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FOR IMMEDIATE RELEASE

“ASIS European Security Conference to Focus on the Human Factor in Security”

Brussels, 17 March 2010 – ASIS International has announced that Martin Smith, CEO of The Security Company and founder of the Security Awareness Special Interest Group, will be a keynote speaker and will provide a presentation on the human factor in security at the 9th ASIS International European Security Conference which will be held in Lisbon, Portugal on 18-21 April 2010.

Martin Smith has had a fascinating and varied career in the world of espionage. His unique knowledge of counter-terrorism, counter-fraud and computer security is in enormous demand from commercial corporations around the world.

Martin gained his degree in behavioural psychology before spending nearly 15 years as a commissioned officer in the UK Royal Air Force, mainly assigned to counter-espionage and counter-terrorism duties throughout East and West Europe. After being awarded membership of the Most Excellent Order of the British Empire (MBE) for this work, he left the Service to carve out a second career in the commercial sector. He joined Touche Ross Management Consultants before becoming the Senior Director of Corporate Security for Kroll Associates. He then joined the Standard Chartered Bank as Head of Information Security before (in 1997) forming The Security Company (International) Limited.

Martin is a Fellow of The Security Institute. He is also the Chairman/Founder of the Security Awareness Special Interest Group (www.thesasig.com) and an active member of the Information Security Awareness Forum (www.theisaf.org).

Talking on the 9th European Conference, Martin Smith said: *“I believe that the human aspects of security and fraud prevention must be promoted to their rightful place alongside the technical solutions. Despite the vast sums of money invested in physical and IT systems security, many organisations remain inherently vulnerable to even the most basic of security weaknesses and vulnerabilities. The carelessness underlying the frauds and security breaches that are occurring more and more often, the lack of any apparent knowledge or concern shown by employees about the potential threats to themselves and their companies, and the continuing ease with which criminals can still overcome the hurdles placed in their way should prompt us to look again at what we are doing.*

We all know that there can never be a guarantee of perfect security. But I believe it is our lack of focus on the people issues that is at the heart of our current vulnerability. I believe that for most organisations it is possible to significantly reduce the overall level of risk through simple and relatively inexpensive initiatives to get their people back on their side. To put it bluntly, we must stop focusing on brain surgery whilst the patient is dying of the common cold!”

The conference will feature more than 36 high-level educational sessions for and by international security experts that will cover the entire spectrum of security topics ranging from

cyber crime, energy security, piracy, terrorism, intellectual property rights, hotel and building security, and more.

Participants can register on the event website: www.asisonline.org/lisbon

Opportunities for organisations that want to gain exposure and to raise the visibility of their brand, products, or services among key decision makers in the security sector in Europe are still available.

Special Event – CSO Sessions

The CSO Roundtable of ASIS International, the members-only forum of senior security executives from the world's largest organisations, will hold a full day of Chief Security Officers-only sessions at the 9th ASIS International European Security Conference in Lisbon, beginning with a keynote address from Michael Evanoff, NATO Director of Security. The programme will be held on Sunday 18 April 2010. The sessions, led by CSOs, will cover developing and working with global teams, protecting corporate targets of extremism and corporate espionage during the economic downturn.

The CSO Sessions will be complimentary for attendees of the ASIS Conference who are members of or eligible for the CSO Roundtable. More details are available on www.csoroundtable.org

About ASIS International:

ASIS International (ASIS) is the pre-eminent organisation for professionals responsible for security, with more than 37,000 members worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programmes and materials that address broad security interests, such as the ASIS International Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates the role and value of the security management profession to business, the media, governmental entities and the general public. By providing members and the security community with access to a full range of programmes and services, and by publishing the industry's leading magazine, *Security Management*, ASIS leads the way for advanced and improved security performance. For more information, visit www.asisonline.org and www.asisonline.eu.