



14TH EUROPEAN SECURITY CONFERENCE & EXHIBITION

FRANKFURT, GERMANY | 29-31 MARCH 2015

www.asisonline.org/frankfurt

REGISTRATION BROCHURE



FREE
ACCESS TO THE
EXHIBITION FOR
PRE-REGISTERED
DELEGATES



ASIS
EUROPE

ASIS EUROPE 2015 IS HELD IN
ASSOCIATION WITH ASW



Bundesverband

14TH EUROPEAN SECURITY CONFERENCE & EXHIBITION

FRANKFURT, GERMANY | 29-31 MARCH 2015

- **Book your ticket before 16 February 2015 for discounted rates**
- **You can earn up to 17 recertification CPEs by attending the ASIS Europe Security Conference & Exhibition**

THE CONFERENCE NOT TO BE MISSED!

Join us at the **ASIS 14th European Security Conference & Exhibition**. This event integrates a world-class conference programme with an industry exhibition showcasing the latest business security solutions.

The most comprehensive education programme in the European security industry, ASIS Europe 2015 is the essential platform to discover new ways of managing security threats and connecting with the industry. Developed by and for security professionals, high-quality presentations cover the entire spectrum of the most important security topics and emerging issues facing security professionals today.

Join hundreds of your colleagues at the Messe Frankfurt on **29–31 March 2015** to share experiences, best practises, and ideas with people from a wide range of backgrounds and disciplines via **five parallel presentation tracks** (including CSO Roundtable Summit and the Technology and Solutions Theatre). Connect with leaders from across Europe, Germany, and beyond and discover how they are confronting today's critical security challenges. Visit more than **1000 sq. m. of exhibition space** and learn about new products and technology.

ASIS Europe 2015 is a unique end-user focused business summit that is expected to attract around **600 senior participants**, many of whom are CSOs, security directors, security managers, and security consultants from all over the region and beyond.

Representatives of the following organisations were among those who participated in ASIS Europe 2014:

| | | | |
|-----------------------------------|---------------------------------------|--|---|
| Abu Dhabi National Energy Company | DHL Global Management | Ministry Of Home Affairs And Kingdom Relations – Netherlands | Sanofi Cesd |
| Academic Medical Center | DP World Antwerp Holding | Ministry Of Security And Justice – Netherlands | Shell International |
| Achmea | DSM | Morgan Stanley | Siemens |
| Adidas Group | Electrabel | National Cyber Security Centre (Netherlands) | Sparebank 1 |
| Ahoy Rotterdam Nv | Estée Lauder Companies Europe | Natixis | Statkraft |
| Airbus Operations | Eurojust | Nestlé Suisse | Statoil Asa |
| Algerian Gendarmerie | European Council | Newmont Mining Corporation | Swedish National Police Board |
| Amazon Eu | European Space Agency | Noble Energy | Swedish Pensions Agency |
| American Eagle Outfitters | Europol | Northern Trust | Swedish Social Insurance Agency |
| American Express Service Europe | Foot Locker Europe | Novartis Group Russia | TNO |
| As Watson Health & Beauty | Gasunie | Oracle Corp. | Targobank |
| Benelux | Gulf Petrochemical Industries Company | Organisation for the Prohibition of Chemical Weapons (OPCW) | Telecom Italia Spa |
| Central Bank of The Philippines | Handelsbanken | Postnl | Telenet |
| Bank Indonesia | IBM | Proseco – Global Security | Thales Australia & New Zealand |
| Bank of England | Imperial Tobacco Group | Heineken | T-Mobile Netherlands |
| Banque Pictet & Cie | ING Bank | Prysmian | Tom Tom International |
| Barclay Simpson | Japan Tobacco International | Rabobank | U.S. Dept. Of Defense |
| Bijenkorf | Johnson Matthey | Richemont International | U.S. Naval Criminal Investigative Service |
| Biogen Idec International | Koninklijke Ahold | Robert Bosch GmbH | Unicredit |
| Capgemini Nederland B.V | KPN | Rotterdam The Hague Airport | Unilever |
| Cargill | Levi Strauss Moscow | Royal Ahold | US Army Europe Command |
| City of Helsinki | Liberty Global | RWE AG | Verizon |
| City of The Hague | Lyondellbasell | SAP AG | Western Union |
| Croatian Telecom | Ma'aden Alumium Company | Saab Group | Zao Volvo Vostok |
| De Nederlandsche Bank | Magyar Telekom | | Zurich Insurance Company |
| Deutsche Post DHL | Metrogroup | | |
| Deutsche Telekom | Microsoft | | |

CONFERENCE SCHEDULE AND REGISTRATION INFORMATION

CONFERENCE SCHEDULE

Sunday, 29 March 2015

- 09.30–16.30 Optional Sightseeing Tours
- 12.00–20.30 Registration Open
- 14.00–17.00 EAC Meeting (by invitation only)
- 20.00–22.00 **Welcome Party – powered by Nedap**

Monday, 30 March 2015

- 09.00–10.00 Opening session and Keynote speaker
- 09.00–13.00 Optional Sightseeing Tour
- 10.00–10.30 Dedicated Exhibition and Networking Time
- 10.30–12.15 Educational Sessions
- 10.30–12.15 CSO Roundtable Summit (in parallel, by invitation only)
- 12.15–13.30 Business Lunch, Exhibition & Networking Time
- 13.30–15.15 Educational Sessions
- 15.15–15.45 Dedicated Exhibition & Networking Time
- 15.45–17.30 Educational Sessions
- 17.30–18.30 Members Forum
- 19.30–22.00 **President's Reception**

Tuesday, 31 March 2015

- 08.30–09.00 Dedicated Exhibition & Networking Time
- 09.00–10.00 Opening Remarks & Keynote Speaker
- 09.00–16.00 Optional Sightseeing Tour / Spouse Programme
- 12.15–13.30 Lunch, exhibition and networking time
- 10.00–10.30 Dedicated Exhibition & Networking Time
- 10.30–12.15 Educational Sessions
- 10.30–14.20 CSO Roundtable Summit (in parallel, by invitation only)
- 12.15–13.30 Business Lunch, Exhibition & Networking Time
- 13.30–15.15 Educational Sessions
- 15.15–15.45 Dedicated Exhibition & Networking Time
- 15.45–16.35 Educational Sessions
- 16.40–17.30 **Keynote Speaker & Closing Session**

CONFERENCE VENUE

The venue for all educational sessions, exhibits, lunches, and networking breaks will be the Messe Frankfurt Ludwig: Erhard-Anlage 1, 60327 Frankfurt am Main, Germany.

HOW TO REGISTER

Registrations for the ASIS European Security Conference & Exhibition must be made online at: www.asisonline.org/frankfurt.

Payment can be made by credit card or bank transfer. Cheques are not accepted. Please contact ASIS International EMEA/AP Bureau by phone: +32.2.645.26.74 or email: www.asisonline.org/frankfurt.

REGISTRATION INFORMATION

Registration Fees (excl. German 19% VAT)

| | Early Rates (on and before 16 February) | Regular Rates (after 16 February) |
|----------------------|---|--------------------------------------|
| ASIS Member | 850 EUR | 970 EUR |
| Nonmember | 1,050 EUR | 1,170 EUR |
| Partner Organisation | 915 EUR | 1,015 EUR |
| Single Day | 515 EUR | 630 EUR |

Exhibition-only: free of charge for pre-registered visitors (35 EUR if registered after 18 March)

*Group discounts are available for groups of 5 or more. Please contact europe@asisonline.org.

Full Conference registration (categories: member, nonmember, government official, partner organisation, group rate) includes:

- All educational sessions
- Welcome Party and President's Reception
- Conference bag with onsite materials
- Coffee breaks
- Keynote addresses
- Two lunches

Single Day registration (categories: member, nonmember) includes:

- All educational sessions on the day
- Conference bag with onsite materials
- Keynote address of the day
- Coffee breaks
- One lunch
- Exhibition

*Single day registration can be either for Monday, 30 March or for Tuesday, 31 March.

Exhibition Visitor registration includes:

- Access to the exhibition area
- Coffee breaks

*President's Reception is not included in the Single Day registration, nor in the Exhibition Visitor Ticket, and is subject to an additional fee (see registration rates on the website). Free of charge for pre-registered visitors.

ACCOMMODATION

Accommodation rooms at special rates are reserved for the ASIS Europe 2015 delegates hotels listed below. Reservation information and links are available on www.asisonline.org/frankfurt.

Maritim Frankfurt Messe

Theodor-Heuss-Allee 3 – 60486 Frankfurt/Main (adjacent to the Messe)

- Single occupancy: 147 EUR / night including taxes and breakfast (Room rate is 167 EUR on the night of 30th March 2015)
- Double occupancy: 205 EUR / night including taxes and breakfast (Room rate is 225 EUR on the night of 30th March 2015)

Reservation deadline: 19 February 2015 – after this date rates and availability cannot be guaranteed.

Marriott Frankfurt

Hamburger Allee 2 – 60486 Frankfurt/Main (a 2 minute walk from the Messe Frankfurt)

- Single occupancy: 149 EUR / night including taxes and breakfast
 - Double occupancy: 169 EUR / night including taxes and breakfast
- Reservation deadline: 26 February 2015 – after this date rates and availability cannot be guaranteed.

CONFERENCE PROGRAMME HIGHLIGHTS

Hotel Security Are You a Soft Target?

Bill Enright, PCI, Managing Director, *Parkton Risk Management, Ireland*

Crisis Management and Country Evacuation Planning – Planning to Go Further Than the Parking Lot

Geert Coremans, CPP, *Carlson Rezidor Hotel Group, Belgium*

Terrorism @ Europe 2015–2016

Glenn Schoen, Director, *G4S Risk Advisory, Netherlands*

Social Engineering – a Powerful Investigative Tool

Bernhard Maier, Owner, *BM-Investigations e.U., Austria*

Globalisation and its impact on Security Provision in the Russian Federation

Dmitry Budanov, CEO, *Elite Security Holding Company, Russia*

What Are the Characteristics of Outstanding Security Performance?

Prof. Martin Gill, Managing Director, *Perpetuity Research & Consultancy International, UK*

Security Industry Trends – Anticipating the Key Drivers and Developments of the Security Industry

Teemu Santonen, Ph.D. (Econ.), CEO, *NeuroRank Oy, Finland*

Protecting Soft Targets from Hardline Terror

Ivor Terret, Director of Training and Specialized Consulting, *AS Solution, Israel*

Large Scale Fraud and Corruption Investigations. A Practitioner's View on International Trends and Hot Topics

Christian Muth, Partner, *Assurance, Fraud Investigation & Dispute Services, Compliance Management Services (FIDS), Ernst & Young, Germany*

Islamic State in Iraq: Causes for Success and Challenges Facing the Region

Nicole Stracke, Director of Research and Analysis, *EXOP GmbH, Germany*

Social Identity in Crowd Control: Beyond Social Media

Jeroen van Rest Sr., Senior Consultant, *TNO, Netherlands*

Develop Your Personal Brand and Enhance Your Career 2.0

Mike Hurst, Managing Director, *HJA Fire and Security, UK*

Graham Bassett, Managing Director, *GBR UK, UK*

Managing International Security Risks – Tomorrow

Mike Croll, Head of Field Security, *European External Action Service, Belgium*

Expatriate – Management in a Global World: Contractual Obligations and Corporate Responsibility

Holger Berens, Senior Partner, *HBK Consultancy, Germany*

Data Centre Protection

Joseph McDonald, CPP, PSP, Chief Security Officer, *Switch LTD, USA*

Nicolas Le Saux, CPP, CEO, *ATAO Consulting, France*

Eliminating Syria's Chemical Weapons – the Security Challenges for the OPCW

Chris Stretton, Head: Office of Confidentiality and Security, *Organisation for the Prohibition of Chemical Weapons, Netherlands*

Social Media – How Does Policing Respond to Mass Data in Crisis?

Commander Christopher Greany, *Association of Chief Police Officers – ACPO, UK*

“Hello, My Name Is Dave and I'm Here to Help” – An introduction to Hostage/Crisis Negotiation

David Hurley, Head of Operational Security and Risk, *Fujitsu, UK*

Value Based Security Procurement

Malcolm Smith, CPP, Head: Group Security & Safety Services, *Nedbank Group Ltd, South Africa*

Current and Emerging Trends in China

Neil Marshall, Regional Head – North Asia, *Hill & Associates (PRC) Ltd, China*

How to Set Up Security Management for Managing Supply Chain Risks in the 21st Century

Frank Ewald, Head of Corporate Security, *Deutsche Post DHL, Germany*

Tobias Larsson, Director, *DHL Innovation Centre, Germany*

Internet Addiction Disorder – Cyber Junkies, Social Media Obsessives, Online Gamblers and Cybersex Nuts

Martin Smith, Chairman and Founder, *The Security Company, UK*

Emerging Risks in the Rise of the Smart Building

Mike O'Neill, CPP, PSP, Managing Director, *Optimal Risk Management Ltd, UK*

A Global Competency Model for Security Professionals

Jason Brown, National Security Director, *Thales, Australia*

CONFERENCE PROGRAMME HIGHLIGHTS

A Pharmaceutical's Approach to Mitigating the Insider Threat

Rowena Fell, CPP, Associate Director, Intellectual Property & Trade Secrets Protection Programme, Merck Sharp & Dohne, UK

Internal Investigations in a Corporate Environment

Eric Strootman, Investigation Manager, ING Bank, Netherlands

Rene Van den Bosch, Senior Legal Counsel, ING Bank, Netherlands

Cryptography Tools as Identity Vector in Jihadist Groups

Julie Gomme, CyberSecurity Analyst, CyberAngel, France

Investigative Interviewing – Interrogation or Conversation with a Purpose?

Corin Dennison, CPP, Senior Manager (Global Investigations), Adidas Group, UK

A New Standard On Security Risk Analysis – Breaking The Mould

Roy Stranden, CPP, Director of Security, CSO, Schibsted Media Group, Norway

*Abstracts available online.

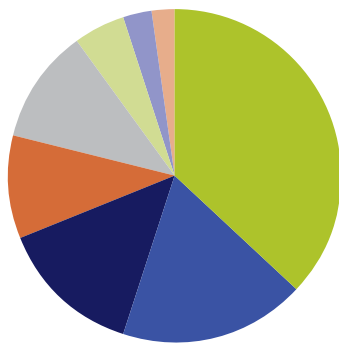
Why Should You Attend?

- Apply lessons learned from other industries to your own sector
- Network with security professionals from around the globe
- Get the latest information on key security issues affecting your organisation
- Develop effective strategies for protecting your organisation's employees, intellectual property, and information
- See and compare innovative technologies, products, and services firsthand
- Meet and learn from industry leaders
- Build and maintain relationships
- Earn recertification credits

Who Should Attend?

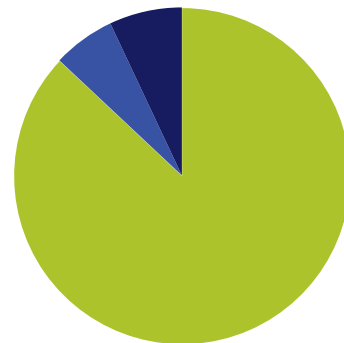
- Security management professionals
- Law enforcement and fire protection professionals
- Intelligence services and military personnel
- Government officials (Justice and Home Affairs, Transport, Energy, Foreign Affairs, and Defence)
- Facility management professionals
- Corporate executives in IT, supply chain management, strategic planning, and human resources
- Consultants, vendors, and architects
- Academics

Attendees Level of Seniority



| | |
|---|-----|
| ■ Manager | 37% |
| ■ Director | 18% |
| ■ CEO/President/General Manager/Owner/Partner/Principal | 14% |
| ■ Staff | 10% |
| ■ CSO - Chief Security Officer/Vice President/CISO - Chief Information Security Officer | 11% |
| ■ Analyst | 5% |
| ■ Architect/Engineer | 3% |
| ■ Supervisor | 2% |

Geographical Spread of Attendance



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KEYNOTE SPEAKER

Tuesday, 31 March 2015

It's a matter of trust – Snowden revelations, digital criminals and their impact on telecommunication service industry.

In the summer of 2013 the Snowden revelations caused an earthquake in the digital industry whose impact can still be felt. But we sometimes tend to forget that besides this there is an ever growing crime rate in the digital world. Both issues are threatening the digital industry. The time is now to join forces and to regain the indispensable trust of the users.



Axel Petri

SVP Group Security Governance,
Deutsche Telekom AG

Axel Petri (German qualified lawyer) is Senior Vice President Group Security Governance at Deutsche Telekom AG. As Group Security Coordinator he is responsible for assuring the holistic and group wide security approach. This contains strategy, regulations and control in all security domains as well as steering the group wide cooperation of all security departments. He is also in charge for information protection and economic Security as well as investigations and prevention. As security commissioner he is responsible for the fulfilment of the legal obligations in the field of public safety including strategy and steering of lawful interception and data provision in Germany.

Axel reports directly to Dr. Thomas Kremer, Board Member of Deutsche Telekom AG for Data Privacy, Legal Affairs and Compliance. He is co-author of the „Rechts-Handbuch zum E-Commerce“ (Legal Compendium on E-Commerce) and author of further publications regarding internet-/media law as well as security. He is visiting lecturer at the University of Applied Sciences Darmstadt.

CSO ROUNDTABLE SUMMIT



German
Business Protection

Sponsored by German
Business Protection



The CSO Roundtable Summit of ASIS International, the members-only forum of senior security executives from the world's largest organisations, will hold a CSO-only track of sessions at the ASIS International European Security Conference & Exhibition in Frankfurt.

The CSO Roundtable Summit sessions are held in parallel with the educational sessions will cover the following topic:

Risk Management Across the Enterprise

When an outbreak of Ebola virus hit Africa last year, it was a reminder of the importance of having strong relationships of risk management across the enterprise, including security, HSE, human resources, and brand/reputation management. This programme looks at the strategic security risk-management function and how it meshes with other organisational functions; and considers gaps and challenges. Be prepared to bring your ideas and experience to these open and interactive discussions.

Issues to be covered include:

- brand and reputation
- legal
- organisational resilience
- cybersecurity

The CSO Roundtable Summit sessions are open only to paid CSO Roundtable members and to those who are eligible to join. Eligibility criteria are outlined at the CSO Roundtable website. If you are interested in attending these sessions, please RSVP to Manuela Costa, Manager, Strategic Operations at ASIS: manuela.costa@asisonline.org, and copy to europa@asisonline.org.



NETWORKING OPPORTUNITIES

EXHIBITION AND THE TECHNOLOGY & SOLUTIONS THEATRE (TST)

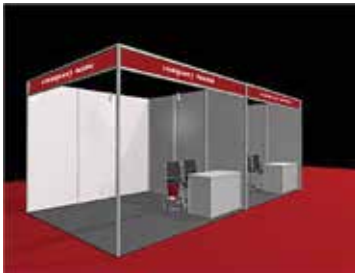
SEE AND COMPARE INNOVATIVE TECHNOLOGIES, PRODUCTS, AND SERVICES FIRSTHAND

The educational sessions are complemented by an exhibition where 30 of the world's leading providers of security technology and solutions showcase their products and services to the conference delegates.

The exhibition is open from 08.30 until 18.00 on 30 March and until 17.30 on 31 March 2015. Delegates will take their refreshments in this exhibition area during the breaks between the educational sessions.

The **Technology & Solutions Theatre** is positioned in a prominent spot in the exhibition area. This theatre provides the opportunity for all participants and visitors to **learn more about new security products and solutions, through case studies, technology presentations, and product demonstrations.** This track runs in parallel with the conference sessions. A detailed program will be published online as soon as the slots are confirmed.

SPONSORSHIP AND EXHIBIT OPPORTUNITIES



The exhibition will be set up outside the conference rooms at the Messe Frankfurt and will be open to vendors to showcase the latest technologies, products, and services of interest to security professionals. The coffee break stations are located inside the exhibition area, which will be accessible to delegates

throughout the conference. Dedicated time will be provided for delegates to meet exhibitors in a relaxed and friendly atmosphere. In addition, exhibition visitor tickets will be available complimentary until 18 March 2015 for those who do not attend the conference.

Sponsorship opportunities to maximise your company's visibility at the event are still available. Both sponsor and exhibiting companies can benefit from preferential rates for delegate registrations.

The exhibition will be set up in the central space of the conference, easily accessible from all the educational tracks and will be open to vendors to showcase the latest technologies, products, and services of interest to security professionals. Delegates and visitors will have the opportunity to learn about new products and services firsthand and have a face-to-face discussion with the providers. Technology and Solutions Theatre will also be set up in parallel to the main track for delegates to attend the product and services presentations.

Should your organisation be interested in sponsorship or exhibiting at this event, various opportunities to maximise your company's visibility are available. Sponsorship packages start from 5,000 EUR and exhibition space is available as from 450 EUR per square metre.

The following companies have already confirmed their participation:

| | |
|-----------------------------------|--|
| Control Risks | Prosegur |
| Dallmeier | QCC |
| Genetec | Salto Systems |
| German Business Protection | Securitas |
| Geutebrück | SimonsVoss Technologies |
| Kötter Security | Tyco Integrated Fire & Security |
| Nedap | Vismo Global Tracking Solutions |

Sponsorship packages and exhibition floor plan are available on www.asisonline.org/frankfurt.

Both sponsors and exhibiting companies can benefit from preferential rates for delegate registrations. For more information, please contact ASIS International at europe@asisonline.org or phone +32 2 645 26 74.

NETWORKING EVENTS

WELCOME PARTY POWERED BY NEDAP, Sunday, 29 March 2015, 20.00–22.00



ASIS and Nedap invite all conference delegates to kick off the event in style at the spectacular Welcome Party. This special evening is a great opportunity to meet and network with fellow industry professionals in an informal way.

PRESIDENT'S RECEPTION, Monday, 30 March, 19.30–22.00



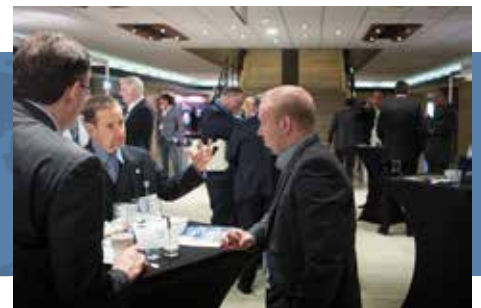
Hosted by the President of ASIS International, the President's Reception is a highlight of the conference. Delegates and guests reconnect, meet, and network, while enjoying a standing dinner. The special venue for this event will be announced shortly.

RECERTIFICATION CREDITS



As an ASIS-board certified practitioner, you can earn recertification CPEs by attending the ASIS European Security Conference & Exhibition. Imagine the combined value and convenience of attending professional development programming, networking with peers, and seeing first hand demonstrations of the industry's most innovative product and services offerings at one event. If you're a CPP, PCI, or PSP, earning your required credits has never been easier or more affordable!

- Single day registration will receive seven (7) CPE credits plus three (3) CPEs for attending the exhibit hall.
- Full registration (2 days) will receive fourteen (14) CPE credits plus three (3) CPEs for attending the exhibit hall.



SPONSORS AND PARTNERS

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PARTNERS



Bundesverband

ASIS International EMEA/AP Bureau
300 Avenue de Tervueren,
B-1150 Brussels, Belgium



europa@asisonline.org
Tel: +32 2 645 26 74
Fax: +32 2 645 26 71