

SME CyberSpace

Cyber remains the emerging product on everyone's lips in 2018, but confusion and a lack of understanding exist about both the risks and the products currently available. We would like to offer you an opportunity to position your organisation as a **thought leader in this space** and to stand out from the rest of the market as an authority on cyber protection.



Our solution

As a specialist Financial Services consultancy we are aware of the gap in the market for robust knowledge and information about cyber risk. Cyber attacks are on the increase and over a quarter of UK business experienced a breach in 2017 but cyber liability sales remain relatively low. This is a particular problem in the SME Market as large

corporations continue to receive media coverage, the threat to SMEs remains unrecognised.

A number of the journalists and editors we know are hungry for insight to inform their readership. Therefore we are proposing to **support cyber liability providers**, especially **focused on the UK SME Market**, to firmly position their organisation as a leader in this space **via a unique full-service proposition**.

Combining our research and communications divisions, we are offering you insight and a unique view of the market via bespoke research and newsworthy articles which will deliver clarity and authority and cut through the mass noise in the Market.

Potential headlines

Only X% of SMEs are suitably insured against cyber risks

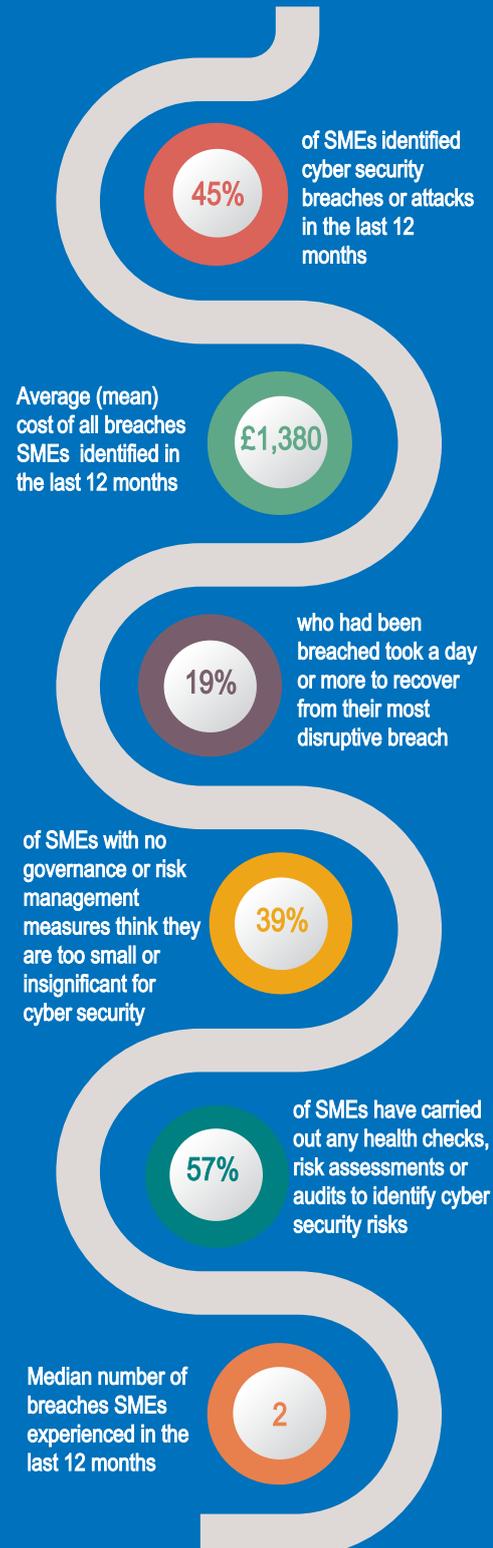
Will Gibraltar become the new tech hub?

x% of SMEs are worried about cyber

SMEs need X to protect their business against cyber threats

Cyber security tips for SMEs

SMEs should do X to limit damage from cyber



How it works

For just £8,000+VAT we can design insightful questions and research 500 UK SMEs, use that unique perspective and knowledge, combined with your own, to write articles and generate press coverage which will enhance and maximise your organisation's standing and authority in the cyber insurance space.

For additional costs we could even create a white-paper on the subject. We understand your business needs so our pragmatic approach means that we can adapt the research, articles and output to **best meet your organisation's specific needs** offering you not only a full-service proposition but one that completely meets your needs and objectives.

The goal

Two thirds of all UK brokers are discussing cyber insurance with their SME clients but there remains confusion, uncertainty and a lack of understanding. We want to support your organisation to offer that much needed clarity and **position your company at the forefront of cyber protection** with market leading products and propositions.

If this is of interest to you and you would like more information then please do not hesitate to get in contact and we can discuss the opportunity in more detail.

About FWD

As specialists in Financial Services communications, research, content and consultancy we, at FWD, have an unprecedented wealth of experience in helping organisation understand business problems, create effective action plans and maximise the influence and effectiveness of communications.

For over 17 years FWD has been working in partnership with clients to make informed business decisions and positive change by understanding their customers, prospects, markets and stakeholders. Our unique team understand the nuances of the Market and therefore has the know-how to achieve the best results for you and your organisation.

Recognised industry experts in Financial Services research and a 'Top 150' UK PR agency since 2010.

No other agency is as connected to financial publications, journalists and editors as we are and we boast a strong presence across the national press, a keen eye for a story and experience in dealing competently with corporate issues. We understand the market, recognise stories instantly, know the journalists and deliver quality and robust media coverage day in, day out.



FWD

FS experts

Experienced

Consultative

Partners

Next steps

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