



International Cybersecurity Forum

28th, 29th & 30th January 2020

LILLE GRAND PALAIS

THE CYBER 9/12 STRATEGY CHALLENGE

#FIC2020



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WHAT IS THE CYBER 9/12 STRATEGY CHALLENGE?



CYBER 9/12 HAPPENS DURING FIC 2020

The **International Cybersecurity Forum** (*Forum International de la Cybersécurité* or FIC) is an initiative bringing together the key cybersecurity players in Europe and beyond to brainstorm and exchange ideas.

This **benchmark event in Europe** gathers all the players in digital security over a 3-day trade fair and forum in January and is THE key moment for decision makers in the field.



*Potential reach of the contents on social media and press coverage internationally

Since 2015, the FIC has held each year technical challenges in digital investigation. This year, for the second time, it organizes a “**policy challenge**” dedicated to strategic thought on the theme of **collective security in cyberspace**. Participants will react to a hypothetical **crisis scenario** unfolding after a catastrophic event: “9/12” refers to the day after September 11th, 2001, in the United States.

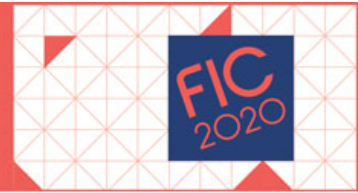
Organized in partnership with the **Atlantic Council**, **GEODE** and **PwC**, this type of international challenge is the only one of its kind in France.

During the FIC, the 2-day challenge brings together about **15 teams of 4 students each** from various International schools and universities. A jury made up of different authorities in the field designates the winning team, who then presents its solutions in plenary before receiving a prize.

SCHEDULE

- ▶ **September 2019**
Call for Applications
- ▶ **November 2019**
Announcement of the first participating teams
- ▶ The challenge will take place on **January 28-29, 2020**, at the FIC in Lille

HOW DOES THE CYBER 9/12 WORK?



The **Cyber 9/12 Strategy Challenge** is designed to offer students across a wide range of academic disciplines a better **understanding of the policy challenges** associated with cyber incidents. Part interactive learning experience and part competitive scenario exercise, the Cyber 9/12 Student Challenge gives students interested in cyber policy an opportunity to interact with **expert mentors, judges, and cyber professionals**. Students will respond to an evolving scenario involving a **cyber-attack** and analyze the threat it poses to **state, military, and private sector interests**. Teams are judged based on their policy responses, decision-making processes, and oral presentation.



FIC Day 1: Qualifying Round — REPORT

The qualifying round consists of 10 minute oral presentations, followed by 10 minute Q&A with the judges and feedback. Teams present the unfolding crisis and suggest a first set of responses.

FIC Day 2 (morning): Semi-Final Round — RESPOND

The semi-final round, held on the morning of day 2, gives advancing teams the opportunity to respond to a new intelligence report altering the original scenario, received at the end of day 1. The briefing format is the same as the qualifying round, with less time to prepare their responses.

FIC Day 2 (afternoon) Final Round — REACT

The final round, held on the afternoon of day 2, involves a spontaneous reaction to an intelligence report that further alters the original scenario. Teams respond to questions from the panel of judges with very little time to prepare, testing their ability to analyze information as a team and outline a response on the spot.

Who can compete?

Teams should include **4 students and a coach**. Students currently enrolled in an undergraduate, graduate, doctoral, professional, or law program, including students in military academies, on the date of the registration deadline are eligible to compete. Teams will be selected after a competitive selection process involving the submission of an essay (1,000 words) that deals with a general question related to cyber policy. In their essay, teams should demonstrate: their analytical ability, their ability to provide an original perspective on cyber policy and the diversity of their backgrounds if possible. It is important to note that we do not expect all teams to be cyber policy experts, but rather to show interest in adapting their knowledge to this new and rapidly-evolving field.

The winners of the 2019 edition

The international jury of the final composed by Ambassador Henri Verdier (French Ministry of Foreign Affairs), Rear Amiral Pascal Verel (French Cyber Defense Command), Chelsey Slack (NATO), Gisèle Ducrot (EY), Michael Daniel (Cyber Threat Alliance) and Jean-Baptiste Demaison (French National Cybersecurity Agency) awarded the first two prizes in the closing plenary session of the FIC:

- ▶ **1st Prize:** Les Chevaliers noirs, United States Military Academy at West Point (Coach : Erica Borghard)
- ▶ **2nd Prize:** Les Proxynettes, French Institute of Geopolitics at Paris 8 University (Coach : Colin Gérard)



2019 Strategy Challenge award ceremony on the main stage of the FIC 2019 in Lille

PARTNERS OF THE CYBER 9/12 STRATEGY CHALLENGE



WHO?

- ▶ Large businesses
- ▶ Think-tanks
- ▶ Trade associations

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WHY?

- ▶ To identify and recruit your future consultants/marketing managers/cybersecurity public relations managers
- ▶ To build relationships with the academic ecosystem (science and technology, social sciences, law, international relations, ...)
- ▶ To reinforce your image and consolidate your position on digital issues
- ▶ To communicate on your activities and influence the ecosystem
- ▶ To benefit from privileged access to cybersecurity decision makers

HOW?

- ▶ With targeted communications on all our platforms and broadcasting tools
- ▶ With networking opportunities adapted to your needs and access to dedicated areas
- ▶ By being a jury member and helping choose the winner of the challenge
- ▶ By awarding the prize during the plenary session (Elite offer only)

Become a partner of the Strategy Challenge and set yourself up
as a key player in cyber strategic thinking!

SPONSORSHIP PACKAGES



We offer different sponsorship packages:

AS A SPONSOR YOU CAN BENEFIT FROM DIFFERENT ADVANTAGES LISTED BELOW

VISIBILITY

- ✓ You will appear as a “challenge partner” on our communication formats
- ✓ An email campaign announcing your partnership with the challenge, mentioning your business
- ✓ The partnership will be announced on FIC social networks
- ✓ Your logo will appear on the Challenge space (which covers the Policy Challenge and Forensic Challenge)
- ✓ A speaking role during a FIC Observatory event and a FIC workshop

NETWORKING & B2B

- ✓ Participation in FIC Observatories - *Monthly breakfasts around cyber themes*
- ✓ Access to platforms that bring people together - *Possible exchanges between partners and visitors*
- ✓ Two VIP badges that give access to the VIP lounge - *An intimate space for discussion. Each VIP badge gives you access to the VIP lounge along with one guest. Round-the-clock coffee and brunch are served over two days.*
- ✓ Policy Challenge jury membership - *One representative of your organization will be on the Challenge jury*
- ✓ Participation in the awards ceremony - *Your representative will present the award during the plenary session of the FIC*

2020 STRATEGY CHALLENGE ORGANIZERS



2019 STRATEGY CHALLENGE SPONSORS



FIC 2019 MAIN PARTNERS



CONTACTS

PARTNERSHIP & ORGANISATION

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