

RSA® Conference 2022

San Francisco & Digital | June 6 – 9

TRANSFORM

SESSION ID: **MASH-M05**

A Data-Driven Topical History of the RSA Conference

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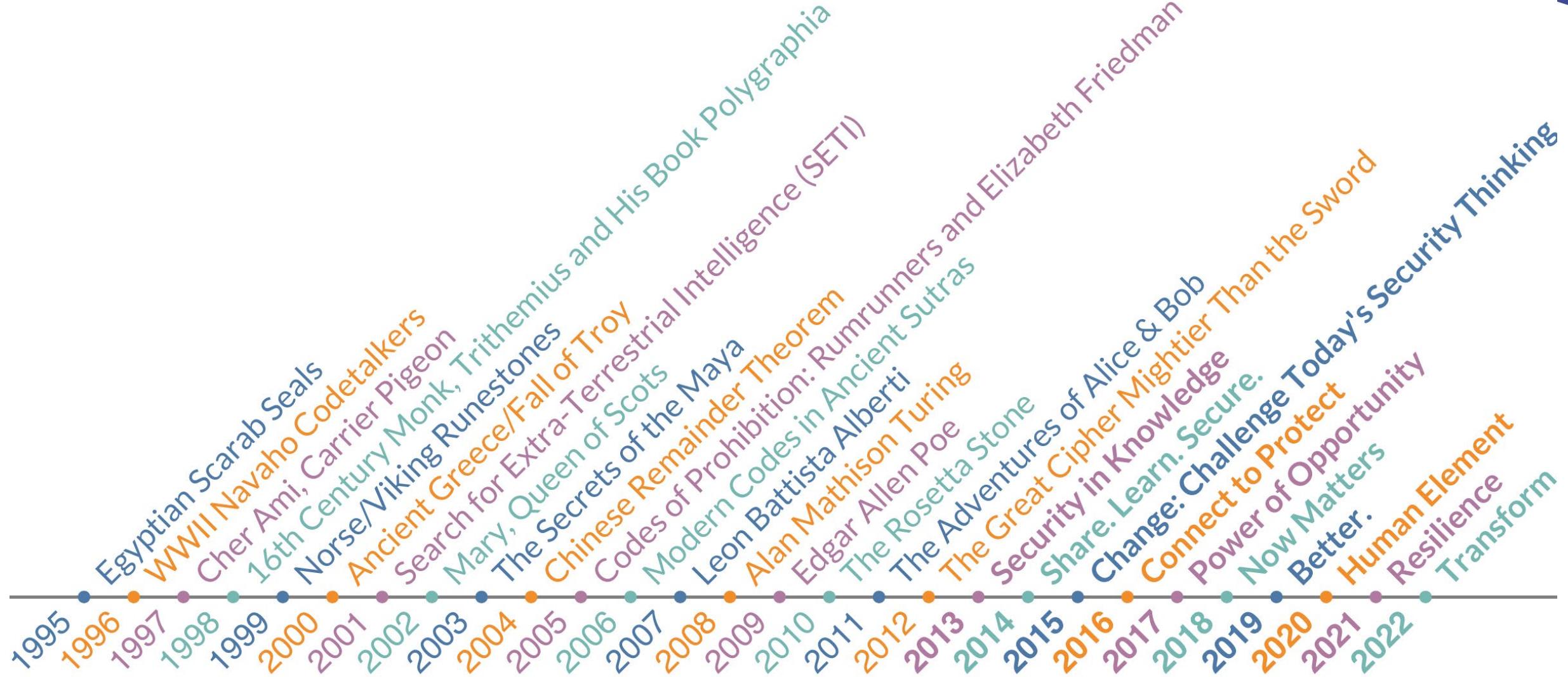
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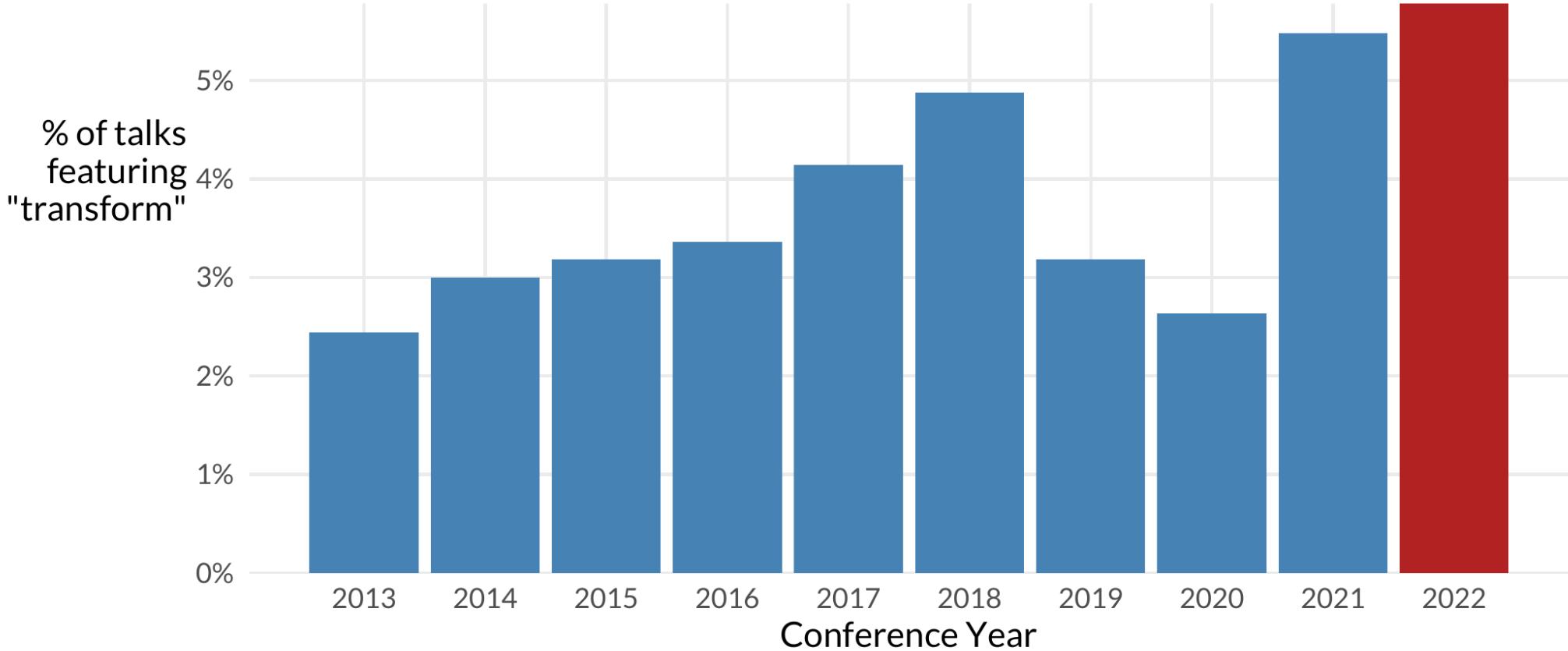
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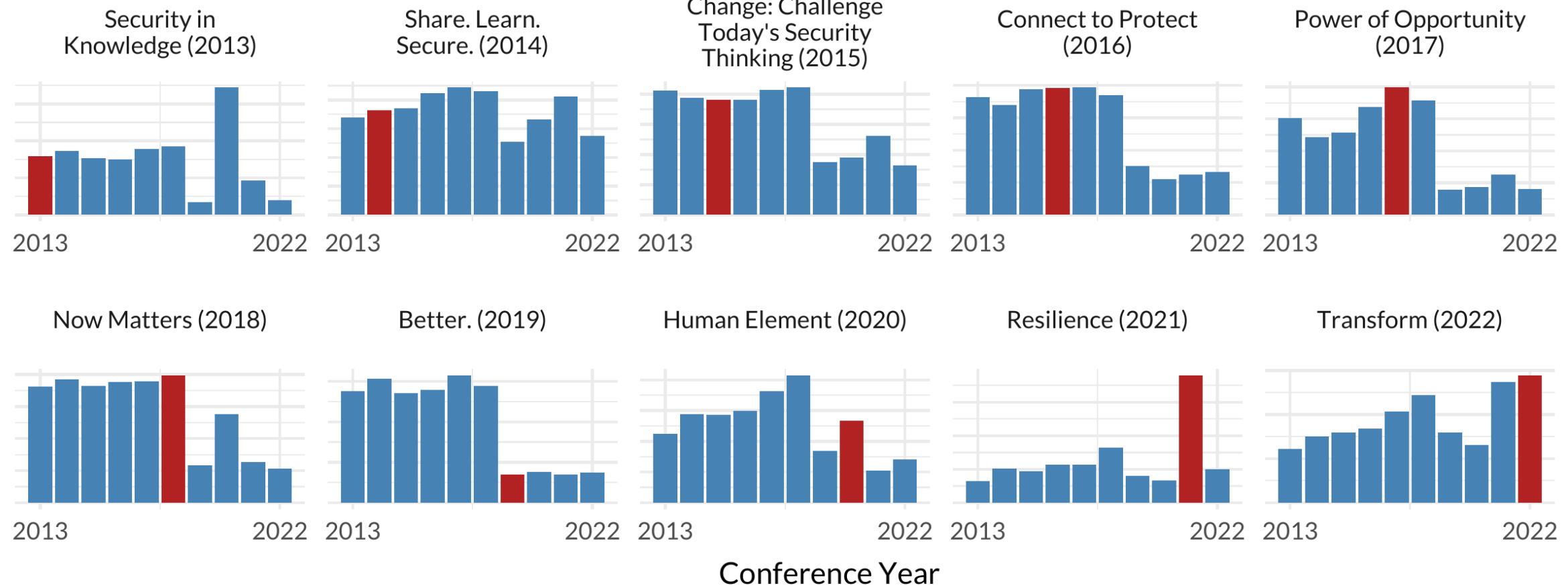
Themes Transform through the years



Variations on a theme



Variations on a theme

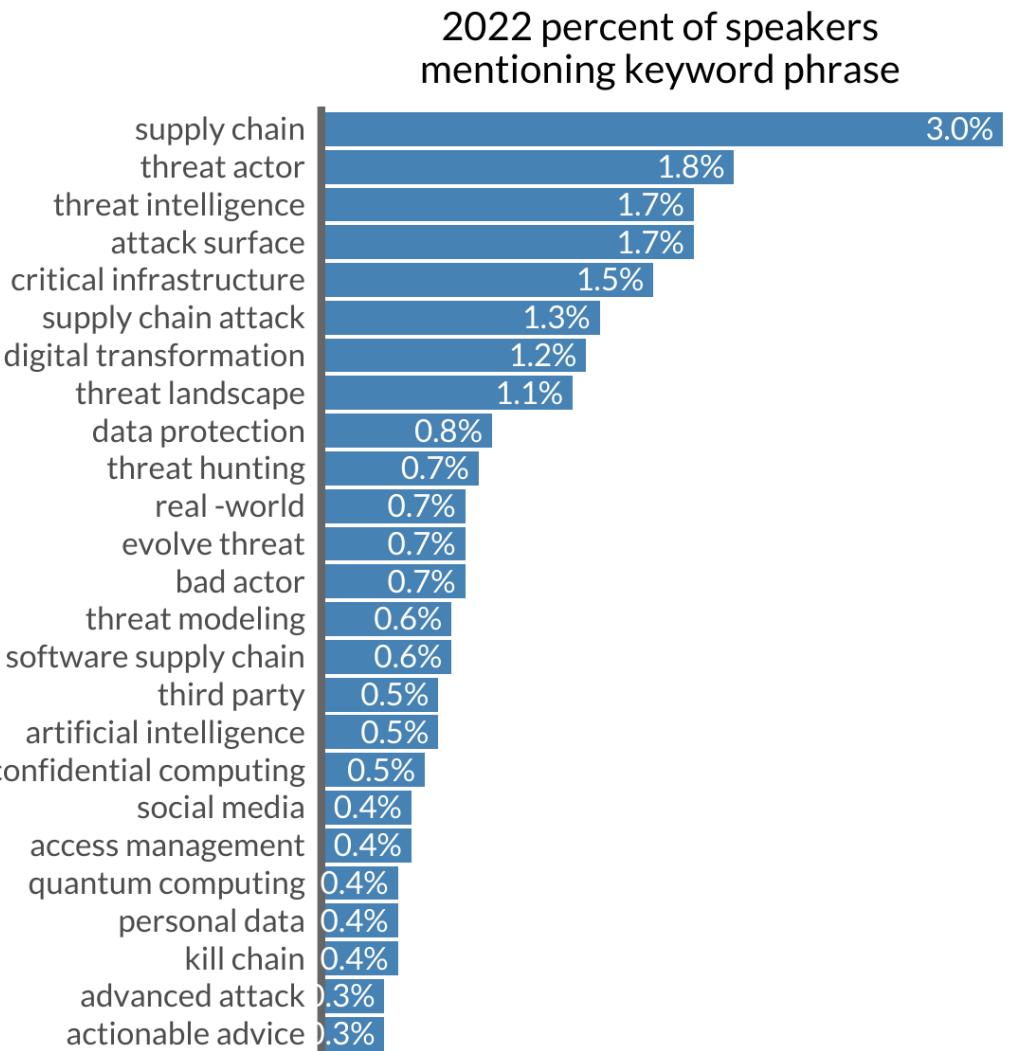
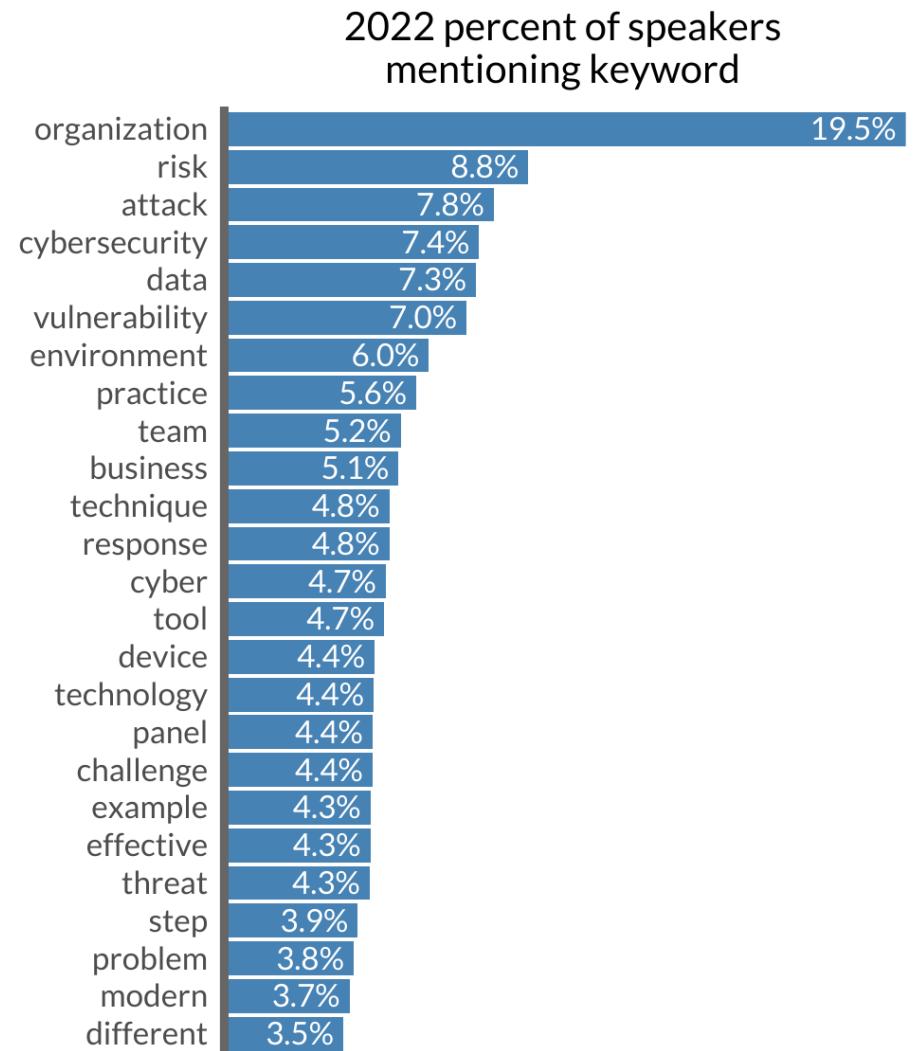


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2022 Conference



Top terms 2022



How'd we do that?

Extracting Keywords with RAKE

- RAKE (RApid Keyword Extraction)
- Simple, fast way to understand a corpus of text
- Process
 - Clean text (remove punctuation, “lemmatize”)
 - Examine co-occurrence of word with surrounding words
 - Compare its co-occurrence with other words and its occurrence overall.
- Voila! A easy ranking of words in a corpus!

Top terms 2022 compared to all time

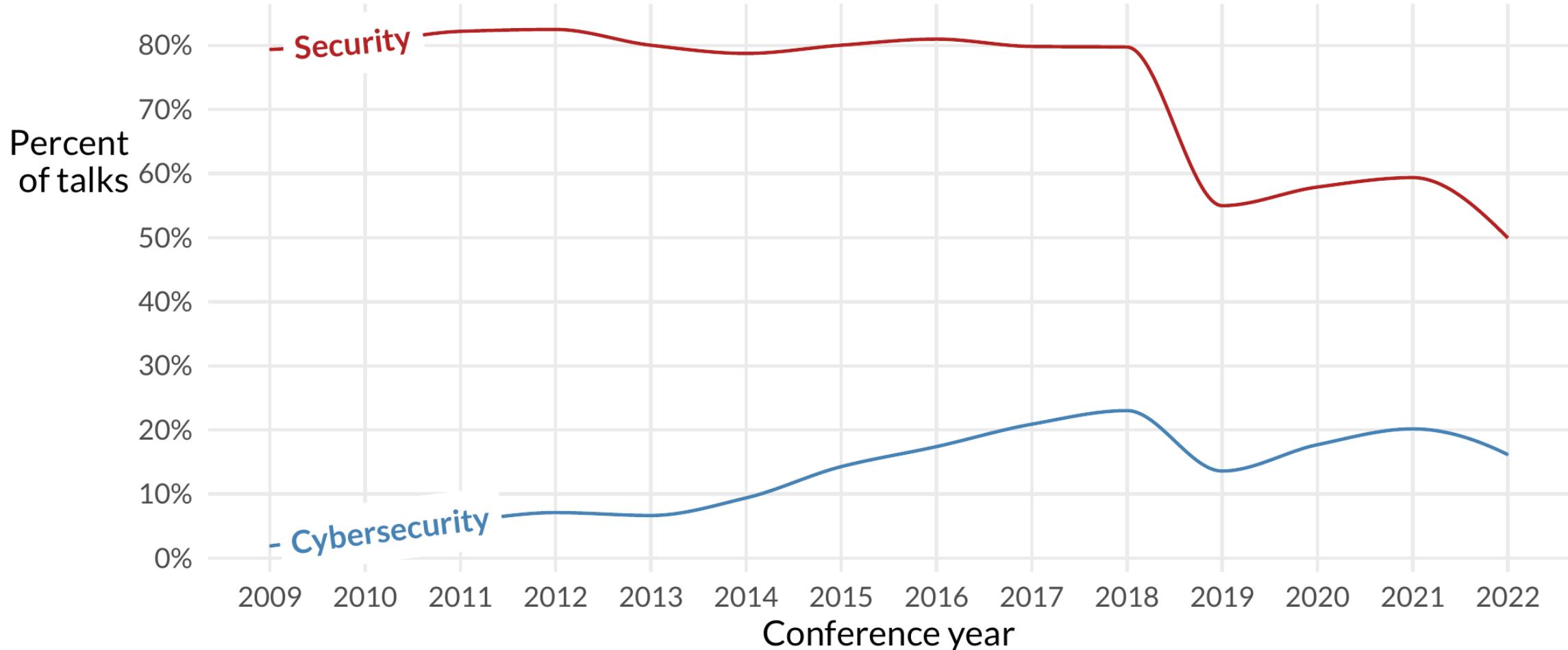


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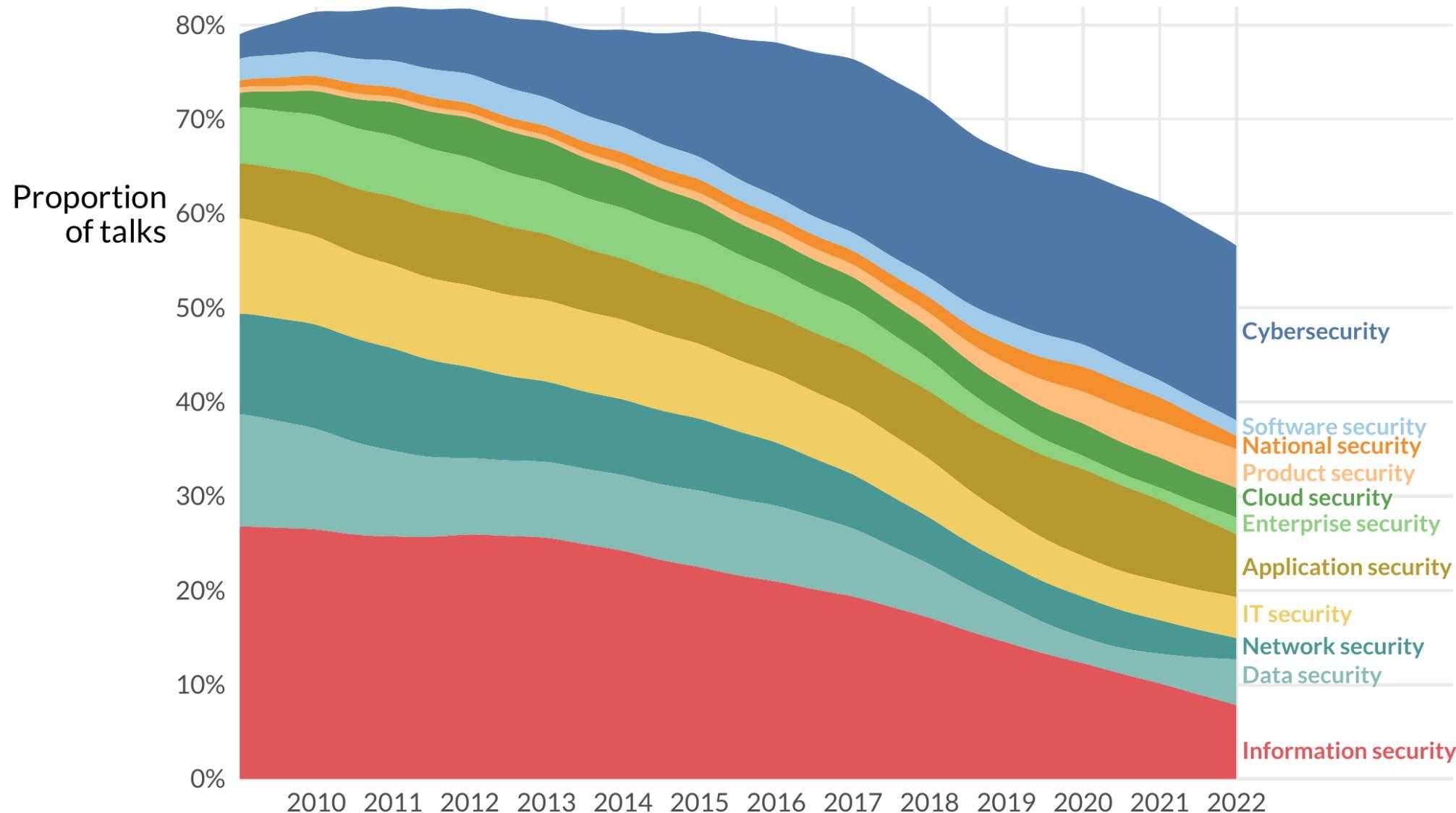
Analysis of historical session abstracts



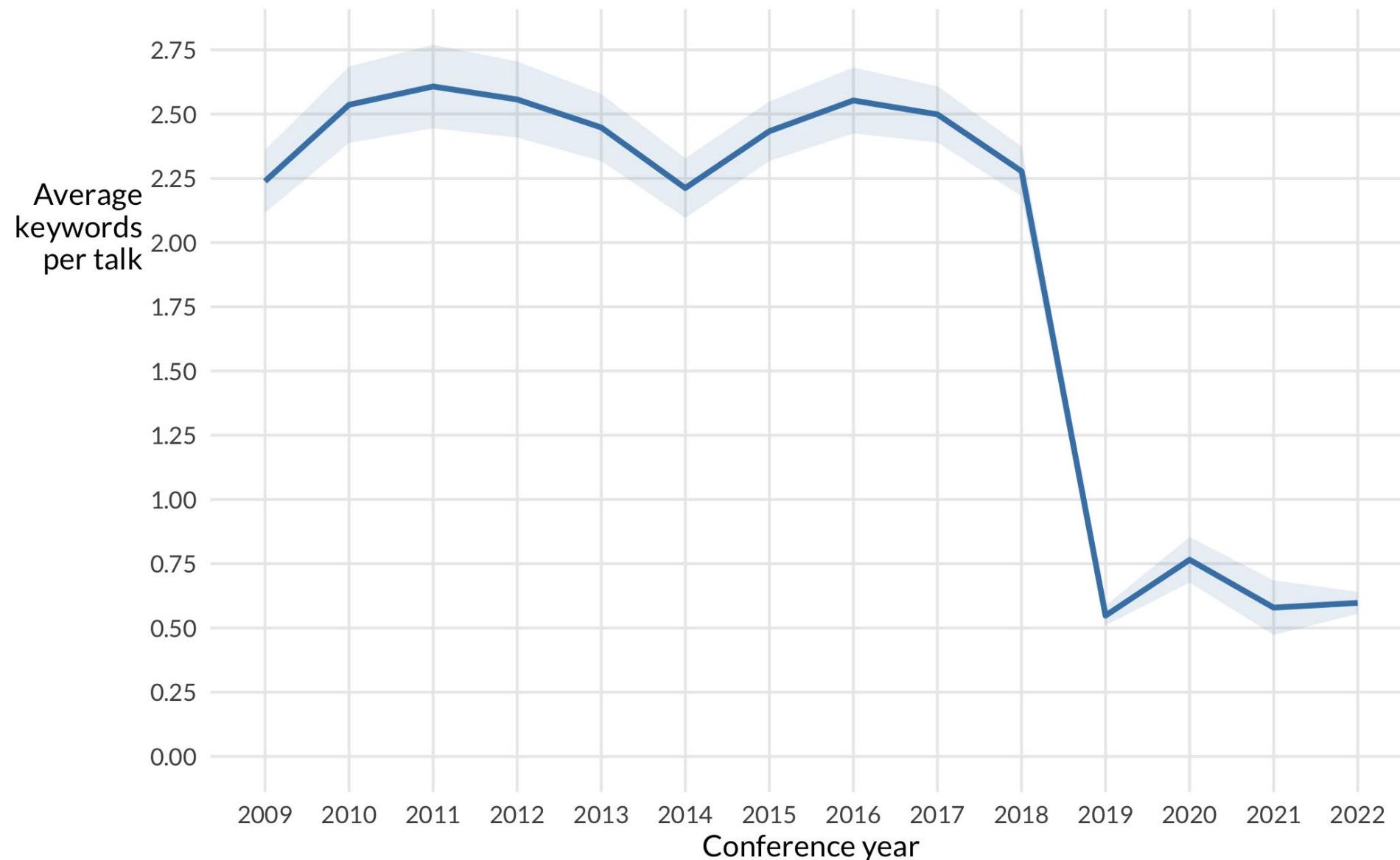
Security or Cybersecurity?



What type of security?

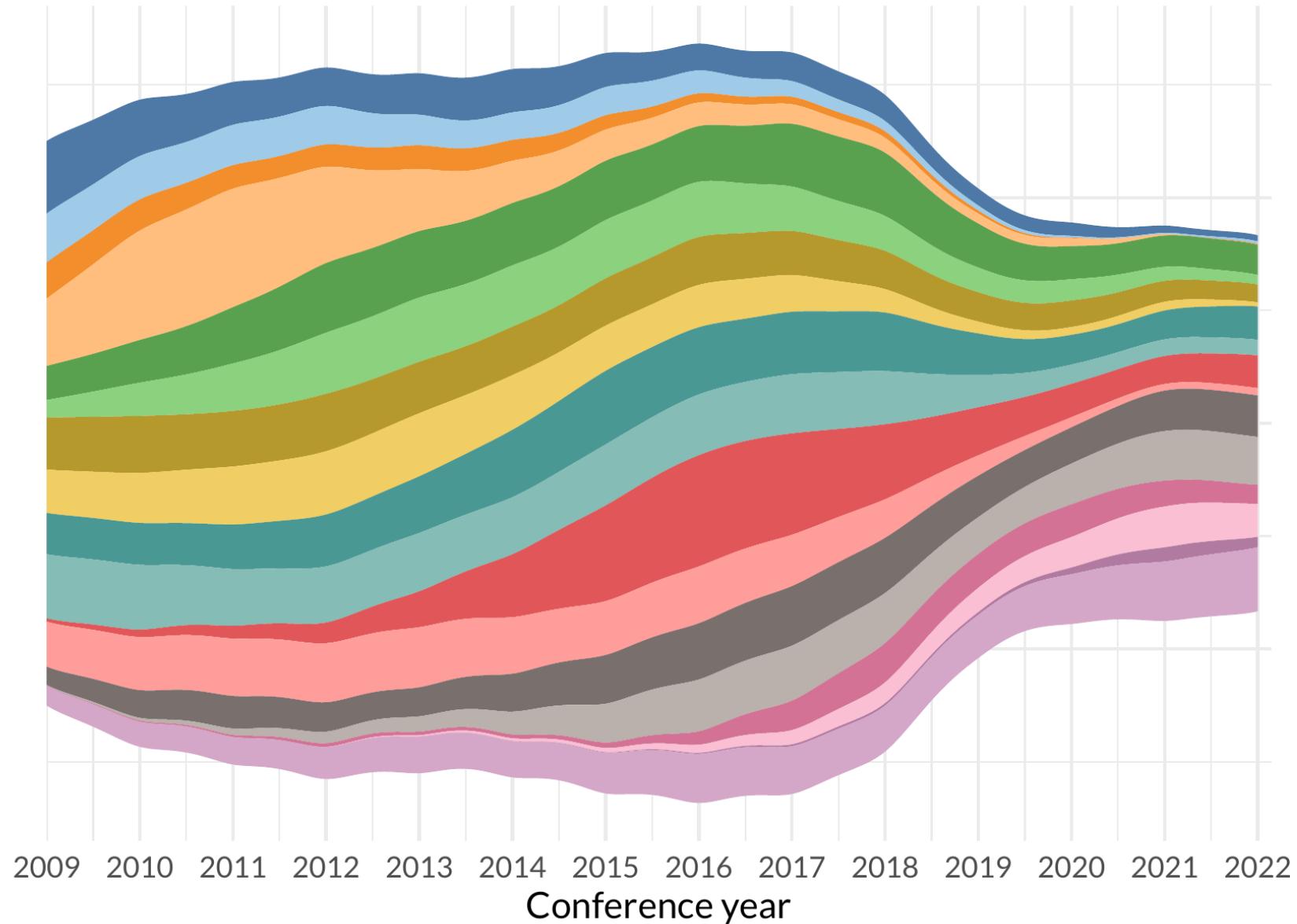


Talks are becoming less “buzzwordy”

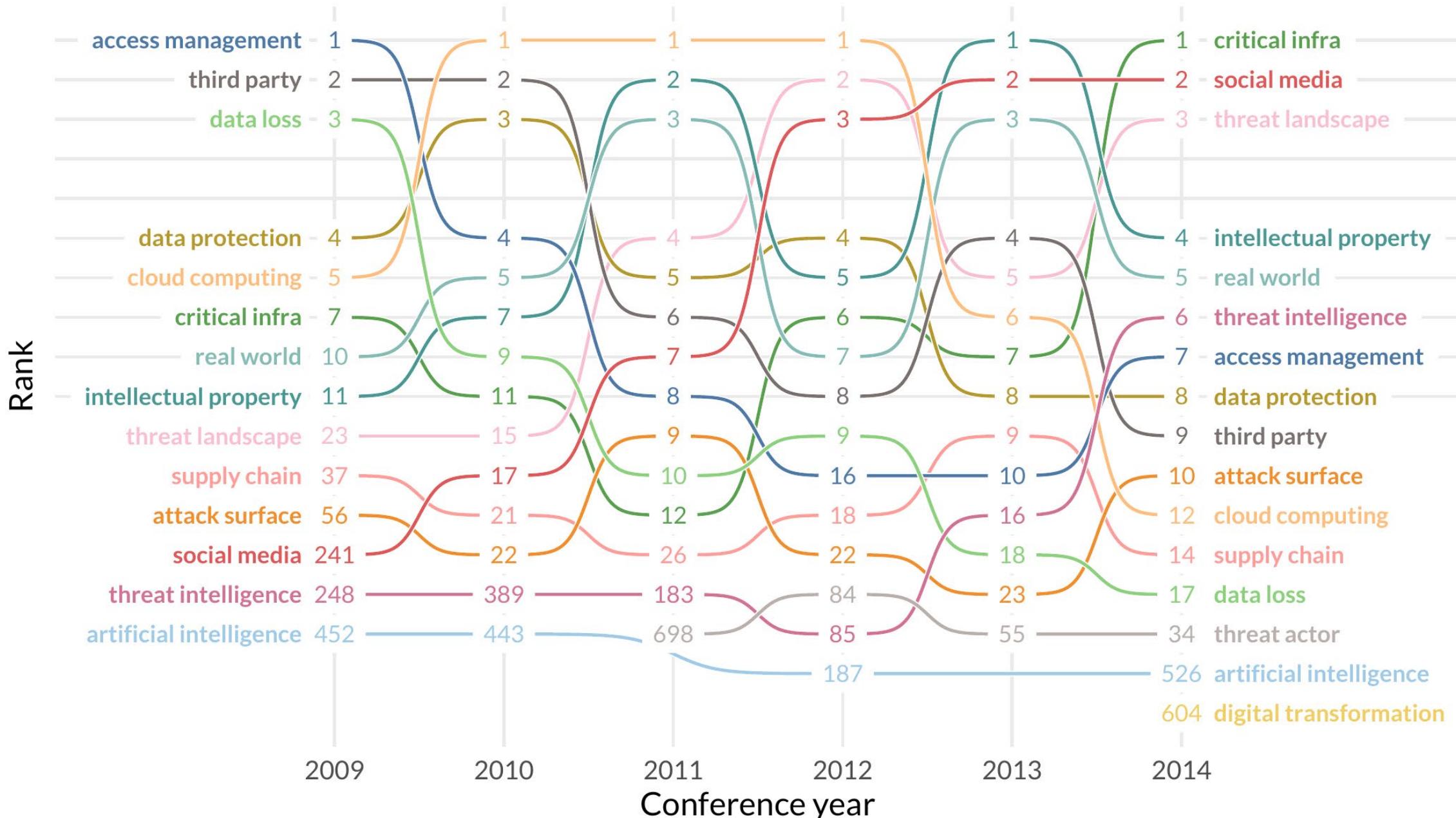


Keyword popularity over time

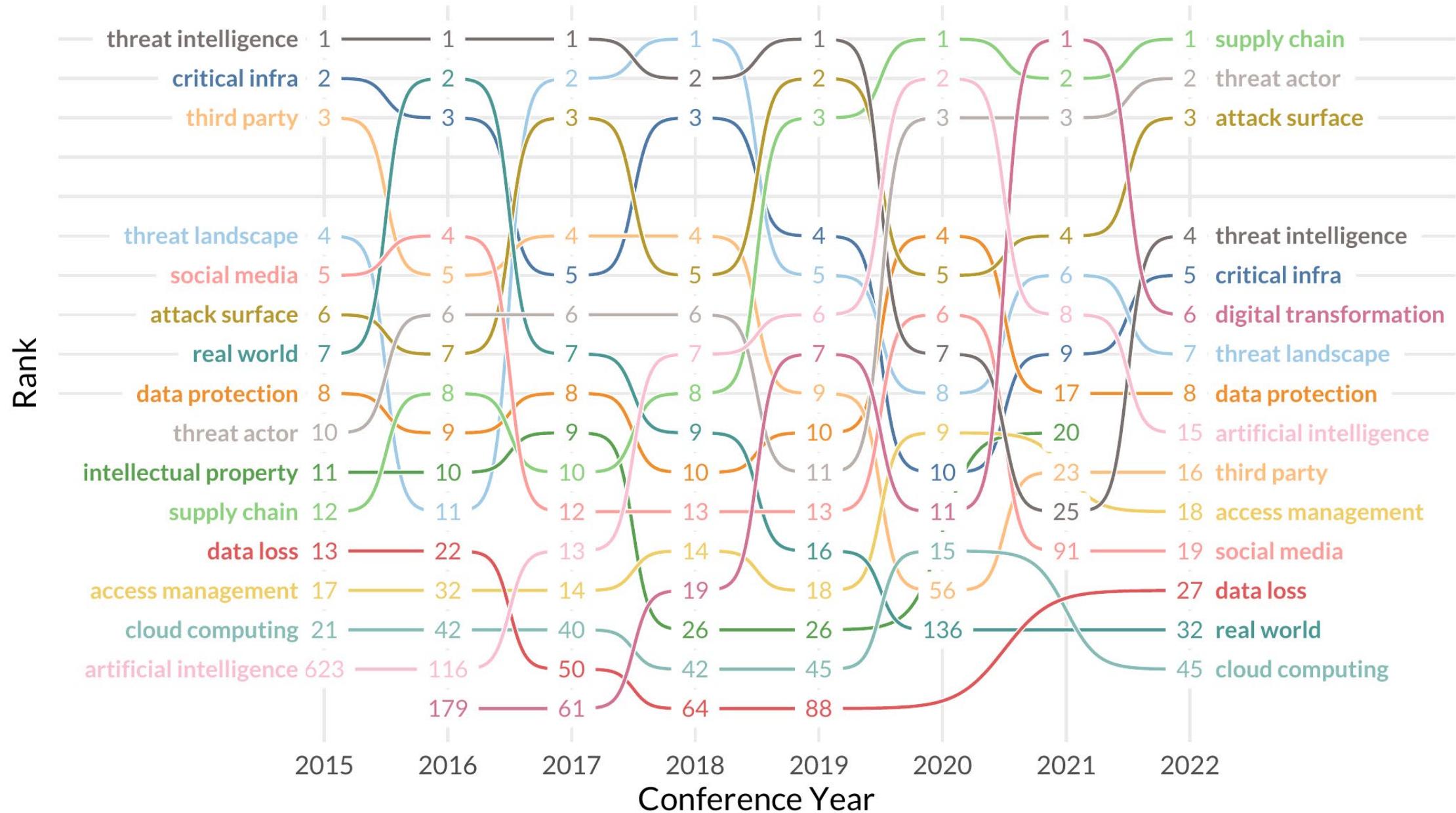
access management
 data loss
 data leakage
 cloud computing
 threat landscape
 social media
 data protection
 intellectual property
 critical infra
 third party
 threat intelligence
 real world
 attack surface
 threat actor
 artificial intelligence
 digital transformation
 purple team
 supply chain



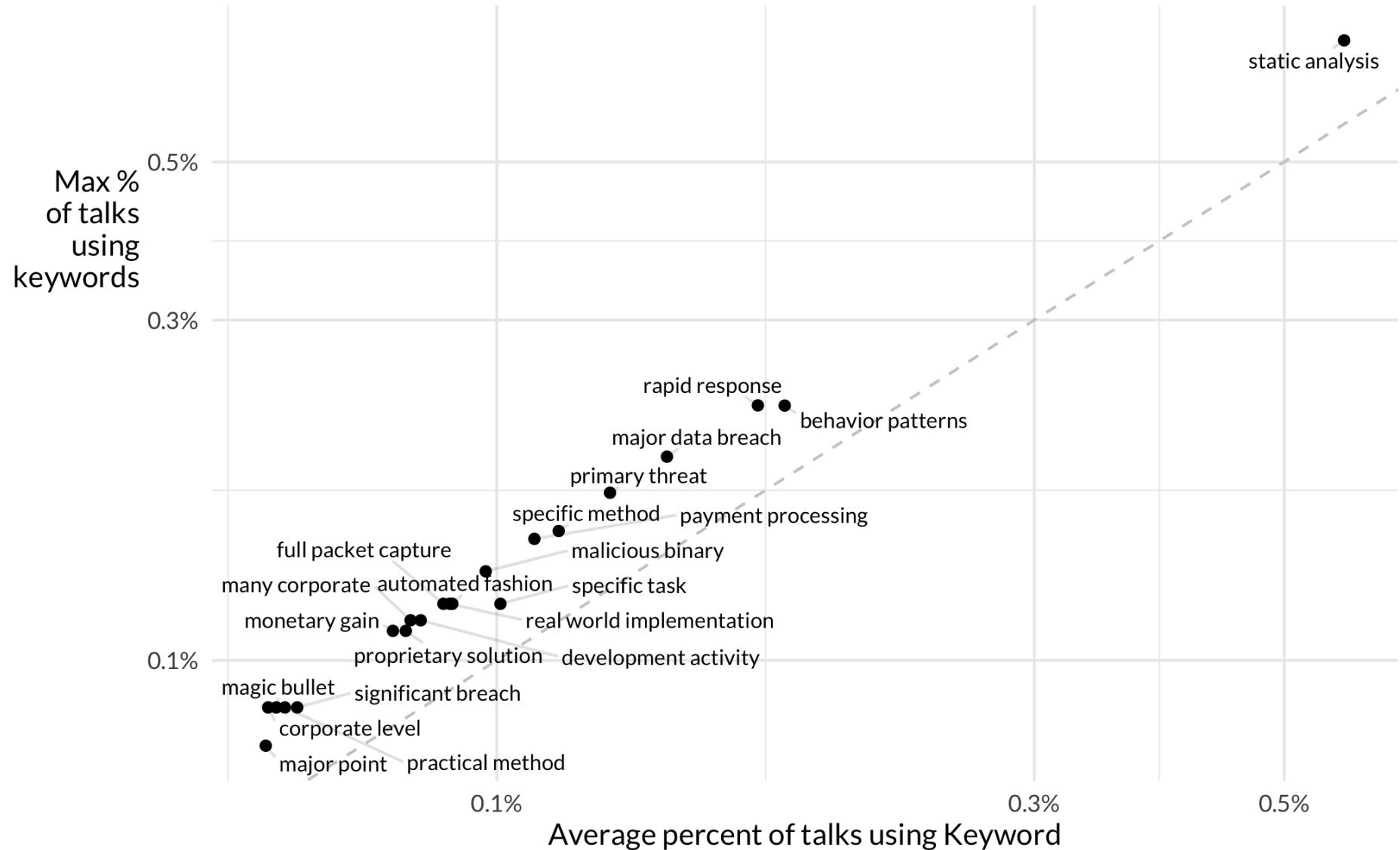
Top 3 keywords in each year



Top 3 keywords in each year



Evergreen titles

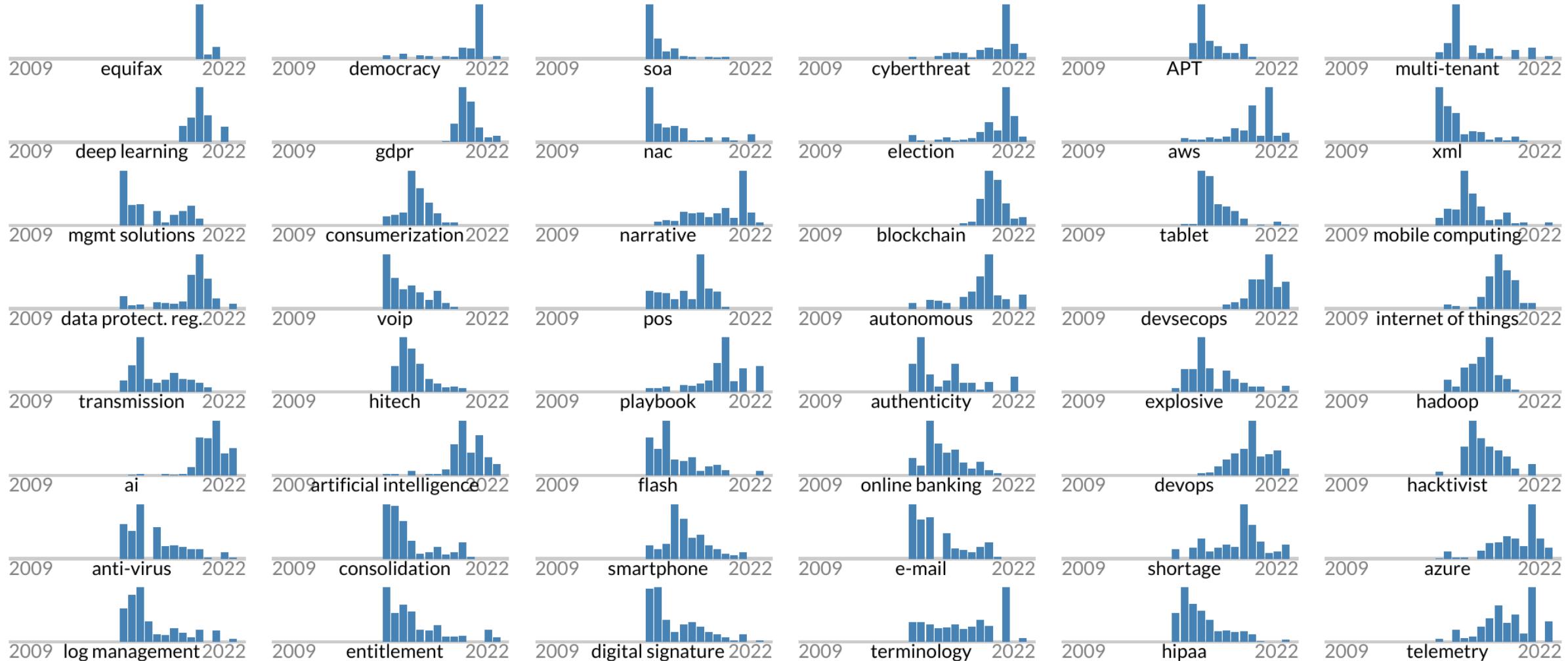


What about not so evergreen titles?

- Some topics are simply a “flash in the pan”
 - High interest in some year
 - Low interest in most years
- Let’s define a formula!

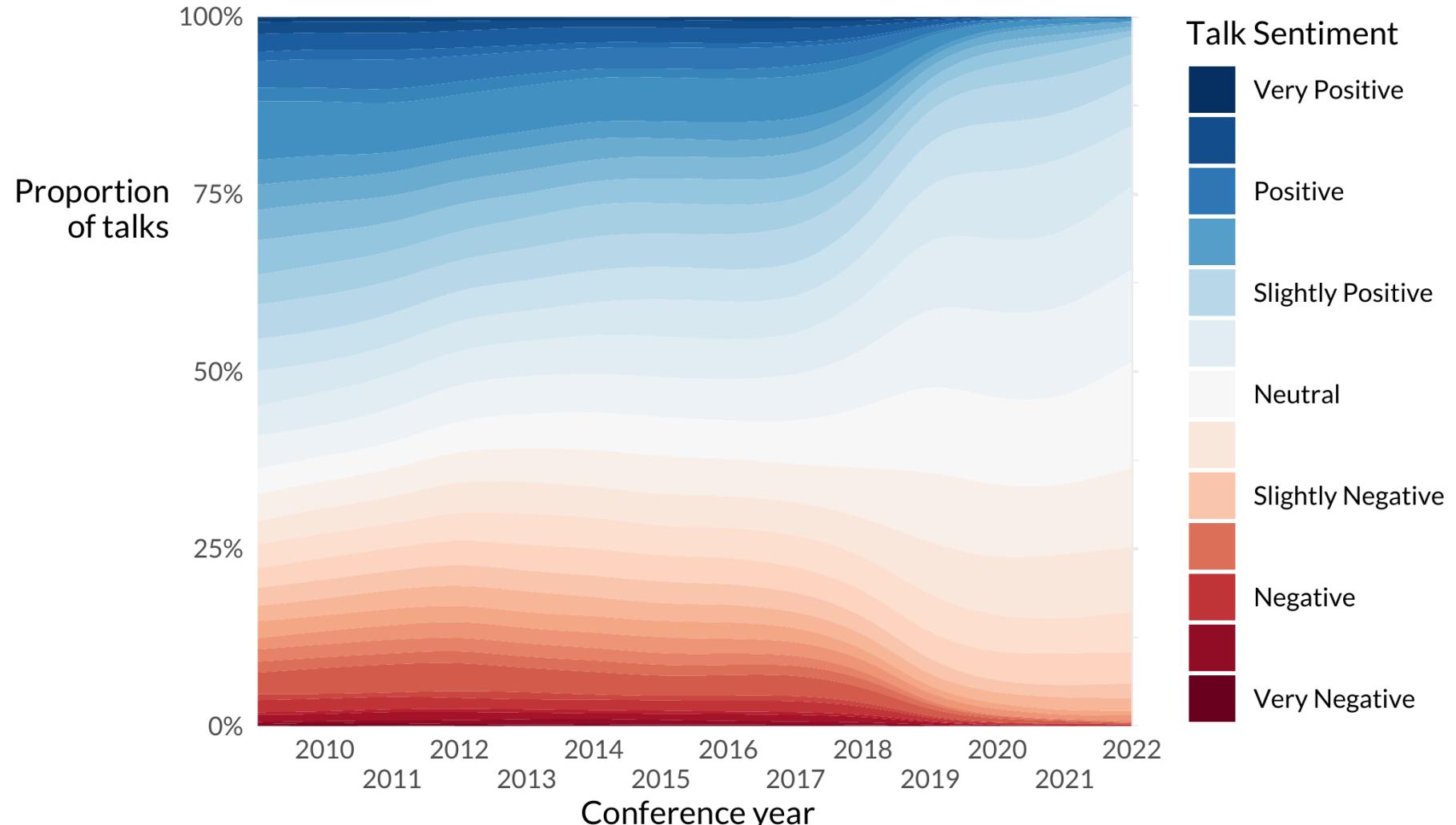
$$PN = 1 - \frac{\frac{1}{n-1} \sum_{p \neq max(p)} p}{max(p)}$$

Flash in the Pan keywords



Let's get sentimental

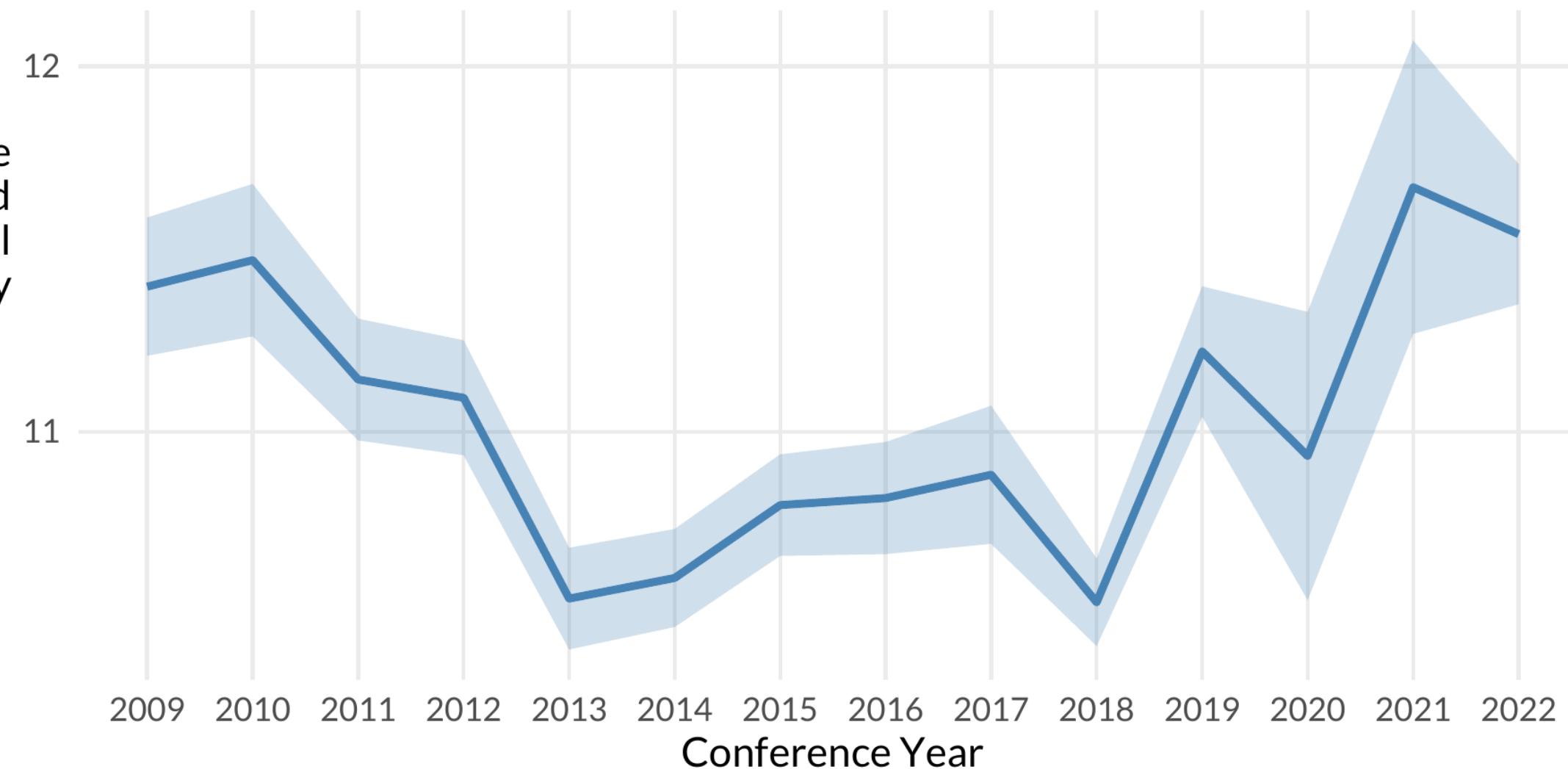
- Sentiment analysis allows us to understand how positive or negative a piece of writing is



Taking it back to high school.



Average
Flesch-Kincaid
grade level
readability

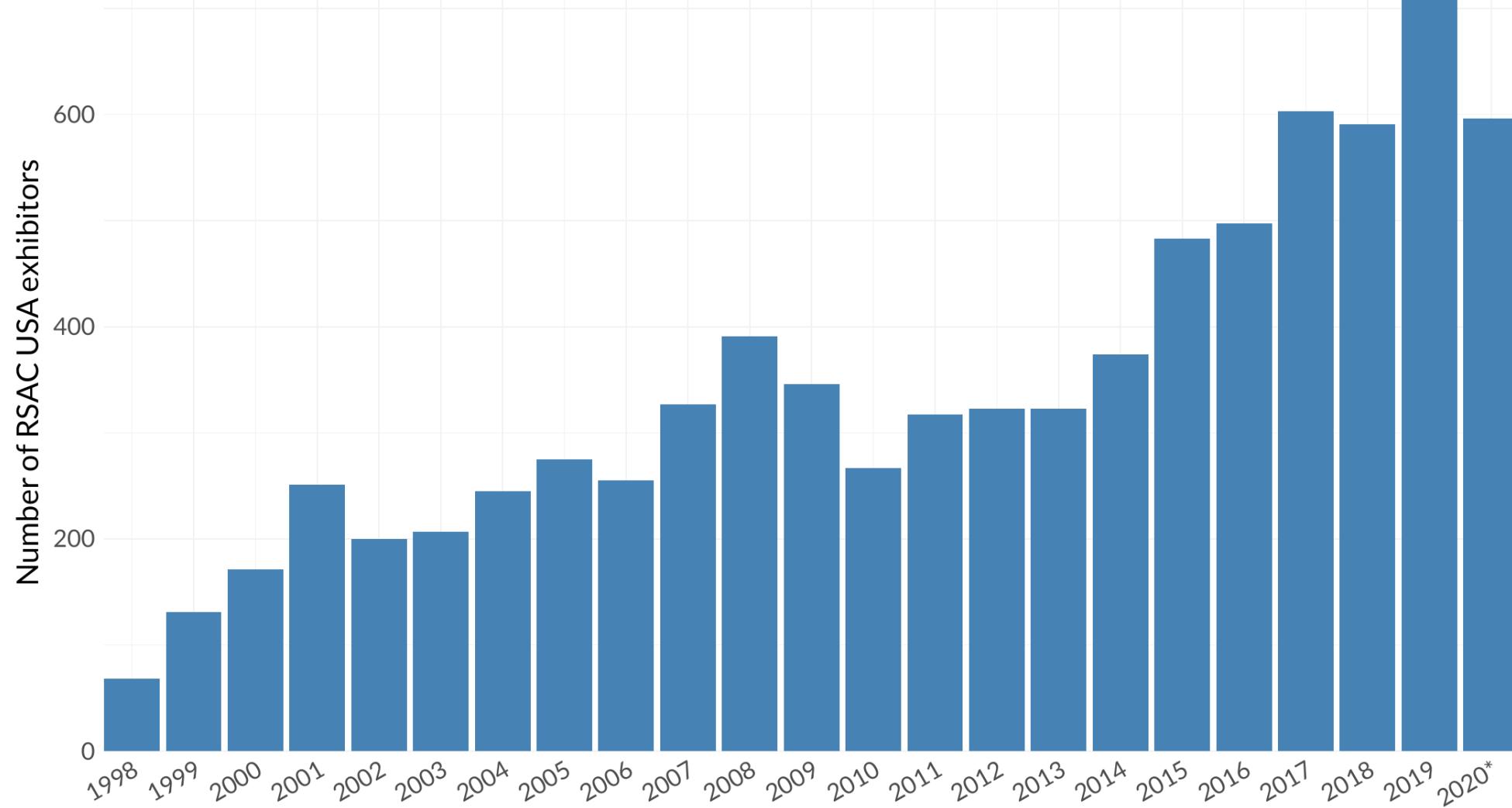


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Analysis of exhibitor descriptions

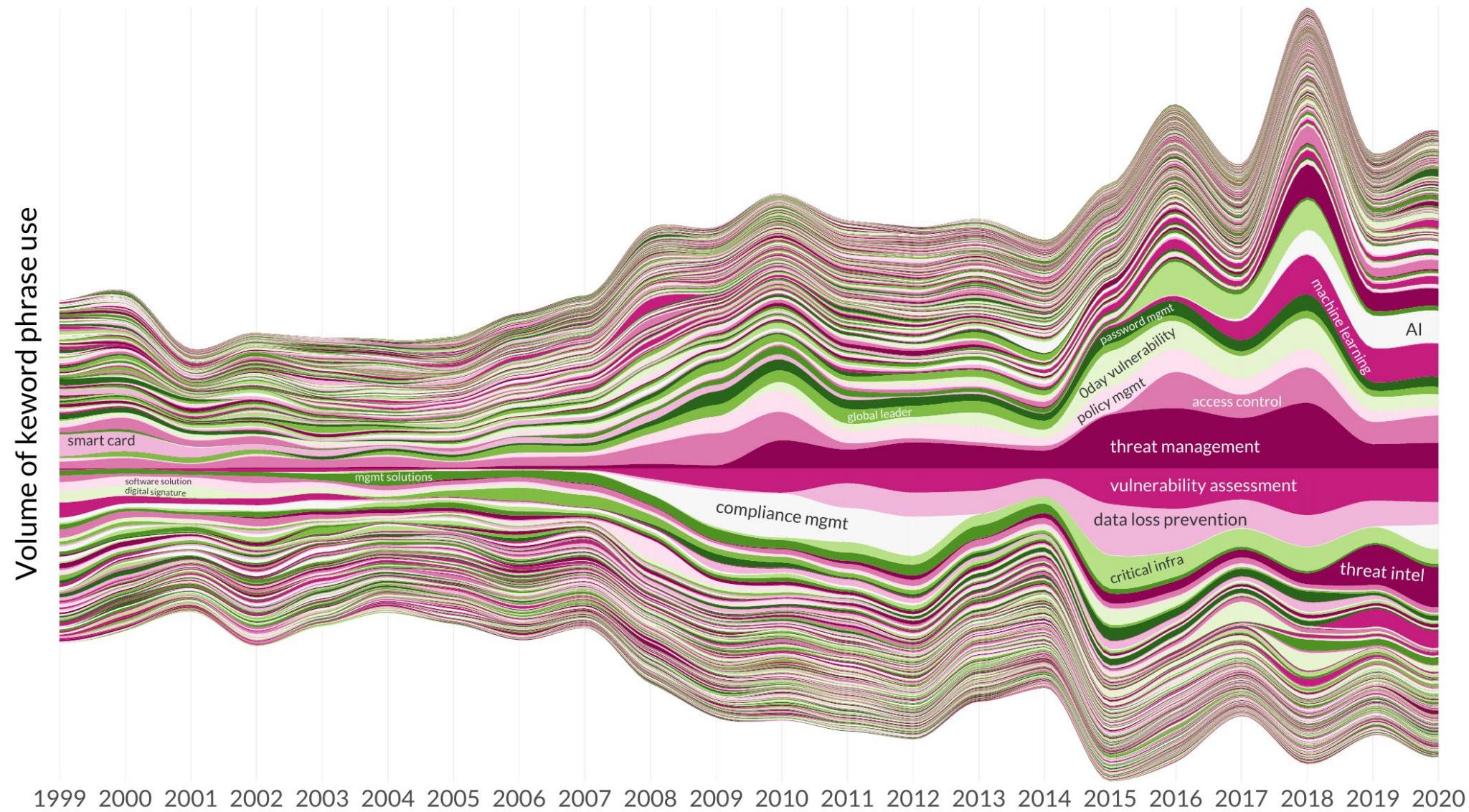
A graphic composed of numerous overlapping, semi-transparent geometric shapes in various colors including red, orange, yellow, blue, and teal. These shapes are arranged in a way that suggests depth and movement, resembling a stylized mountain range or a complex data visualization.

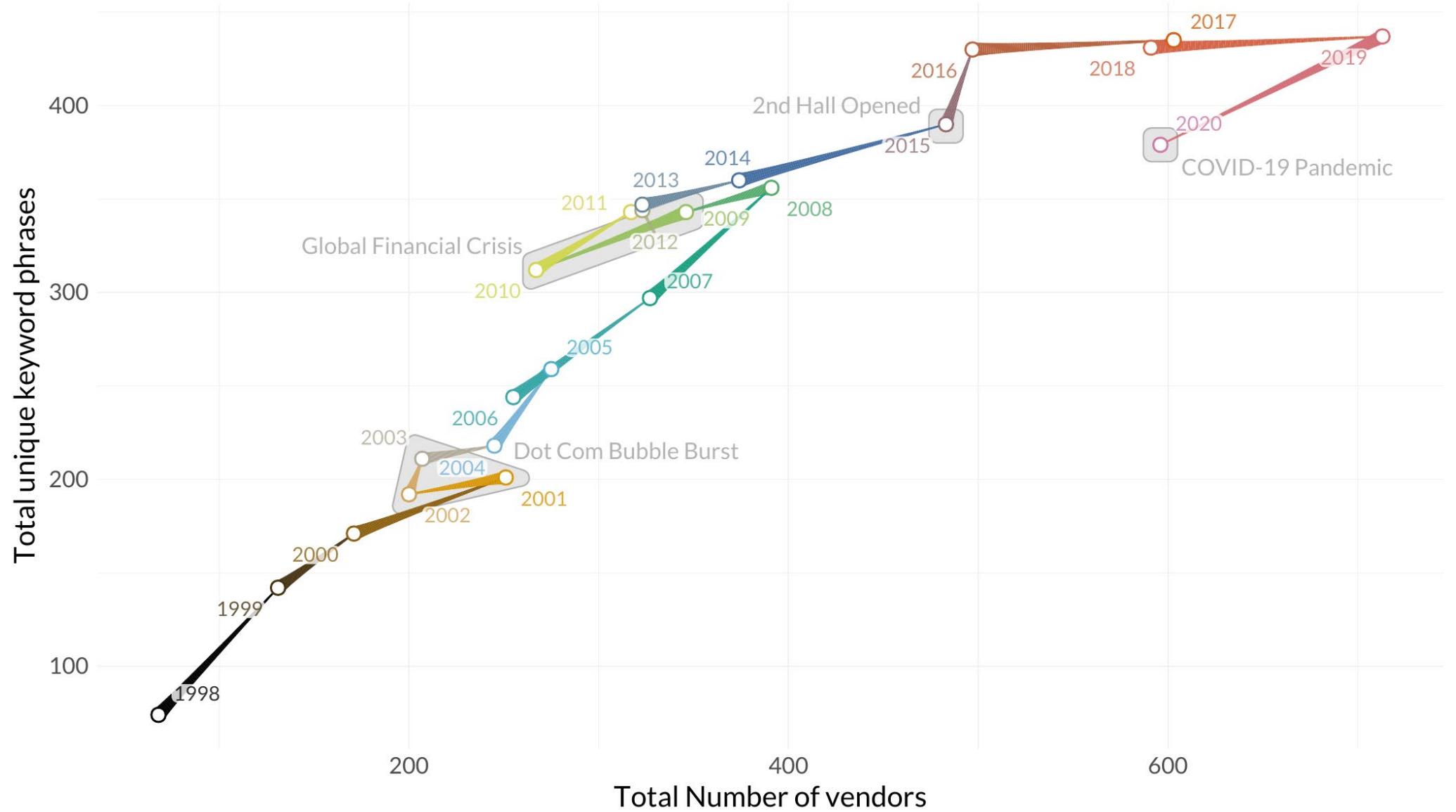
Number of exhibitors is steadily growing



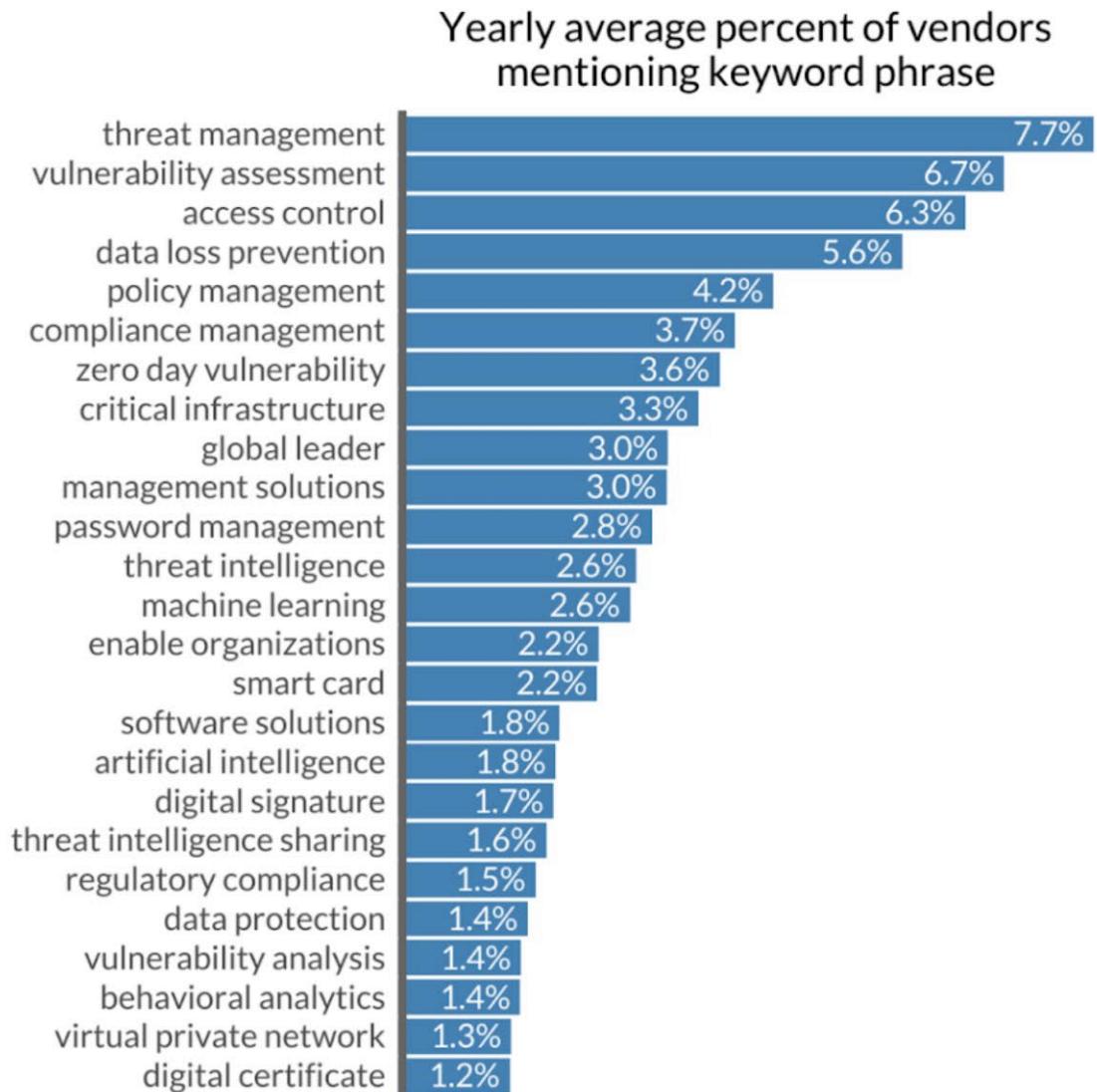
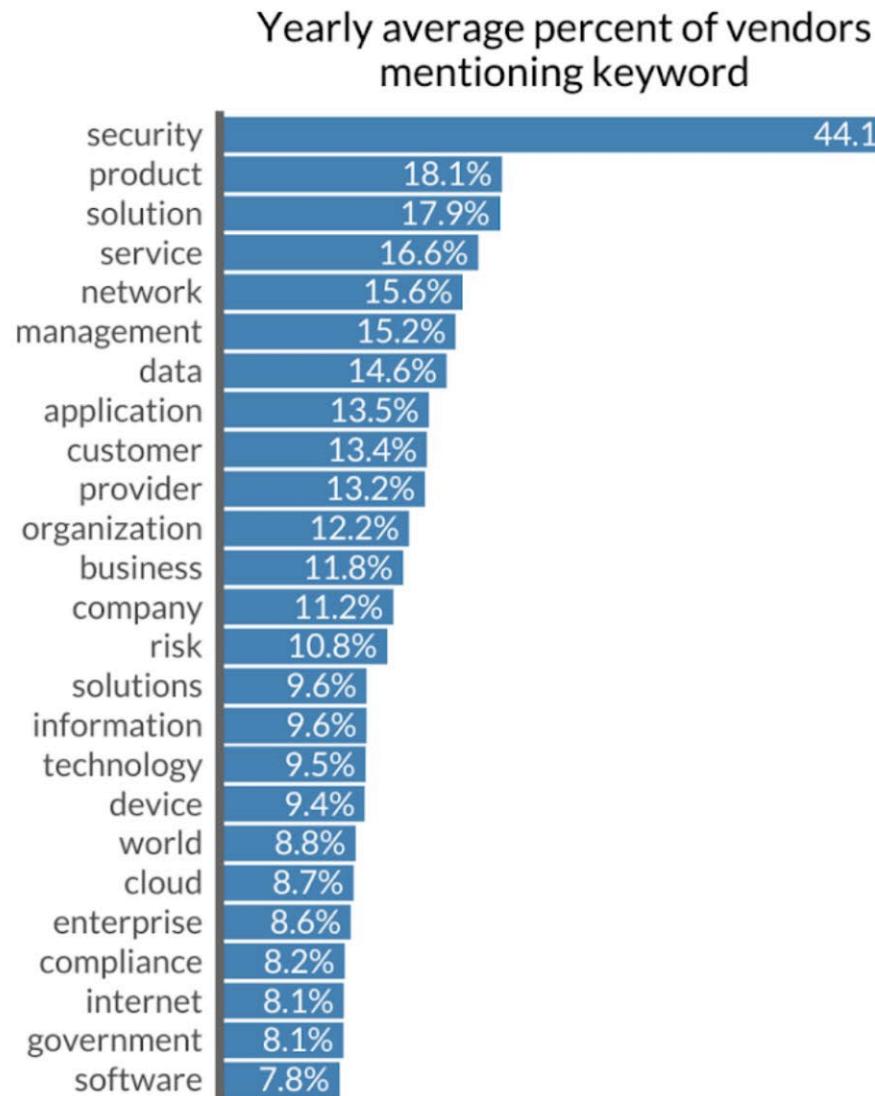
* Total affected by COVID-19 pandemic

Exhibitor Keywords

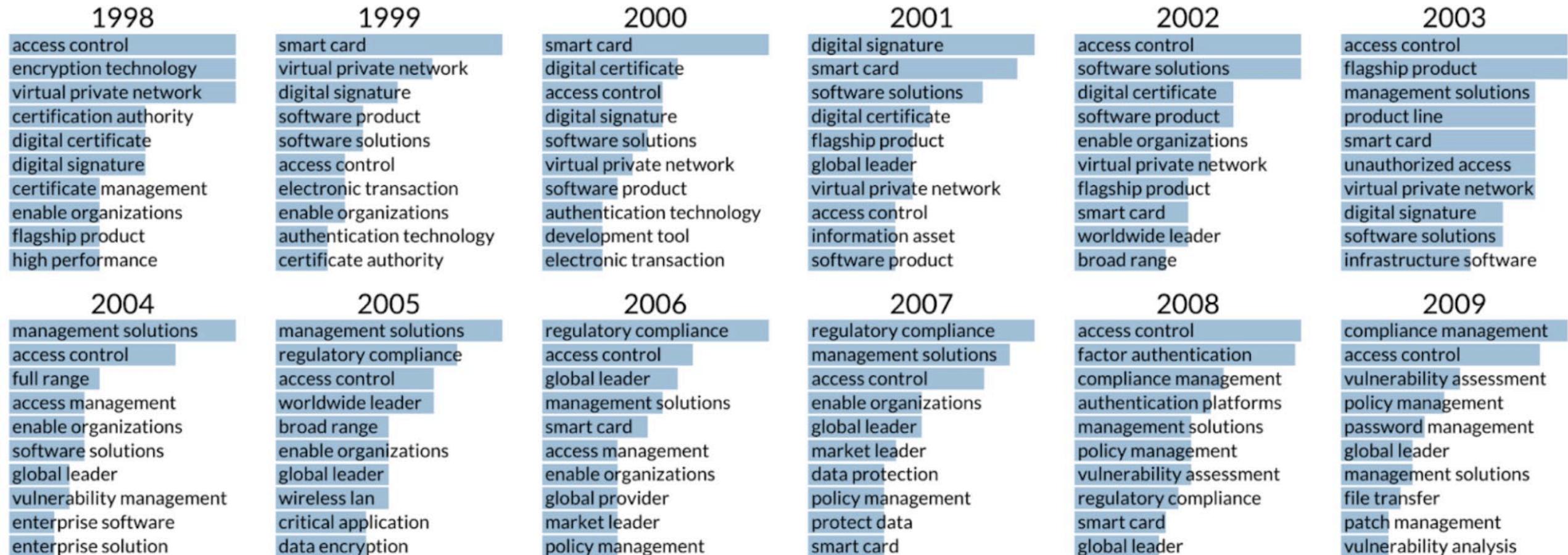




Exhibitor keywords



24 years of keywords





2010

compliance management
access control
threat management
vulnerability assessment
policy management
global leader
password management
zero day vulnerability
data protection
management solutions

2011

compliance management
data loss prevention
threat management
global leader
vulnerability assessment
policy management
critical infrastructure
password management
management solutions
zero day vulnerability

2012

compliance management
threat management
data loss prevention
vulnerability assessment
policy management
global leader
management solutions
critical infrastructure
password management
file transfer

2013

data loss prevention
threat management
vulnerability assessment
policy management
zero day vulnerability
management solutions
global leader
critical infrastructure
enable organizations
file transfer

2014

data loss prevention
threat management
cloud computing
vulnerability assessment
management solutions
global leader
zero day vulnerability
policy management
critical infrastructure
password management

2015

threat management
data loss prevention
zero day vulnerability
vulnerability assessment
critical infrastructure
policy management
password management
digital signature
vulnerability analysis
threat intelligence

2016

threat management
data loss prevention
vulnerability assessment
access control
threat intelligence sharing
zero day vulnerability
critical infrastructure
policy management
password management
supply chain

2017

threat management
vulnerability assessment
data loss prevention
threat intelligence sharing
access control
zero day vulnerability
behavior analytic
machine learning
critical infrastructure
policy management

2018

threat management
vulnerability assessment
machine learning
access control
behavioral analytics
data loss prevention
zero day vulnerability
threat intelligence sharing
critical infrastructure
artificial intelligence

2019

threat intelligence
machine learning
artificial intelligence
vulnerability assessment
data loss prevention
threat management
access control
behavioral analytics
threat visualization
critical infrastructure

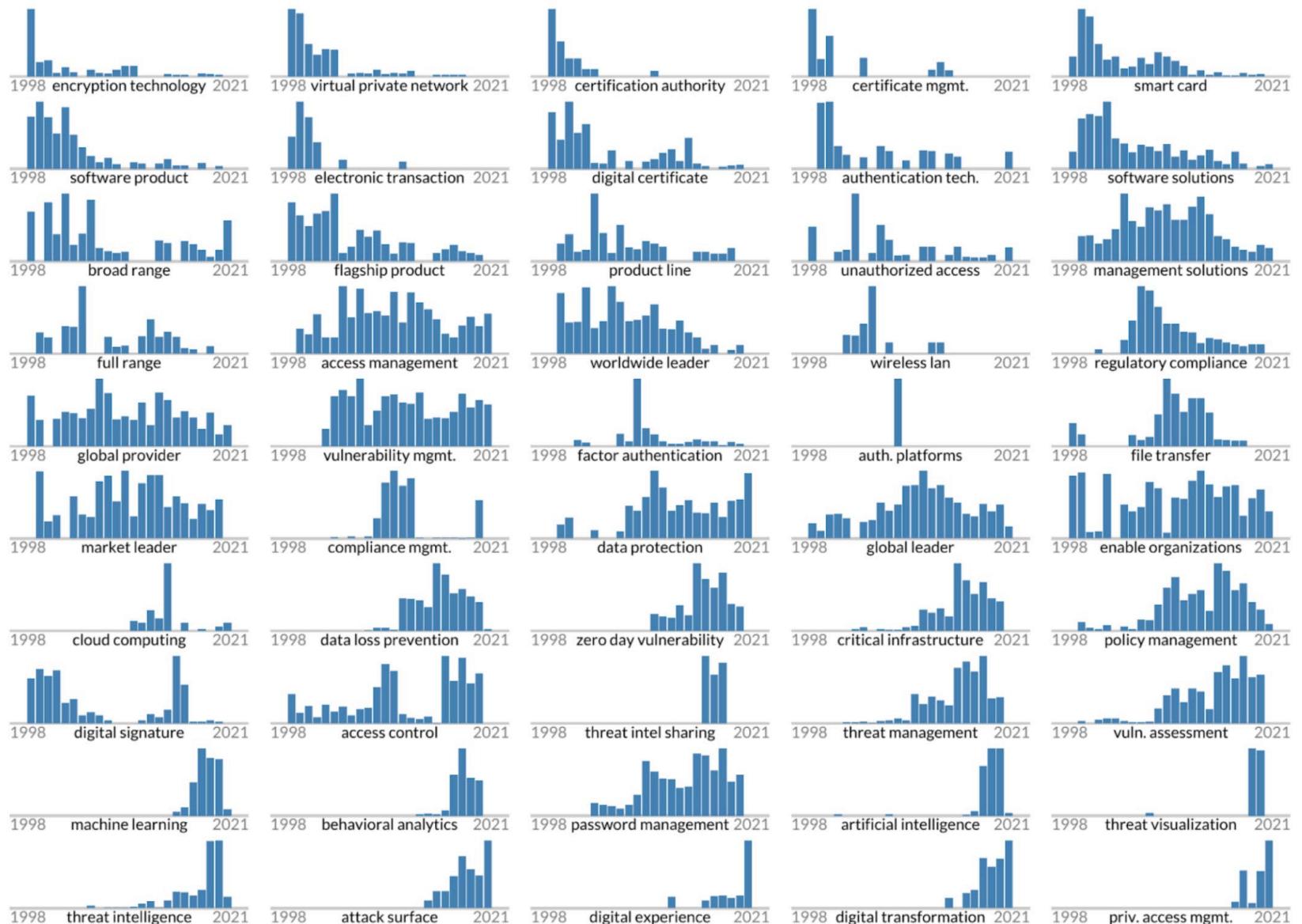
2020

threat intelligence
vulnerability assessment
machine learning
artificial intelligence
access control
threat management
compliance management
data loss prevention
behavioral analytics
threat visualization

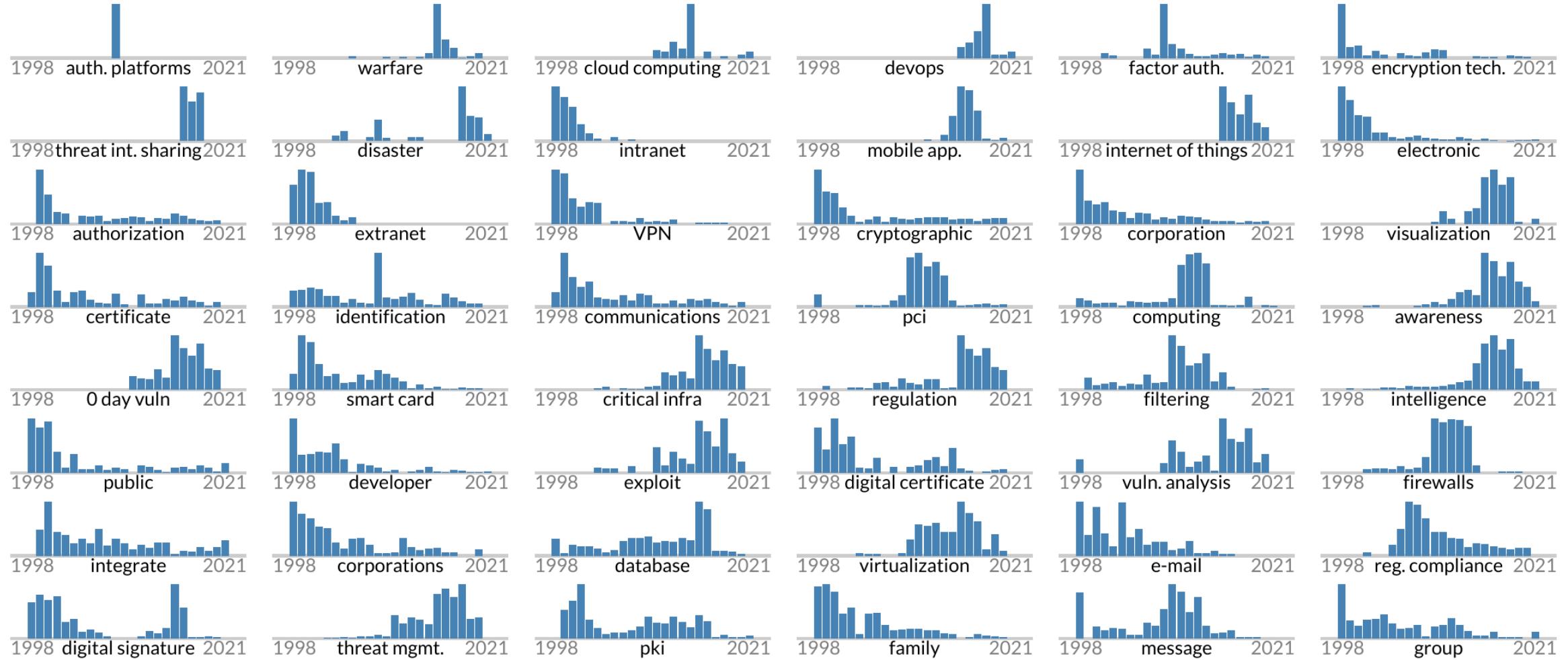
2021

data protection
threat intelligence
attack surface
digital experience
digital transformation
enable organizations
machine learning
privileged access mgmt.
access management
account takeover

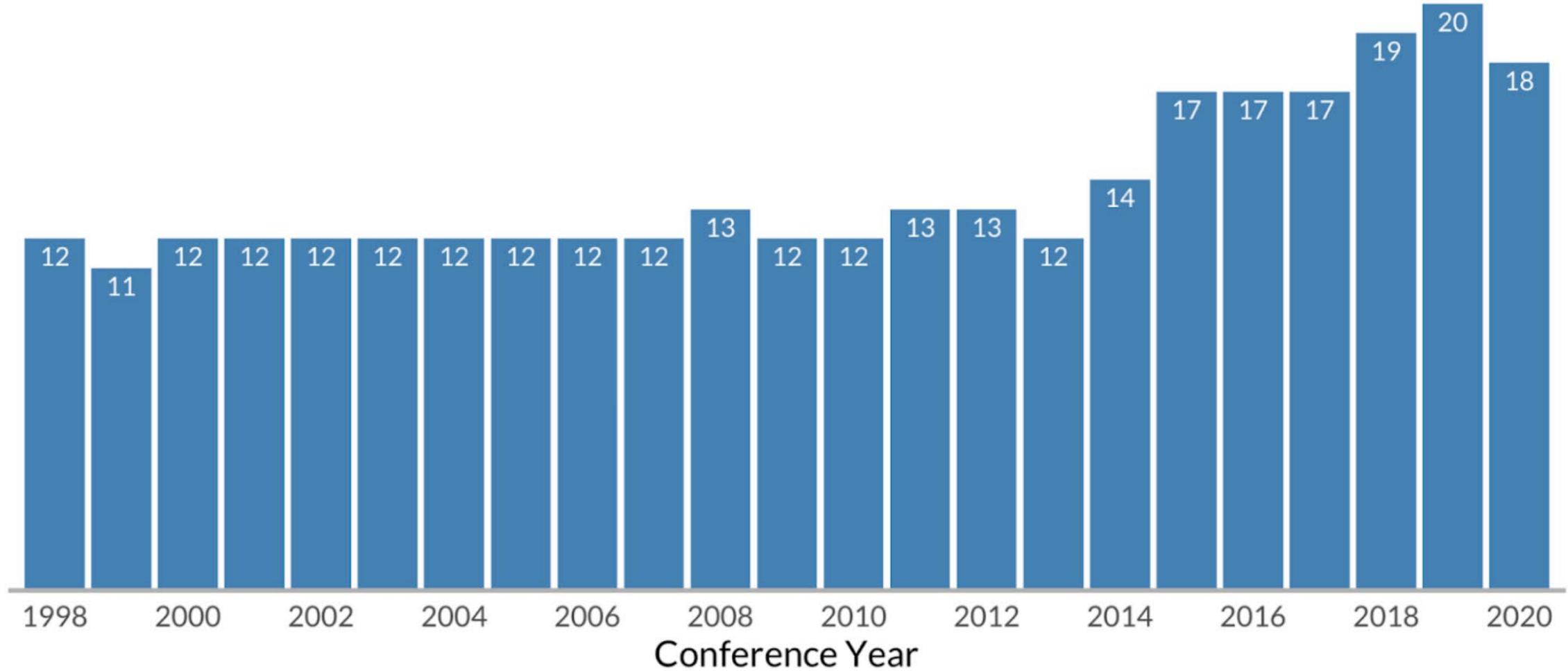
Exhibitor Flashes in the pan



More flashes in the pan!



Best fit number of exhibitor topics

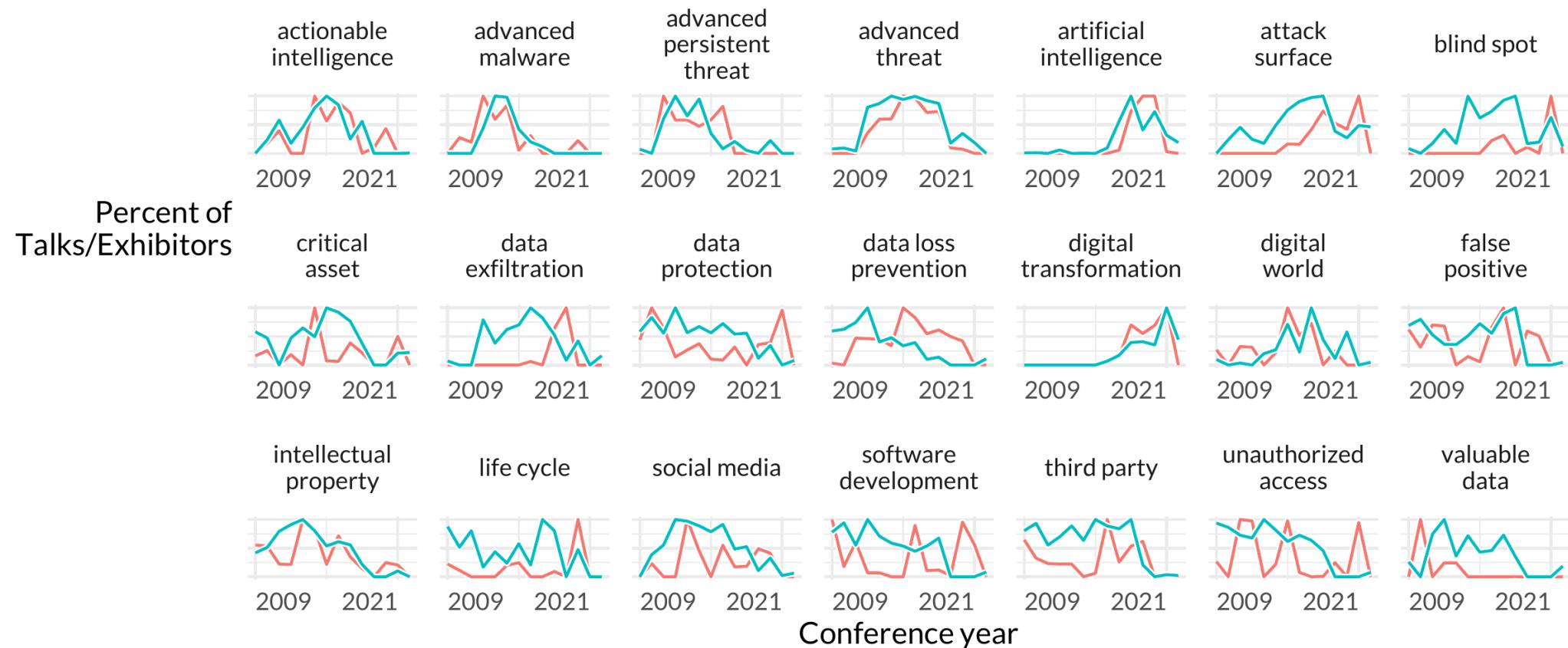
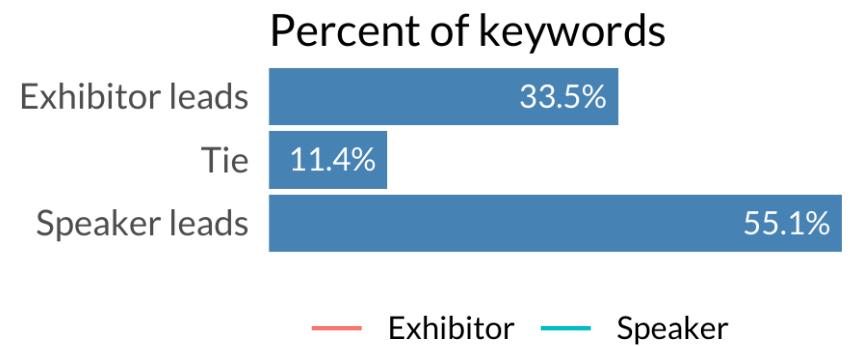


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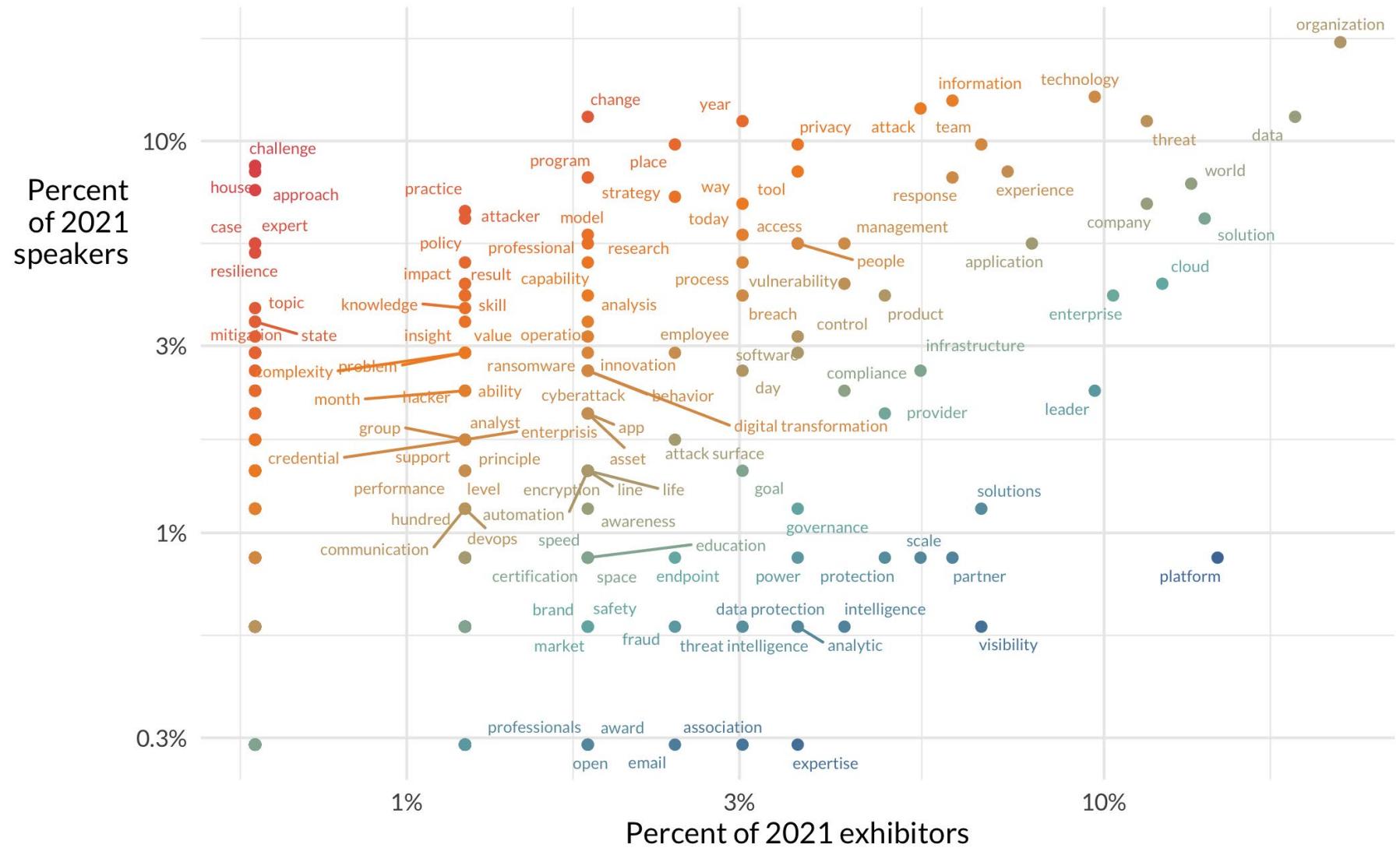
Vendors vs. Sessions



Whose first?



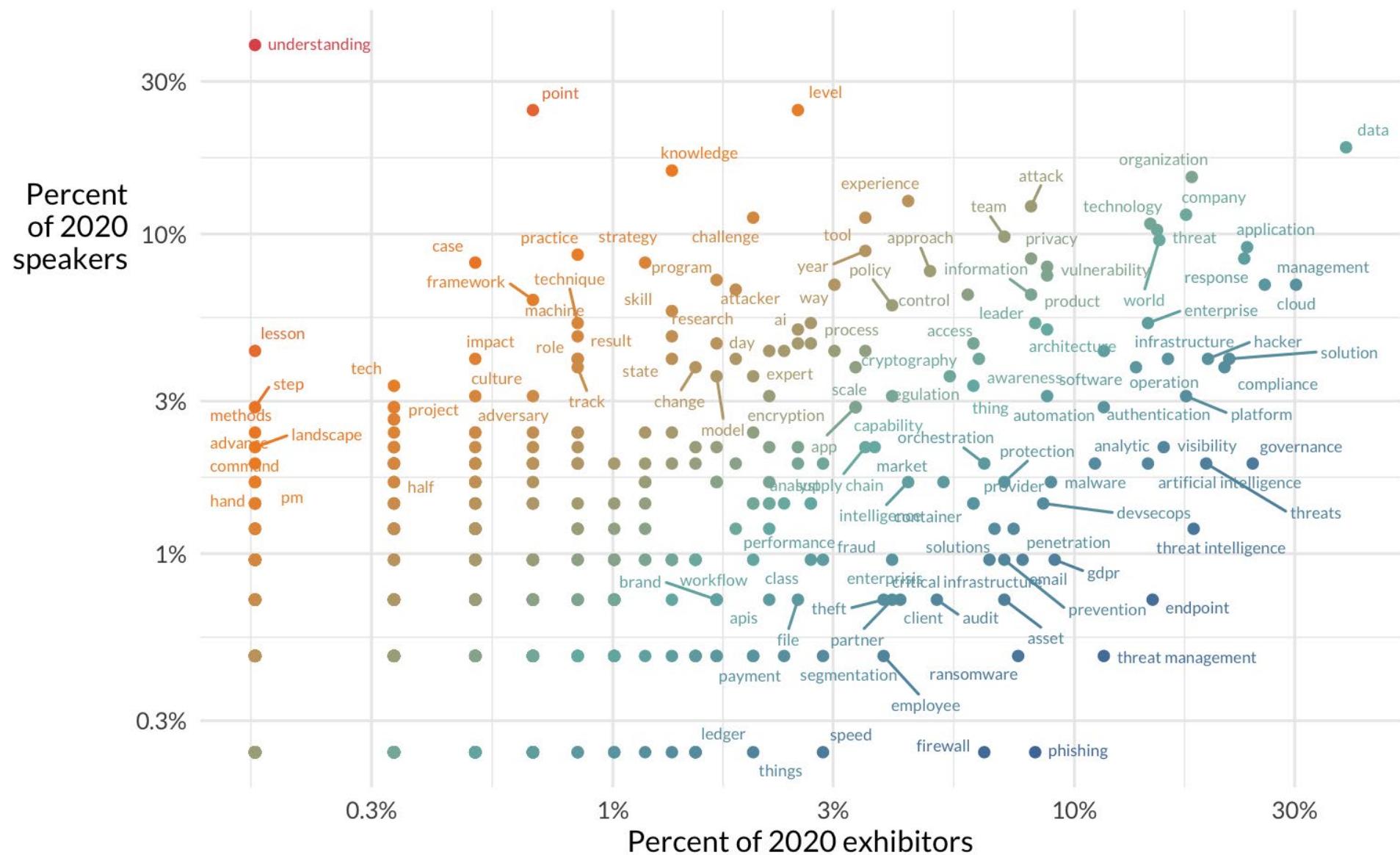
Speakers vs Exhibitors in 2021



2020 Speakers vs Exhibitors



#RSAC



What did we learn today?

- RSAC's storied history is ripe for analysis
- Some topics have staying power, some don't
- Often times things we think are different are more of the same
- Speakers are using less buzzwords and more neutral language
- Sometimes exhibitors are ahead of the game, most of the time the talks are where the new action is
- Overall the diversity and size of RSAC continues to grow.

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Thank you!

