

Sp4rkCon 2024 Agenda

Saturday, April 20, 2024

Event Check-In

8:00 a.m. - 3:00 p.m. | 7 hrs | Attendees can use their registration Confirmation Number or QR code to check-in. A valid government issued ID will be required at check-in. A light breakfast, coffee and refreshments will be served during check-in. Expo booths are open for exploring.

Opening Remarks

9:00 a.m. | 10 min | Jerry Geisler, SVP and CISO will kick off Sp4rkCon 2024!

Keynote - Meeting Cyber Challenges in a Polarized World

9:10 a.m. | 45 min | Meeting cyber challenges in a polarized world is a complex issue that requires a multi-faceted approach. To meet these challenges, it is essential to have a strong and coordinated response from governments, private sector organizations, and individuals. This includes investing in cybersecurity infrastructure, promoting awareness and education, and fostering international cooperation to combat cyber threats.

Fireside Chat - Navigating Cybersecurity in 2024

10:00 a.m. | 45 min | Please join CISA Director Jen Easterly and Walmart Vice President and Deputy Chief Information Security Officer Rob Duhart as they discuss key priorities for 2024, including an enduring public campaign to raise cybersecurity awareness, a call to action for technology makers, and a strategy for leveraging AI for cybersecurity.

Keynote - Enterprise-Ready AI: Security & Privacy Barriers for Wide AI Adaptation

10:50 a.m. | 45 min | Bobi Gilburd will dive into the newly evolving challenge of enterprise-ready AI and discuss what the various organizational stakeholders should consider to protect themselves and their organizations.

Practical Security Descriptor Implementation

11:40 a.m. | 25 min | Melissa Cronquist will lay the foundation of a practical security descriptor model while focusing on the best practices around delegations. We will do this by ensuring manageability and longevity of your controls.

Break for Lunch

12:05 p.m. | 55 min | Step away from your seat to grab some delicious eats catered by Table Mesa and check out the Sp4rkCon expo booths.

Walmart Forensics Lab Virtual Tour

1:05 p.m. | 45 min | Jamie Holt and Wayne Murphy will host a virtual, interactive tour of Walmart's Forensic Hardware Lab where they will walk the audience through the lab covering topics such as data recovery, chip-off forensics, bad actor hardware, micro soldering, and hardware security research. After the virtual tour, a Q&A session will be hosted.

Keynote - What to Expect When You're Expecting Your AI Baby

1:55 p.m. | 45 min | Many of us are scrambling to leverage GenAI, but we're not aware of the risks. Using various mental models, we can anticipate these risks and be prepared to govern and mitigate the risks associated with our new GenAI baby.

Navigating the Cybersecurity Labyrinth: Exploring Diverse Career Paths and Progression for Aspiring Leaders

2:45 p.m. | 45 min | Adam Ely, Erika Roberts, Glenn Garay, and Tatiana Garcia sit down with Jerry Geisler to offer invaluable guidance, inspiration, and encouragement for your journey. Discover how to chart your unique course in the cybersecurity labyrinth and unlock your potential as a leader in this critical industry.

It Must Be Bots

3:40 p.m. | 45 min | Kevin Bauer will provide a high-level overview of bot activities on websites and their evolving nature. We will examine the wide range of purposes for which bots are utilized, including product scraping, account takeovers, fraud, and launching denial of service attacks.

Closing Remarks

4:30 p.m. | 10 min | Rob Duhart, VP and Deputy CISO Information Security at Walmart will deliver the Sp4rkCon 2024 closing remarks.

After Party

5:30 p.m. | 2.5 hrs | After Sp4rkCon 2024 wraps up at the David Glass Technology Center, head on over to Bike Rack Brewing Co. - 8th St. Brewery & Taproom - Market District to unwind with a night of music, food and fun. Bring your Sp4rkCon event badge to enjoy some yummy bites on us! Food along with water and lemonade will be served 6:00 p.m. to 7:00 p.m. while supplies lasts. All other beverages are not included and must be purchased separately by the individual attendee.

Reserve Presentation

Triangulation of Models for Threat Hunting

45 min | Chris Fennell, PhD will cover Triangulation of Models for Threat Hunting which is the cybersecurity practice of proactively searching for malicious activity within an environment.