



# Atlantic Council CYBER 9/12 STRATEGY CHALLENGE

## A MAJOR CYBERATTACK HAS OCCURRED. HOW SHOULD YOUR NATION RESPOND?

We frequently hear the terms “Cyber 9/11” and “Digital Pearl Harbor” to describe a crippling cyberattack; but what might policymakers and operators do the day after a crisis? The Cyber 9/12 Strategy Challenge is an annual cyber policy and strategy competition for students across the globe to compete in developing national security policy recommendations tackling a fictional cyber crisis.

In 2019, the Strategy Challenge will take place in **Austin, Texas** and **Lille, France** in January; **London, United Kingdom** in February, **Washington, DC** in March, **Geneva, Switzerland** in April and **Sydney, Australia** in October.

## WHAT IS THE CHALLENGE ALL ABOUT?

Now entering its seventh year, the Cyber 9/12 Strategy Challenge is a **one-of-a-kind competition** designed to provide students across academic disciplines with a deeper understanding of the policy challenges associated with **cyber crisis**. Part interactive learning experience and part competitive scenario exercise, it challenges teams to respond to a realistic, evolving cyberattack and analyze the threat it poses to national, international, and private sector interests. The competition has already engaged **over one thousand students** from universities in the United States, Europe, Indo-Pacific, and the Middle East. Students have a unique opportunity to interact with and receive feedback from expert mentors and high-level cyber professionals while developing valuable skills in policy analysis and presentation.



Winners of the 2018 Cyber 9/12 Geneva competition with Ambassador Christian Dussey, Director of the Geneva Centre for Security Policy and Chelsey Slack, Deputy Head of NATO's Cyber Defence Section.

## WHY PARTNER WITH US?

The Strategy Challenge presents a prime opportunity for companies to engage with top policy and technical talent from around the world. With its numerous recruiting events, marketing opportunities, and speaking slots, the competition allows organizations to:

- **Hire a skilled workforce** from a diverse pool of 150+ students;
- **Demonstrate thought leadership** by fostering trust and understanding through building bridges between the tech and policy communities;
- **Connect** with leading and emerging experts in major international policy hubs;
- **Cultivate multidisciplinary thinking** in the next generation of cybersecurity professionals and policymakers, encouraging innovative solutions to one of the most challenging threats we face;



Competitors at the Cyber 9/12 Washington, DC competition with Rob Joyce, Former Special Assistant to the President and White House Cybersecurity Coordinator and Klara Jordan, Director of the Atlantic Council's Cyber Statecraft Initiative.

## WHO PARTNERS WITH US?

We partner with organizations looking to foster an extraordinary pool of talent in cyberspace and shape the next generation of policymakers around the globe. Past supporters include:



This event was supported by  
NATO's Public Diplomacy Division



<b>SUGGESTED PARTNERSHIP LEVELS AND BENEFITS</b>	<b>GLOBAL PARTNERSHIP SPONSOR \$50,000</b>	<b>PLATINUM SPONSOR \$35,000+</b>	<b>GOLD SPONSOR \$20,000+</b>	<b>SILVER SPONSOR \$10,000+</b>
Provide company representative as <b>keynote speaker</b> to an audience of 200+	✓			
Provide company representative as <b>judge</b>	✓	✓		
Participation in <b>side events</b> —send your policy and tech experts or marketing team to give company presentations.	✓	✓		
A <b>half-page ad</b> in program	✓	✓		
Invite finalists to <b>shadow your Incident Response or Governmental Relations team</b> for a day, providing students with insight on a typical day in the life of a cyber policy professional.	✓	✓		
Participation in <b>career fair</b> —send your HR and recruiting teams to meet the best and brightest students in the field	✓	✓	✓	
A <b>banner</b> on display at the competition venue	✓	✓	✓	
<b>Competition bag insert</b> —one piece of company literature distributed to all competitors, judges, coaches, and special guests	✓	✓	✓	✓
Company <b>logo</b> featured in all print and online competition materials	✓	✓	✓	✓

## A LA CARTE SPONSORSHIPS

For more opportunities to get your name, logo, and message out to participants, we offer additional sponsorship opportunities including:

**Awards Ceremony & Reception:** Have your company representative open the awards ceremony and hand a co-branded award to the winning team. The ceremony is followed by a final networking reception for judges, speakers, and students, branded with your company logo.

**Judges' Dinner:** Gather a group of high-level cyber professionals serving as judges for a private dinner in the evening before the competition. Past judges include **Gen. Michael Hayden**, former CIA and NSA director, **Amb. Sorin Ducaru** of NATO, **Dmitri Alperovitch** of CrowdStrike, **Brigadier General Jennifer Buckner** of US Department of Defense, **Ben Flatgard**, Former Director of Cybersecurity Policy for the White House, and many more.

**Badges:** Company logo on the back of the badge with a dual-branded lanyard.

**Gift Bags:** Company logo featured on gift bags handed to all participants.

**Reach out to us for more information and pricing!**

**Klara Jordan**

Director - Cyber Statecraft Initiative - Atlantic Council

Email: [KJordan@atlanticcouncil.org](mailto:KJordan@atlanticcouncil.org) - Phone: +1 202 864 2824