PRIMA

PRIMA's

Emerging Tech and Risk Symposium

JANUARY 28 › 29 › 30

Virtual schedule
1–3 p.m. ET each day

PRIMA'S Emerging Tech and Risk Symposium

will provide public risk management professionals with the information, tools, and resources necessary to take advantage of the rewards and minimize the risks associated with emerging technology. Attendees will learn how to mitigate — and prevent — threats to people, information, and assets.

❯ **Register at PRIMACentral.org/emergingtech**

REGISTRATION FEES
PRIMA members – Free
Non-members – $450

The State of Artificial Intelligence

SESSION 1

Topic: Artificial Intelligence vs Artificial General Intelligence

The Association for the Advancement of Artificial Intelligence

Artificial Intelligence (AI) is one of the most misunderstood technologies in our society. We cannot deny its importance, yet far too many people do not recognize the myriad critical roles AI plays in our lives. AI's rise provides society with many rewards but also countless risks. This will only be enhanced by the inevitable growth of Artificial General Intelligence (AGI).

In this session, attendees will learn how AI and AGI play vital functions in society and the difference between the two. They will also learn what tomorrow will bring for both AI and AGI.

Speaker: Bart Selman

Bart Selman is the Joseph C. Ford Professor of Engineering and Computer Science at Cornell University. He is past president of the Association for the Advancement of Artificial Intelligence (AAAI), the leading international professional society for AI researchers and practitioners. He was also the co-chair of a national study to develop a 20-Year Roadmap for AI Research to guide U.S. government research investments in AI. The Roadmap incorporates input from over 100 leading AI researchers. Prof. Selman was previously at AT&T Bell Laboratories.

Bart's research interests include artificial intelligence, computational sustainability, efficient reasoning procedures, machine learning, deep learning, deep reinforcement learning, planning, knowledge representation, and connections between computer science and statistical physics. He has (co-)authored over 150 publications, including six best paper awards and two classic paper awards. His papers have appeared in venues spanning Nature, Science, Proceedings of the National Academy of Sciences, and a variety of conferences and journals in AI and Computer Science.

He is a Fellow of the American Association for Artificial Intelligence (AAAI), a Fellow of the American Association for the Advancement of Science (AAAS), and a Fellow of the American Association for Computing Machinery (ACM). He is the recipient of the Inaugural IJCAI John McCarthy Research Award.

SESSION 2

Topic: U.S. Artificial Intelligence Safety Institute

The U.S. Artificial Intelligence Safety Institute

In this session, the U.S. AI Safety Institute, housed within the National Institute of Standards and Technology (NIST), will discuss how it is advancing the science, practice, and adoption of AI safety across the spectrum of risks, including those to national security, public safety, and individual rights. The Safety Institute will also brief PRIMA members on the range of its projects, each dedicated to a specific challenge that is key to PRIMA's mission.

In this session, attendees will learn more about the Safety Institute, available resources, and how to become members of the A.I. Consortium.

The State of Privacy and Access Management

SESSION 3
Topic: Identity and Access Management
The Identity Defined Security Alliance

Identity and access management (IAM) is the cybersecurity control that allows users to access digital resources safely and securely. When used properly, IAM can mitigate security risks while safeguarding that users have the accurate authorizations they need to do their jobs. In this session, PRIMA members will be briefed on the importance of identity management and key components, including governance, identity-centric security best practices, processes, and technology, with a special focus on the risks of not properly securing identities and access credentials for the public, employees, and contractors.

In this session, attendees will learn more about identity management and how to support their constituencies in managing the risks associated with properly implementing IAM protocols.

Speaker: Lee Tschetter

Lee Tschetter is a Sr. Product Manager at Cerby, the identity management platform for disconnected apps. He has spent over 20 years working in information security, with the past 10 years focused on IAM. Prior to joining Cerby, Lee was a Director of Technical Strategy at Okta.

SESSION 4
Topic: Data Privacy
The Identity Defined Security Alliance

The significant quantity of data generated about you and your activities online is astonishing, which is why data privacy is so important in this digital age. Businesses across the globe pay top dollar to learn about you through this data, including your personal information like your name, birthdate, and Social Security number, as well as medical records and credit card numbers. In this session, representatives from the Identity Defined Security Alliance will discuss why it is important to protect data and how citizens understand that they have the power to manage their data.

In this session, attendees will be given an overview of the severe state of data collection, how to manage their data and the risks of overzealous organizations collecting data.

Speaker: Jeff Reich

Jeff Reich has been the Executive Director of the Identity Defined Security Alliance since 2023 and has been actively involved in the security and identity community for five decades. He is a well-known advocate for cybersecurity awareness and education. He joined IDSA from the Cloud Security Alliance. Before CSA, he created and built the security and risk functions at ARCO, CheckFree, Dell, and Rackspace. Jeff did the same at multiple financial services companies and five startups. He has received numerous accolades and certifications as a cybersecurity expert and industry leader, including CISSP certification from ISC2 in 1993 and the ISSA Distinguished Fellow designation in 2011. In 2015, Jeff was inducted into the ISSA Hall of Fame.

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SESSION 5
Topic: The Current and Future State of Cybersecurity
The Department of Homeland Security – Cybersecurity and Infrastructure Security Agency

Cybersecurity is one of the most critical aspects of emerging technology. We must protect organizations, networks, and data from risks to communicate safely and securely across digital platforms. Cybersecurity aims to reduce the risk of cyber-attacks and protect against unauthorized access to systems, networks, and technologies from adversaries with ill intent. CISA, the operational lead for federal cybersecurity and the national coordinator, plays a critical role in strengthening our infrastructure security and resilience.

In this session, attendees will learn more about CISA's layered mission to reduce the nation's cyber and physical infrastructure risks. In addition, members will get firsthand guidance on how to partner with CISA.

Speaker: Kevin Dillon

Associate Director, Strategic Relations - Cybersecurity and Infrastructure Security Agency (CISA)

Kevin Dillon serves as Associate Director, Strategic Relations for the Stakeholder Engagement Division of the Cybersecurity and Infrastructure Security Agency (CISA). Kevin's team works with industry, government, and academia stakeholders as force multipliers to enhance CISA's strategic objectives.

Before joining CISA, Kevin spent several years in consulting and the financial services sector. Kevin has over 20 years of experience across the public and private sectors.

SESSION 6
Topic: The Importance of Cybersecurity Education and Awareness
The National Cybersecurity Alliance

Education and awareness can play a central part in any campaign to positively impact actions. This is especially true with cybersecurity. Advocating for the safe use of all technology is an effective means to help lessen cybercrime. The National Cybersecurity (NCA) has been at the forefront of this movement for over two decades. In that time, NCA created strong public and private sector partnerships to amplify positive cybersecurity messaging while fostering a greater "digital" good.

In this session, attendees will learn more about Cybersecurity Awareness Month, Data Privacy Week, and other awareness efforts utilized to bolster cybersecurity awareness and education. Members will also be given information, tools, and resources to share with their constituencies.

Speaker: Lisa Plaggemier

Lisa Plaggemier is the Executive Director at the National Cybersecurity Alliance. She is a trailblazer in security training and awareness and a frequent speaker on cybersecurity and privacy. Lisa has worked as an international marketer with Ford Motor Company, Director of Security Culture, Risk and Client Advocacy for CDK Global, Chief Evangelist at InfoSec, and Chief Strategy and Marketing Officer at MediaPRO. She is a University of Michigan graduate (Go Blue!), and while she wasn't born in Austin, Texas, she got there as fast as she could.

For more information, contact Shaunda Ragland, PRIMA's Senior Director, Education & Training, at education@primacentral.org or 703.253.1261