



# Security **BSidesLondon**: Event Demographics

*... building security from the grassroots*

3<sup>rd</sup> June 2015

ILEC Conference Centre  
47 Lillie Road, London, SW6 1UD

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Webpage: [www.securitybsides.org.uk](http://www.securitybsides.org.uk)

## BSidesLondon Welcome

Thank you for your interest in Security B-Sides London (BSidesLondon). This document provides an overview of the participant demographics and answer to some of the questions we ask our participants to answer on registration.

It is important to note that we don't require answers to all questions as such this information is provided as is and may not be representative of everyone who comes. The event is primarily a networking event for likeminded Information Security Professionals to meet up.

It is pretty amazing that we are about to run this conference for the fifth consecutive year and that the need for BSides events is growing all over the globe with new events programmed for next year in Europe and here in the UK.

## History of Security BSides

BSides was born in 2009 when a number of quality speakers were rejected from a mainstream conference, not due to lack of quality but rather lack of space and time. Our mission is to provide people with options by removing common conference barriers and by providing more options for speakers, topics, and events.

- 2009: Launched in the United States.
- 2010: BSides breaks into the global space with the first European event.
- 2011: BSidesLondon is born. Globally we put up more than 66 events, in 39 cities, in 10 countries, on 5 continents.
- 2013: over 500 attended BSidesLondon and around the world, thousands of people have attended and many have written about their experience at BSides events.

Read more at: <http://www.securitybsides.com/Media>

While every BSides event is unique, here are some things that don't change:

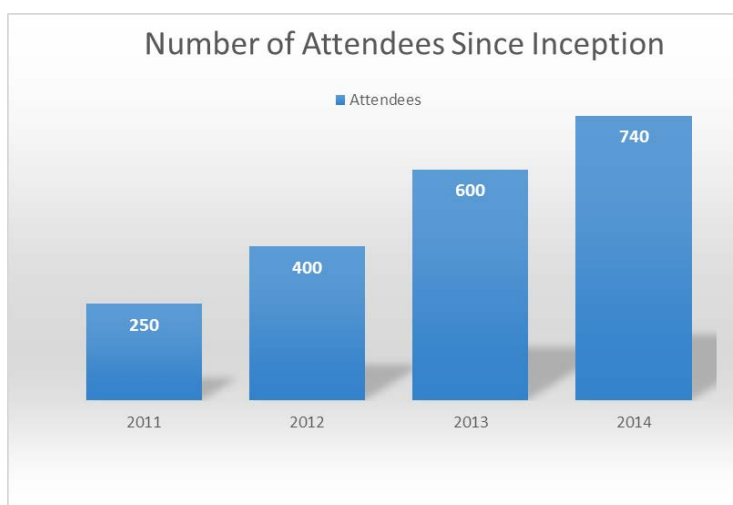
- ✓ Community organized, volunteer driven, and corporate funded
- ✓ Provide a forum to expanding the spectrum of conversation
- ✓ Focused on giving a voice to the "next big thing"



## Who is the Target Audience you may ask...

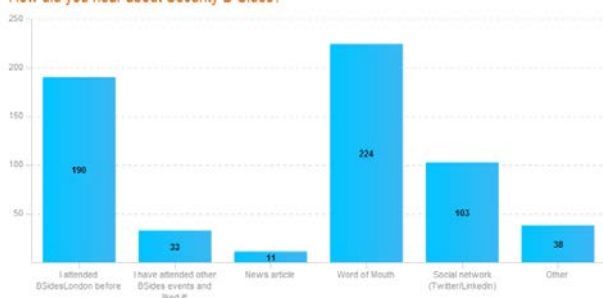
We are lucky to appeal to a wide range of people and on the day every single one comes to the event willing to talk willing to share. BSidesLondon audience ranges from CISOs to students and on the day you will see them enjoying a conversation with hackers, professors, as well as buyers and sellers of security. We do not concentrate in what is fashionable, we discuss what is important to the participants. Topics vary and on stage you will see physical, network and application security represented alongside social engineering, risks and business continuity.

Every BSides event is distinct, we target the industry professional looking to offset or augment their current security skill set with that of the next-big-thing conversations. These are industry leaders, thought leaders, information security professionals, and students who wish to expand their body of knowledge. Last year we welcomed 600 out of 740 registered individuals with 200 more on our waiting list *and this despite a Tube Strike*.

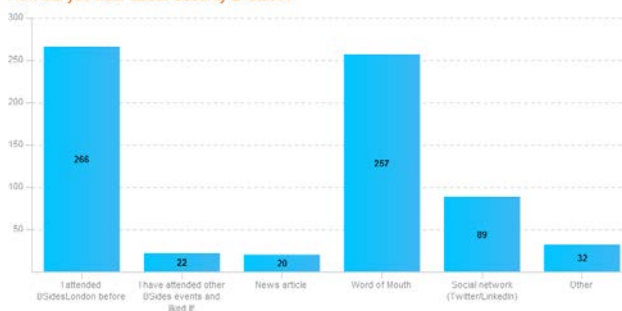


These participants came from all over the UK and Europe, all genders and age range. We continue to confirm our international recognition and increased participation from our European neighbour. Previous attendance and word of mouth is how our participants recognize and decide to come to our event (2013 vs 2014):

How did you hear about Security B-Sides?



How did you hear about Security B-Sides?



2012



2013



2014

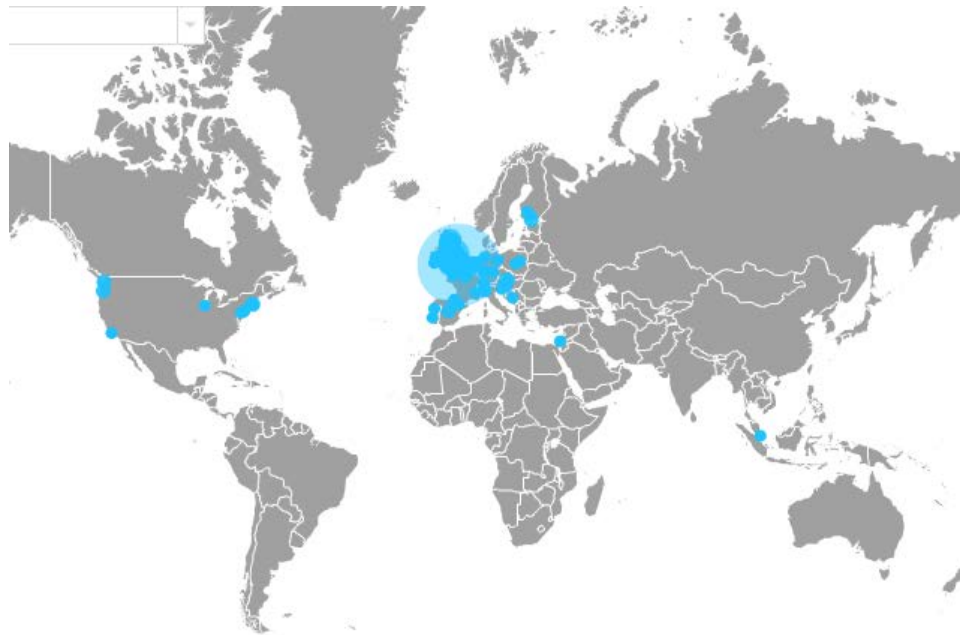


# World Heat Map Registered Participants

2013



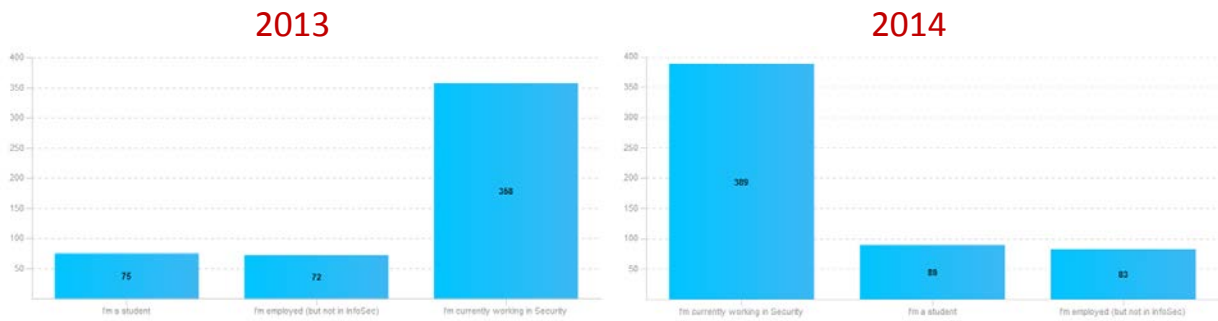
2014



## Organisational Demographics

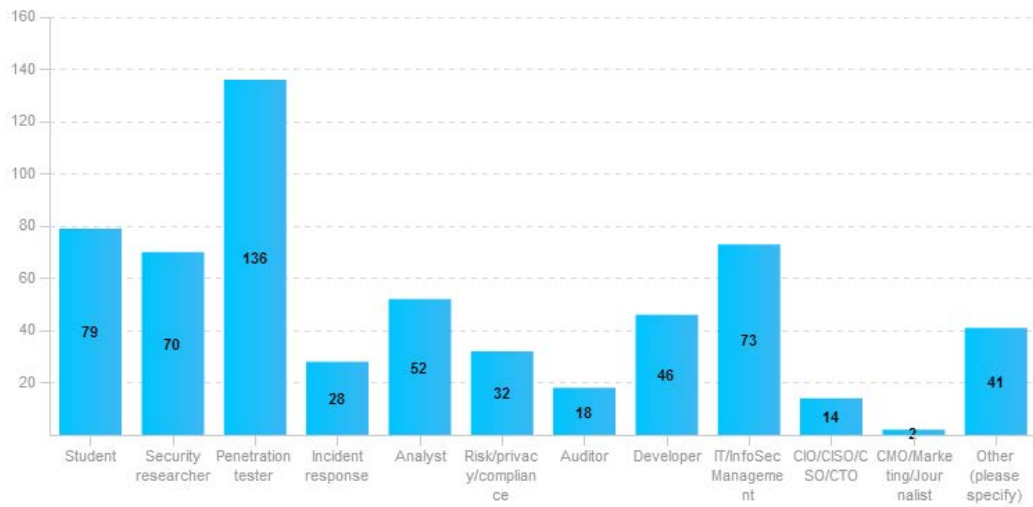
We ask our participants to provide us with some information on who they work for and in what domain.

### Employment Status

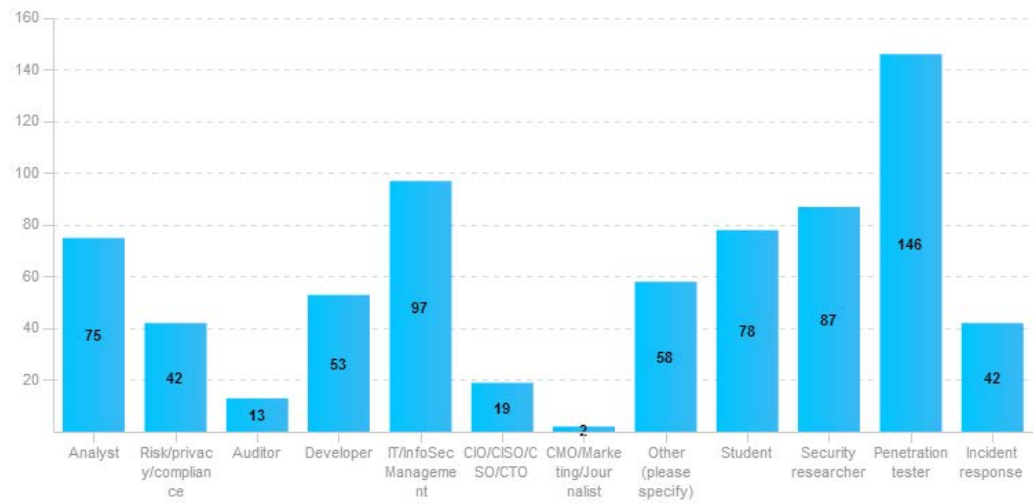


## Roles in respective organisations

2013

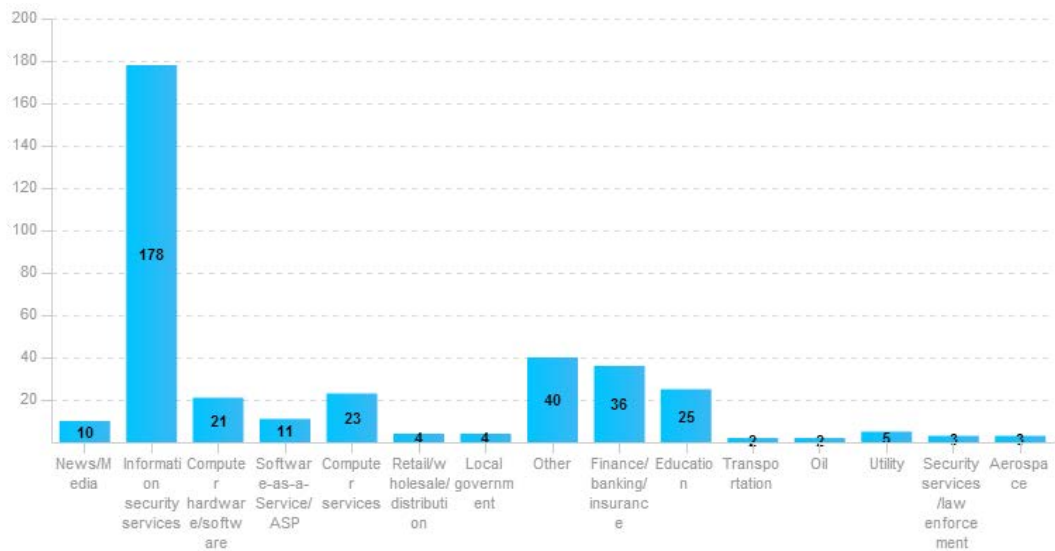


2014

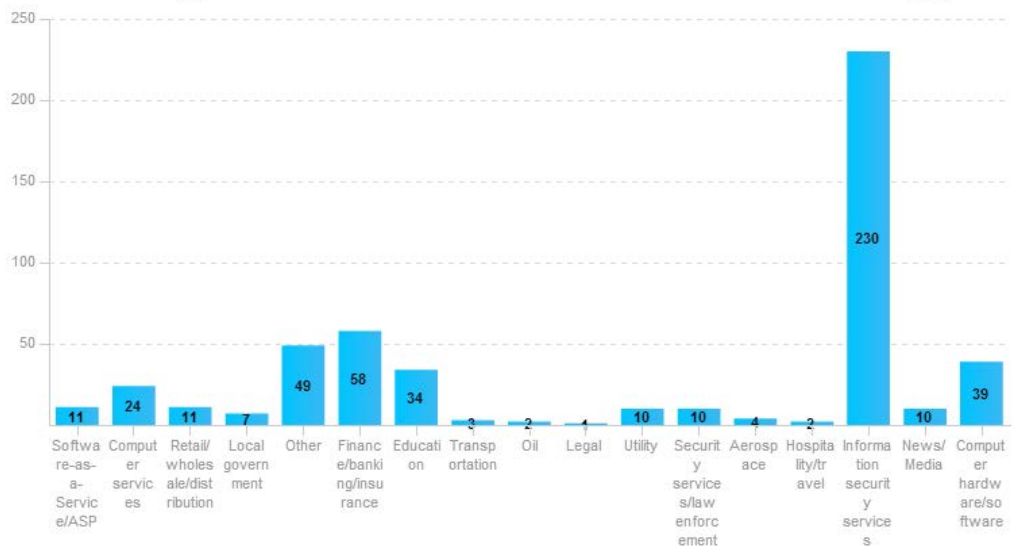


## Primary business type of organisations

2013

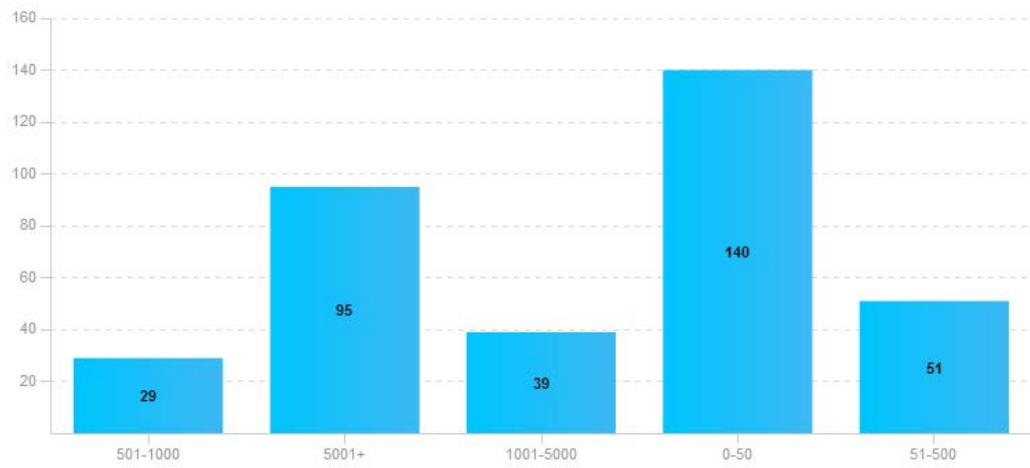


2014

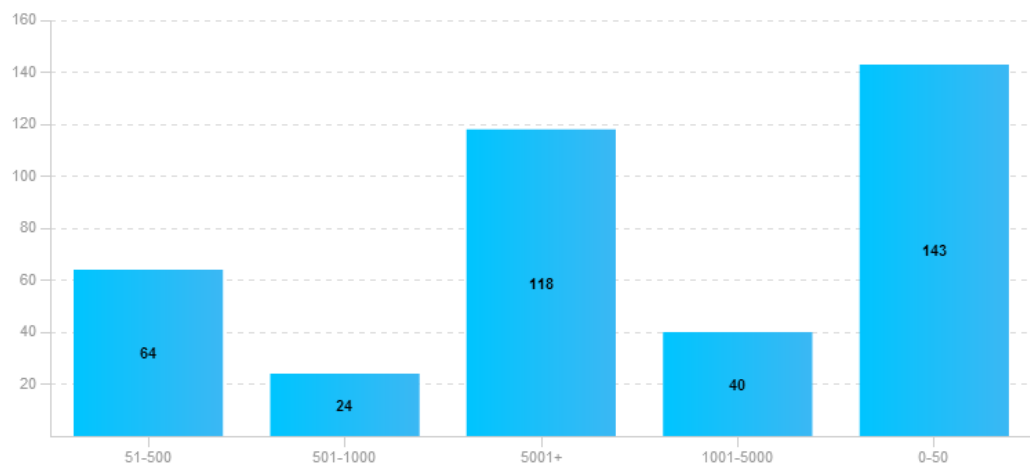


## Size of organisations

2013



2014

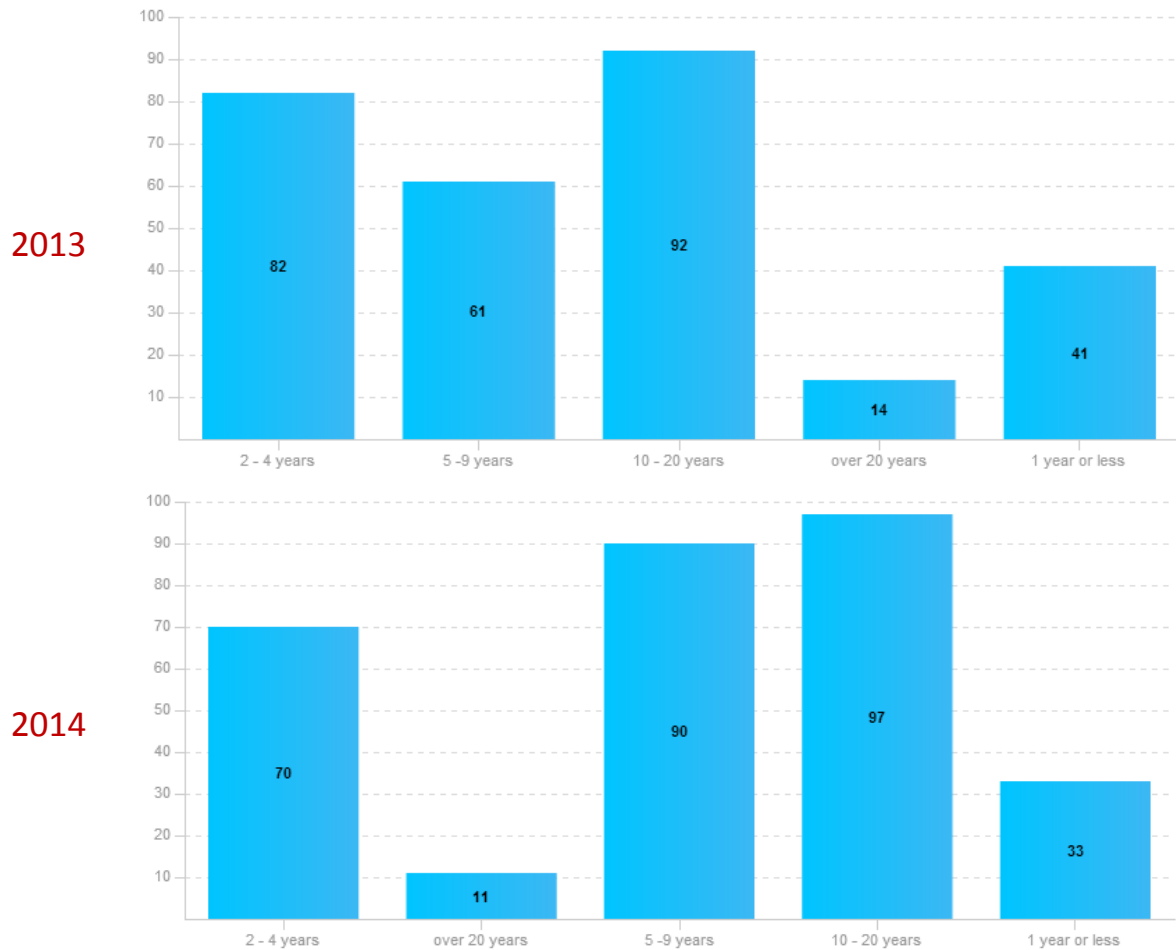




## Participant Job Status

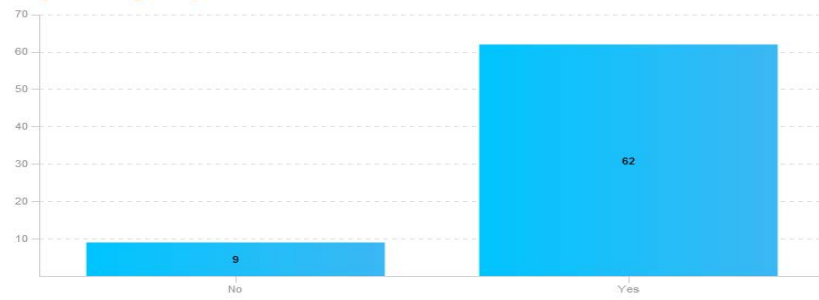
We ask our participants to inform us of their job interest in the Information Security domain. As our event focuses extensively on networking this is an opportunity to meet and talk to peers who are interested in hiring versus looking for a new job.

How many years has the participant been in InfoSec?

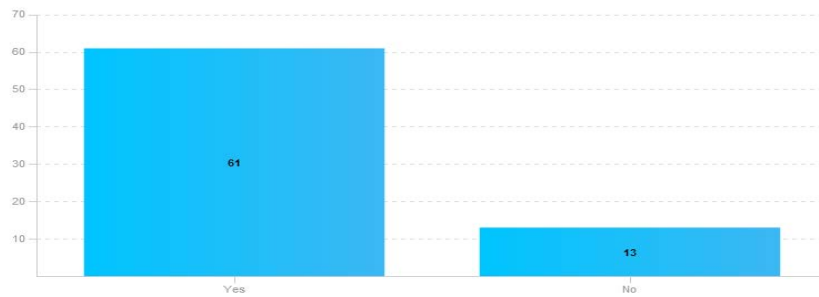


### Is the participant looking for a new job?

2013

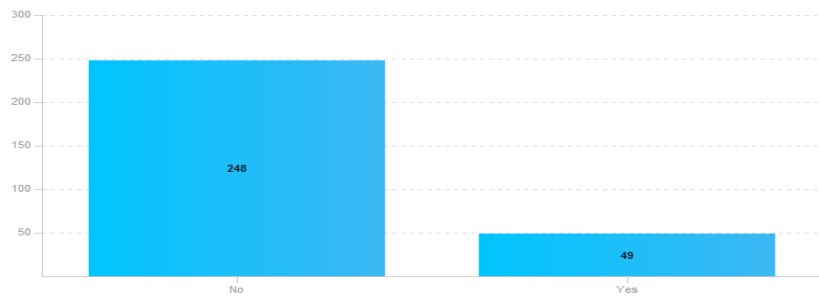


2014

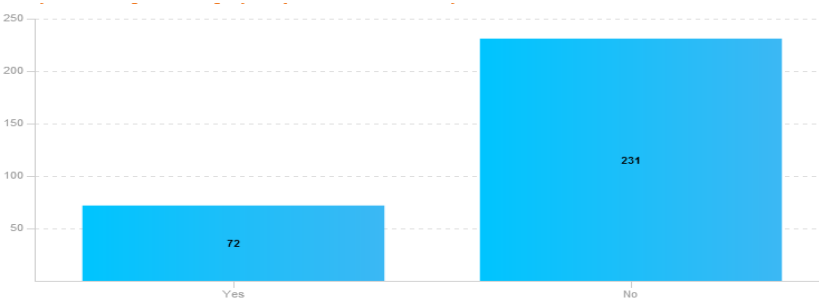


### Is the participant looking to change?

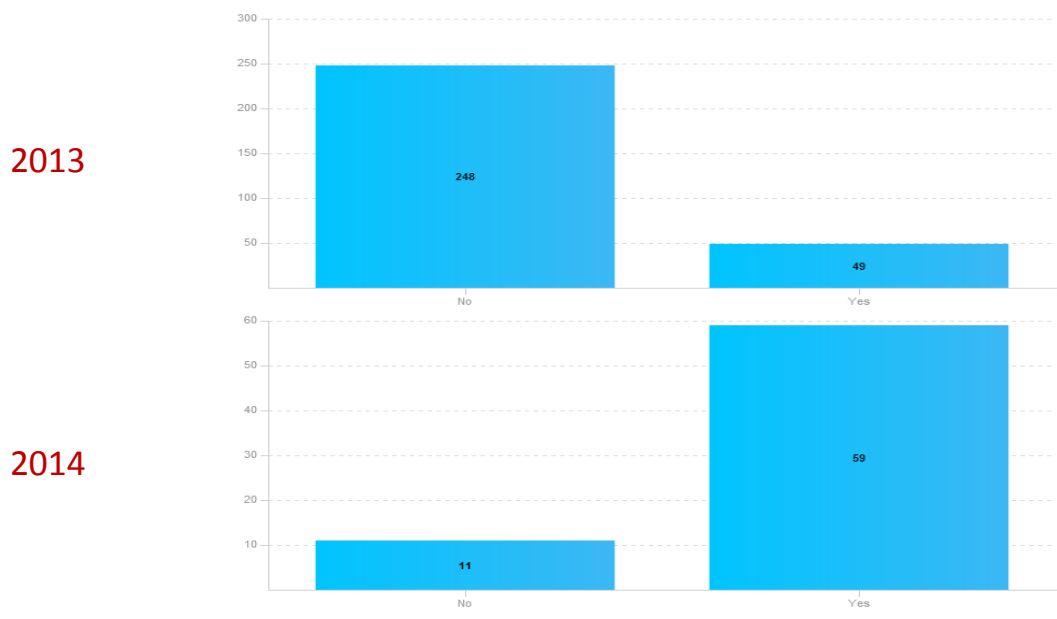
2013



2014



## How many participants like or would like to work in InfoSec?



END OF DATA



## BSidesLondon – The Group

Security B-Sides London is registered with Companies House under ‘Security B-Sides UK Ltd’ and is governed by a group of volunteers who act as directors of the company, along with an executive board (to provide oversight of finances and other operational issues).

*Registered company:* Security B-Sides UK Ltd.

Registered in England No. 7819040

Registered Office: 145-157 St John Street, London EC1V 4PW



We are a non-profit company but we are not a registered charity.

Following UK legislation we will be submitting annual reports and accounts.

Non-profit means no one in the group gets a financial benefit or remuneration and any surplus monies are put towards Security B-Sides UK’s social purpose as defined in the company Memorandum & Articles of Association. Last year’s left over monies were donated to AbilityNet.

Despite being a group of volunteers we recognise the importance of maintaining high ethical and moral standards. We aim to follow good business practice at all times. No member of Security B-Sides UK Ltd. receives remuneration for their services to the organisation. Furthermore, no-one shall, directly or indirectly, receive any profits from their position as directors.

The directors are responsible for ensuring that the company meets its statutory and other obligations and all the members take responsibility for policy and other decisions and ensure that the group is achieving its aims and monitors the activities of the directors. You can find more about us, the global organisation, or other BSides events around the world by visiting the websites or following us on twitter.

Global BSides	BSidesLondon
	
<p><a href="http://www.securitybsides.com">www.securitybsides.com</a>  <a href="mailto:info@securitybsides.org">info@securitybsides.org</a>  <a href="https://twitter.com/securitybsides">twitter.com/securitybsides</a></p>	<p><a href="http://www.securitybsides.org.uk">www.securitybsides.org.uk</a>  <a href="mailto:londonevents@securitybsides.org.uk">londonevents@securitybsides.org.uk</a>  <a href="https://twitter.com/bsideslondon">twitter.com/bsideslondon</a>                      Twitter event Tag: #BSidesLondon2014  <a href="http://www.linkedin.com/groups/BSides-London-3217976">www.linkedin.com/groups/BSides-London-3217976</a></p>

