



NEWSLETTER

June 2007

Jericho Forum™ newsletters are issued each month to improve the information flow across our whole membership, so enabling members to decide how best to contribute through participating in existing activities, starting new initiatives, raising new ideas, etc. Redistribution of this newsletter is encouraged within member organizations. To request further information and to give your feedback, please [email us](#).

1. Fall 2007 Conference in New York is “go”

Following our resoundingly successful collaboration with Reed International when they hosted our Jericho Forum Spring Conference 2007 @ InfoSecurity Europe (April 24-26), we have agreed to do it again in their New York Conference

<http://www.infosecurityevent.com/App/homepage.cfm?moduleid=42&appname=100004>

Our conference is on September 11th. I attach our draft Jericho Forum Fall Conference 2007 @ InfoSecurity NY flyer, which includes our outline agenda. With a little over 3 months between now and Sept 11th, we have a lot of work to do to arrange speakers and bring in our target audience of 100+ attendees to this event. We therefore request your support:

- Can you join us in New York on Sept 11th?
- Please contact your colleagues, especially those based in the US, and invite them to attend, and to invite their contacts to do likewise. We hope you will find the attached flyer useful. to spread news of this Conference and attract interest.
- Offer other support as you feel able.

Please [contact us](#) with your contributions and feedback.

2. Developing our presence in the US

As mentioned in the Fall 2007 Conference item (above), we want to raise our profile in the US marketplace, to spread our message and grow our presence and active membership participation among the huge IT security community in North America. We are consulting with a specialist PR company in the US to establish how we should proceed so as to get “best bang for our buck” through raising awareness among our target communities of interest – primarily the product vendors and solutions providers, but also the customer communities in selected commercial and government sectors. We are also following up with making direct communication with selected key US vendors to invite them to work with us in adopting a strategy of migrating their security products to deliver effective security operation in de-perimeterized environments. We will then follow up with subsequent approaches to more vendors and solutions providers.



In parallel we plan to enlist broad support among the North American customer community, initially by making direct contact with key large end user enterprises whose business operations depend on secure IT interactions with their customers and business partners. This will include obtaining and publishing their endorsements for the aims of the Jericho Forum. Subsequently, we aim to broadcast our messages widely via our own resources (which includes our members, our contributors and our many contacts). Our goal here is to make the Jericho Forum a force for change in the USA IT security market that the vendor community have to either take a visible position on or appear disconnected from their customers' demands.

3. Spreading the message – upcoming examples

A significant part of our strategy continues to be to encourage our members and supporters to take the Jericho Forum messages to information security events all over the world. Many of our members have done this very successfully over the past 3 years, and we need to continue to build on this success. To support this we now have a library of presentations available for your re-use – see our “Presentations” page (linked from www.jerichoforum.org). If you have opportunities to include the Jericho Forum's approach in your presentations you give, please feel free to do so.

Presentation in Tokyo

Steve Whitlock (BoM member from Boeing) has accepted an invitation from The Open Group's representative in Japan to give a presentation to an audience of selected security CxOs during a business trip during the week June 4th.

ISACA in Auckland

Professor Clark Thomborson (University of Auckland) is representing the Jericho Forum at the ISACA Conference in Auckland in September on the theme "Practical IT Governance in a Connected World" – see <http://www.oceaniacacs.org/invitation.php>

Open Group conference in Budapest – Oct 22-24

The theme of this conference is “Secure Architectures” – see <http://www.opengroup.org/budapest2007/> - and de-perimeterization is a large part of the conference plenary and following workshop streams. If you are interested in helping us deliver the Jericho Forum messages in this conference, please let us know.

ISSA Conference in Vancouver - Nov 19-20

Steve Whitlock gave a Jericho Forum presentation to them in November 2006 and it was so well received that they have invited him back for an update this year.