



## Event Partnership Opportunities

For the third year, Dynamo, in partnership with [Accenture](#) is hosting #CyberFest, a series of cyber related events across the North East during September 2020.

Cyber security is a major concern for everyone and should be considered as part of a wider resilience agenda for the region. Therefore, Dynamo created CyberNorth, an organisation that brings together businesses from all aspects of cyber resilience including those involved in commercial delivery, research and development, learning, regional resilience and users of technology.

[CyberNorth](#) brings together these components in a coordinated way that promotes the North East as:

- A region of high cyber awareness and infrastructural resilience
- A centre of excellence in the delivery of Cyber related services
- A centre of excellence in the delivery and development of high-quality students and employees
- Noted for research and development in cyber

The aim of #CyberFest is to raise awareness of the North East's ability to address cyber resilience and risk, while developing new opportunities from this important and growing business area.

This will be achieved through the following events that will take place throughout September:

### **SUNDERLAND UNIVERSITY (flagship event)**

Date: 8 September, all day.

Theme: Joint Sunderland University and IoC. One-day mix of practical and presentations around cybersecurity.

Aimed at: Students and people who would like to progress within the cyber industry.

### Port of Tyne

Date: 10 September, breakfast or evening event.

Theme: Addressing cybersecurity in marine, offshore and logistics.

Aimed at: Academics, data scientists, logistics experts, distribution companies.

### BSides

Date: 13-15 September.

3 all day events: CTF IRL 3rd; Infosec / maker talks and wshops 4th; Traditional (ish) BSides 5th.

Theme: BSides Newcastle is to help build the community of InfoSec in the North East.

Aimed at: Technical community.

### FRAUD FORUM (flagship event)

Date: 17 September, all day.

Theme: Joint Fraud forum, NEBRC and Northumbria University. Two thirds of fraud involves cybercrime. Lessons from Covid, getting ready for the next one.

Aimed at: Businesses, crime professionals, data analysts.

### Teesside Business

Date: 21 September, evening event.

Theme: Joint with Teesside University and Teesside Business Club. Practical steps to securing your business.

Aimed at: Teesside businesses.

### Newcastle College

Date: 22 September, early evening (4-6pm).

Theme: Interested in a career in cybersecurity?

Aimed at: Aimed at younger and older students, how to get into the cyber industry.

### Tourism

Date: 24 September, Lunch 11am-2pm.

Theme: Joint Business Northumberland, Dynamo event. Staying safe from cybercrime in tourism.

Aimed at: Tourism businesses.

### Social tech

Date: 28 September, evening event.

Theme: Joint VONNE, NIBE event. Getting the balance right between cyber bad and social good.

Aimed at: Voluntary and CIC.

### Creative

Date: 29 September, evening event.

Theme: Joint Breeze Creatives, ISC2, OWASP. Bringing creativity to cybersecurity. Event hopefully to

include a commissioned cyber related artwork.

Aimed at: Technical and creative communities.

**There are various opportunities available for those wishing to support #CyberFest:**

### **HEADLINE PARTNER**

#### **£3,000 + VAT to support all events**

- ❖ Acknowledged as headline sponsor in all associated PR and marketing material (incl. social media)
- ❖ Thanked as headline partner in introduction to each event
- ❖ Opportunity to welcome guests to each event and give a 2min introduction to your organisation
- ❖ A quote included from a representative of your organisation in a pre or post event press release
- ❖ Your company logo included on all presentation screens used throughout the events
- ❖ Your banner to be displayed at events
- ❖ Opportunity to include a short company promotional video clip in the main plenary rooms of flagship events shown as part of a rolling loop during breaks and between sessions
- ❖ Company branding (logo and link) to appear on #CyberFest webpage
- ❖ Exhibition space at each event (space for table and roller banner)
- ❖ A website blog piece submitted by your organisation to be posted on the Dynamo website
- ❖ A feature submitted by your organisation for inclusion on one monthly Dynamo newsletter

### **PARTNER**

#### **£1,000 + VAT to support one flagship event**

- ❖ Acknowledged as event partner in all associated PR and marketing/comms material (incl. social media)
- ❖ Thanked by event hosts on the day
- ❖ Opportunity to welcome guests to event and give a 2min introduction to your organisation
- ❖ Your company logo included on all presentation screens used throughout the event
- ❖ Your banner to be displayed at event
- ❖ Opportunity to include a short company promotional video clip in main plenary rooms shown as part of a rolling loop during breaks and between sessions
- ❖ Company branding (logo and link) to appear on #CyberFest webpage
- ❖ Exhibition space at event (space for table and roller banner)

### **FLAGSHIP SUPPORTER**

#### **£450 + VAT to support one flagship event**

- ❖ Acknowledged as event partner in all associated PR and marketing/comms material (incl. social media)
- ❖ Thanked by event hosts on the day
- ❖ Opportunity to welcome guests to event and give a 2min introduction to your organisation
- ❖ Your company logo included on all presentation screens used throughout the event
- ❖ Your banner to be displayed at event

- ❖ Company branding (logo and link) to appear on #CyberFest webpage
- ❖ Exhibition space at event (space for table and roller banner)

## **SUPPORTER**

### **£400 + VAT to support one (non-flagship) event**

- ❖ Acknowledged as event partner in all associated PR and marketing/comms material (incl. social media)
- ❖ Thanked by event hosts on the day
- ❖ Opportunity to welcome guests to event and give a 2min introduction to your organisation
- ❖ Your company logo included on all presentation screens used throughout the event
- ❖ Your banner to be displayed at event
- ❖ Company branding (logo and link) to appear on #CyberFest webpage
- ❖ Exhibition space at event (space for table and roller banner)

*If you are interested in any of the above packages, please contact [info@dynamonortheast.co.uk](mailto:info@dynamonortheast.co.uk)*