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| **To:** | Your Manager |
| **From:** | Your Name |
| **Re:** | Request to Attend Israel Cyber Week 2022, U.S. Chamber of Commerce Delegation |
| **Date:** | Enter Date of Memo |
| **CC:** | CC Name |

**Event Details:** Israel's 12th Annual Cyber Week (ILCW) takes place June 27-30, 2022, in Tel Aviv, Israel. Israel’s Cyber Week is a leading international cybersecurity event that provides a unique opportunity for experts from all over the world to share their knowledge on the challenges and opportunities in the field. Hosting ILCW is the Blavatnik Interdisciplinary Cyber Research Center and the Yuval Ne’eman Workshop for Science, Technology, and Security at Tel Aviv University, the National Cyber Directorate, the Ministry of Economy, and the Ministry of Foreign Affairs. Israel has hosted thousands of world-class cybersecurity experts, industry leaders, academics, startup investors, and government officials in the past.

Cyber Week is comprised of 5 days of over 50 world-class events with internationally acclaimed speakers from across the globe. 10,000 people attended the last in person Cyber Week (2019).

**My Role:** If I attend, I’ll be able to participate in:

* Tours of Israel’s cyber ecosystem to include visits to Be-er Sheva and Cyber Gym.
* Private meetings with leading U.S., Israeli, and global companies and government officials.
* Roundtables with top leadership from international cybersecurity agencies.
* Participation in Chamber-led cyber workshops at Cyber Week.
* Networking events with cyber companies and investors.
* Speaking opportunity on the following panel:
  + Cybersecurity risk management 2022- between regulation, private enforcement, and markets.
  + Security the ICT Supply Chain from Cybersecurity Threats
  + Defending Operational Technology from Cybersecurity Threats
  + Countering Ransomware and Cybercrime as a Service

**Background:** The U.S. Chamber of Commerce is leading a 30-person business delegation, representing the Chamber’s diverse membership, led by [Frank Cilluffo](https://mccrary.auburn.edu/experts/cilluffo-frank/), Director of the McCrary Institute for Cyber and Critical Infrastructure at Auburn University and member of the U.S. Cyberspace Solarium Commission to ILCW for the first time since 2019 when the Chamber brought its first delegation to ILCW.

**U.S. Chamber of Commerce Delegation Participants:** This delegation will be limited to 30 companies with priority given to Chamber members.

* Schneider Electric
* Venable
* US Telecom
* U.S. Chamber of Commerce

**U.S. and Foreign Government Engagement Opportunities:**

1. The Honorable Ali Mayorkas, Secretary of Homeland Security
2. The Honorable Chris Inglis, National Cyber Director, Executive Office of the President
3. The Honorable Rob Silvers, Under Secretary for Policy, U.S. Department of Homeland Security
4. The Honorable Jen Easterly, Director, Cybersecurity and Infrastructure Security Agency
5. Australia, Tobias Feakin, Ambassador for Cyber Affairs & Critical Technology, Department of Foreign Affairs and Trade
6. Czechia, Karel Rehka , Director, National Cyber and Information Security Agency
7. Estonia, Raul Rikk, National Cyber Security Policy Director, Department of State Information Systems, Ministry of Economic Affairs and Communications
8. European Commission, Roberto Viola, Director General, Communications Networks, Content and Technology
9. European Union Agency for Cybersecurity, ENISA, Juhan Lepassaar, Executive Director
10. France, Henri Verdier, Ambassador for Digital Affairs, Ministry of Europe and Foreign Affairs
11. France, Guillaume Poupard, Director General, Network and Information Security Agency (ANSSI)
12. Germany, Arne Schoenbohm, President, Federal Office for Information Security
13. Japan, Mr. Hirokazu Matsuno, Chief Cabinet Secretary, Cybersecurity Strategic Headquarters
14. Netherlands, Hans de Vries, Director, National Cyber Security Centre
15. Singapore, David Koh, Commissioner of Cybersecurity and Chief Executive of the Cyber Security Agency of Singapore, Cyber Security Agency of Singapore

**Company Benefits:**

* I believe the insights learned by attending ILCW can help avert costly cybersecurity incidents. According to IBM, the average cost of a data breach in 2021 was $4.24 million, a 10% rise from the 2020 findings. That’s why it’s more important than ever before to attend. The cost of a [insert pass name you are requesting] seems a small price to pay for actionable intelligence to help our organization combat information security risk and the reputational damage that results from even a minor compromise.
* When ILCW concludes, I will compile a short presentation covering key insights, useful vendor product information, networking discussions, and a proposal for implementing new ideas that will benefit our team.

**Cost:** The approximate investment for my attendance is as follows:

1. U.S. Chamber Delegation Fee: $3,500\*
2. Airfare: $XXX
3. Hotel: $XXX

\*Delegation fee includes meals, ground transportation, and participation in private events and meetings

Note: Beyond the standard participation in the delegation, the Chamber also provides underwriter opportunities in which participants can 1) have a customized event speaking opportunity for a total net cost of $10,000 or 2) have both an event speaking opportunity and host a salon dinner for a total net cost of $20,000.

**Closing:** I need to register by Wednesday, May 1 so I can reserve my spot in the delegation and confirm my role on the conference agenda. Thank you for your consideration.

* [Your name, title, e-mail, and cell]

**Attachments:**

* Agenda
* Israel Cyber Week PowerPoint