# GW BUSINESS & POLICY FORUM

## ATTACKING CYBERSECURITY RISKS

**Leveraging its location in Washington, D.C., the George Washington University, a preeminent comprehensive global research university with its proximity to the legislators and policy makers in the U.S., is well positioned to launch a forum on the intersection of emerging technology and policy by bringing together business leaders, policy makers, and industry experts from around the world.**

The forum will convene global leaders from the private and public sectors to address the most significant issues related to the evolving landscape of emerging technology and cybersecurity with the focus on policy and regulation. Industry leaders, together with government agencies (DHS, DoD, NSA, etc.), will discuss the most critical issues surrounding threats and opportunities through the lens of global business, markets, and regulation. Forum attendees will hear from influential names in emerging technology and cybersecurity and have a premier networking opportunity to meet key players, collaborate on integrating new technologies, and take action to manage cyber risks.

The Forum will focus on the areas of distinction and distinguishability for the university and the School to draw a significant audience for the inaugural event and make a large impact. As an example, the GW School of Business (GWSB) was selected by the Department of Homeland Security Science and Technology Directorate to lead a new Center of Excellence in Security Technology Transition. Its flagship MBA-STT program is designed to bring together a select cohort of students with technology backgrounds from a wide variety of public and private sector backgrounds, with the goal of fostering innovative networks between sectors, industries, and organizations. Bridging the opportunity for the technology industry to reach and communicate with government groups, the GW Forum will focus on the topic of emerging technology and cybersecurity with the MBA-STT advisory board of senior industry executives and business leaders engaged to support the effort.

## KEY DRIVERS FOR THE FORUM

» The leveraging of the location in DC as a central theme which ties to both the technology industry and policy makers/ thought leaders from around the world

» The importance the DHS Pilot cohort continuing and energizing the institution's reputation in the Cyber world to enhance the brand and attract more revenue opportunities

» The showcasing to the stakeholders the depth of expertise and also the reach of the university in the field such as bridging opportunity for the technology industry to reach and communicate with international government groups

» The benefits to the stakeholders will include talent development and retention, creation of formal and informal networks, and attraction of high end talent

## PARTICIPANTS

The Forum and its associated events will be open to the public, promoted to our alumni and university community, and tie in to several academic courses for students. Participants will include business leaders, government officials, research experts, policy makers, students, alumni, faculty, and staff.

## PROGRAM SCHEDULE

### MONDAY, APRIL 24, 2023

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| 6:00 – 8:00 p.m. | VIP Dinner |

### TUESDAY, APRIL 25, 2023

Location: The Jack Morton Auditorium (Lunch in the GW University Student Center Grand Ballroom)

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| 8:00 – 8:45 a.m. | Registration and Breakfast |
| 8:45 – 9:00 a.m. | Corporate Sponsors Presentation |
| 9:00 – 9:30 a.m. | Opening Keynote Speaker 1: Public-Private Partnerships |
| 9:45 – 10:45 a.m. | Panel I: Discussion with Government Officials and Business Leaders |
| 11:00 – 11:30 a.m. | Keynote Speaker 2: Fireside Chat with a CEO |
| 11:45 a.m. – 1:00 p.m. | Lunch with Keynote Speaker 3: Cybersecurity Risks and Society |
| 1:15 – 2:15 p.m. | Panel II: Discussion with Government Officials and Business Leaders |
| 2:30 – 3:00 p.m. | Keynote Speaker 4: Summary of Findings and Recommendations |
| 3:15 – 4:15 p.m. | Panel III: AI-powered Cybersecurity and How We Can Stay Ahead |
| 4:15 – 5:30 p.m. | Networking Reception (GW University Student Center, Grand Ballroom) |

## IMPACT OPPORTUNITY

Through the generosity and commitment of corporate partners, GW will convene business leaders, legislators, policy makers, and industry experts to promote a better understanding of the increasingly complex landscape of security technology and cybersecurity. To bring this vision to life, GWSB will request an investment from institutional partners to support the inaugural forum. Partners will receive excellent media exposure and brand recognition through their sponsorship, as well as opportunities to inform programming and directly engage with audiences. Over time, we hope to grow and scale our partnerships into multi-year collaborations to build out a successful forum each year. The School will invite our corporate partners to establish themselves as thought leaders in the cybersecurity space by collaborating with GW's convening power to create a dialogue that will strengthen both the public and private sectors.

Scan the code or visit **qrco.de/GWforum23** to learn more about the Policy Forum