning Technology provided to all on-site staff



Electronic Delegate List Post-Event including Names, Position, Organisation and Email.



Conference Registrations at the Non-Vendor rate of \$400 (*Vendor tickets RRP: \$700*)

Please see the potential options we offer on the following pages which you can build up into a sponsorship package.

We are also happy to discuss packaging items together into a more cost effective package or creating new items if you have an idea not listed on the following pages.





Lead Generators

Solo Speaking Slot

\$10,000

1 available

Position yourself as a thought leader to the audience on a topic around the theme of "The Cyber Security in Healthcare Landscape – Challenges facing Healthcare Organisations" via a solo speaking slot.

We only have one solo speaking slot available to our partners and please note this is not a sales pitch – the topic and focus has to be educational focused (case studies work best) with the presentation needing to be approved by our Industry Advisory Council.

A full conference registration will be provided to your chosen speaker.

Panel Speaking Slot

\$6,000

2 available

Be part of the conversation as a panel member at our session on "Cyber Security Technology Solutions – Considerations for Healthcare Organisations".

We plan to have 2 partners be part of this panel session with the moderator being someone from the Industry Advisory Council.

A full conference registration will be provided to your chosen speaker.

Roundtable Discussion Slot

\$3,000

2 Sold

2 available

Connect and showcase expertise with a segment of the event audience via leading a roundtable discussion.

After lunch, we will be running two 30 minute roundtable discussions with delegates invited to participate.

We aim to have 10-15 delegates on each table and as a leader of a discussion, you can facilitate the group discussion to learn more about the challenges your target market are facing as well as showcase expertise via conversation on a topic area.

The theme of your roundtable topic can be chosen by the sponsor with approval required from the Industry Advisory Council to ensure the topic is relevant and valuable to the event audience.

A full conference registration will be provided to your facilitator.

Exhibition Table Display

\$3,000

5 Sold

10 Available

Have a meeting place within the event to connect with the audience via an exhibition table display.

The exhibition will be where all catering is served and will be the main place of discussion during the morning, afternoon and lunch breaks. This option is a plug in and play solution in that we provide the basic frameworks you need for your display with you just needing to bring your collateral.

All exhibition table displays come with one full conference registration included.

Targeted Invitations

\$2,500

Want to make sure certain organisations are represented in the room?

We offer a service where we will invite on your behalf individuals from targeted organisations and provide them a free complimentary ticket to the event. If they accept the ticket and register, we will connect them with a representative on your team so they can organise a meeting on-site.

For the \$2,500, we will provide 5 complimentary tickets to up to 5 targeted organisations.

Video Content

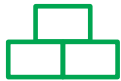
\$2,000

1 available

Present inspiring video content to the event audience via a video slot at the start of the event.

After the MC introduction to the event, there is an opportunity for a sponsor to play a maximum 3 minute video to the audience.

To get best exposure and return from this item, it recommended the video be content focused and relevant to the healthcare space.



Brand Builders

Logo on...

\$4,000

Prices on Applications with options starting at \$4,000

Improve your logo brand awareness in this sector via taking one of our branded item opportunities.

We have a range of items available to be branded with your logo ranging from larger items such as phone and laptop charging zones to delegate specific items such as lanyards and re-usable water bottles/keep cups.

If you are interested in this sponsorship item, we can provide a full list of items available with pricing.

Exhibition Activations and Networking Drinks

\$3,000

Prices on Applications with options starting at \$3,000

Connect your brand with memorable experiences at the event via one of the exhibition activations or the events networking drinks.

Some of the activations we can incorporate your brand into include barista coffee stations, ice-cream carts, networking drinks and VR experiences.

Supporting the next generation of Cyber Security Leaders

\$1,500

Prices on Applications with options starting at \$1,500

Support the attendance at the event of the next generation of Cyber Security Leaders.

This sponsorship will see you support the event attendance of 5 students studying a cyber security course to the event.

You will be recognised via multiple means as one of our Next Generation Supporters.



Digital Engagement

Online Content Opportunities

\$200

Prices on Applications with options starting at \$200

This is an opportunity to connect with our network via providing linked content which will be hosted on our event blog and disseminated via our social media channel (twitter) and our regular email newsletter.

We are also open to hosting web banners on our site linking to content pieces.

Full analytics will be provided.

Don't see something you like? Remember to contact us to discuss as we are always open to suggestions and building custom packages.





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Let's Talk!

Please contact us to discuss your package further:

Danny Perry

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P (02) 9213 4015

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