CHECK POINT

CPX 2025

CHECK POINT EXPERIENCE 2025

Join industry leaders to share big ideas, hear expert perspectives and discover groundbreaking industry advances.

YOUR HOSTS

GIL SHWED
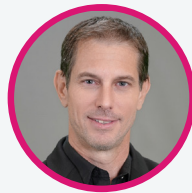Executive Chairman

NADAV ZAFRIR
CEO

RUPAL HOLLENBECK
President

SPEAKERS

DORIT DOR
Chief Technology Officer

ITAI GREENBERG
Chief Strategy Officer

NATALY KREMER
Chief Product Officer and Head of R&D

AGENDA AT A GLANCE

	MONDAY	TUESDAY	WEDNESDAY
MORNING		Keynotes & Cyber Talks	Keynotes & Cyber Talks
AFTERNOON		Practitioner Tracks, CxO Tracks, Partner Tracks & Expo (Technology Partner Booths, R&D Genius Bar, Cyber Park, Hands on Lab)	Practitioner Tracks & Expo (Technology Partner Booths, R&D Genius Bar, Cyber Park, Hands on Lab)
EVENING	Onsite Check-in	Expo Happy Hour	Evening Event

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AGENDA AT A GLANCE

TUESDAY	CUSTOMERS, PARTNERS, AND CHECK POINT EMPLOYEES
7:30-8:30	ON-SITE CHECK IN, REGISTRATION, AND REFRESHMENTS
9:00-10:30	KEYNOTES Gil Shwed, Executive Chairman, Nadav Zafrir, CEO, and Rupal Hollenbeck, President
10:30-11:00	COFFEE BREAK & EXPO
11:00-11:50	INNOVATION IN ACTION with Nataly Kremer, Chief Product Officer, and Special Guests
11:50-12:00	CELEBRATING INNOVATION: CUSTOMER AWARDS
12:00-18:00	CHECK POINT EXPO & LUNCH INCLUDING CYBER RANGE, ESCAPE ROOM, HANDS ON LAB
13:00-18:00	BREAK OUT SESSIONS Featuring: • Zero Trust & Hybrid Mesh Firewall Best Practices • SASE & Securing the Hybrid Workforce • Cloud Native Security • AI-Powered Security Operations & Services • Customer Community Case Studies • Hackers Exposed • SASE & Cloud Security Best Practices Workshops • Zero Trust & Network Security Best Practices Workshops
17:30-19:30	EVENING EVENT AT THE EXPO

WEDNESDAY	CUSTOMERS, PARTNERS, AND CHECK POINT EMPLOYEES
9:00-10:30	CYBERTALK KEYNOTES with Itai Greenberg, Chief Strategy Officer, and Special Guests
10:30-11:00	COFFEE BREAK & EXPO
11:00-12:00	CYBERTALK KEYNOTES with Dorit Dor, Chief Technology Officer, and Special Guests
12:00-18:00	CHECK POINT EXPO & LUNCH INCLUDING CYBER RANGE, ESCAPE ROOM, HANDS ON LAB
13:00-18:00	BREAKOUT SESSIONS (Continuation of topics above)
16:00-17:00	2025 PRODUCT ROADMAP with Eyal Manor, Vice President of Product Management and Special Guests
19:00-22:00	EVENING EVENT

AGENDA AT A GLANCE
Executive Program

EXECUTIVE PROGRAM HIGHLIGHTS

- **Cyber Talks Keynotes**—CPX is the premiere global event for cyber security leaders and stakeholders. Hear from the industry's best and brightest. Gather insights from diverse, visionary speakers who deliver powerful messages that leave an impression.
- **CISO Connections (NEW)**—Join our track dedicated to CISOs that will be led by and feature our Check Point Global CISO team
- **Peer Exchange**—Meet like-minded executives who are championing cyber security. Engage in exceptional CXO roundtables, participate in bespoke next-level events, benchmark practices against those of peers, and share your ideas with a vibrant CXO community.

MORE ENGAGING AND NOT TO BE MISSED SECURITY IN ACTION ACTIVITIES:

- **AI Innovations Sandbox Competition (NEW)**—"Shark Tank" style innovation pitch competition for startups or individuals: winner decided by the crowd & panel of judges and gets a main-stage keynote slot at the event!
- **Obtain CPE credits for attending CPX**—Check Point is partnering with world-class cyber security certification vendors ((ISC)2, GIAC, EC Council, CompTIA) to provide CPX attendees the opportunity to gain Continuing Professional Education (CPE) credits
- **Cyber Park**—Discover the excitement at Check Point's Cyber Park. Practice your cyber security skills in a fun and engaging environment. 4 cyber ranges, a brand-new escape room and more.

AI IN ACTION—CPX 2025 ACTIVITIES WITH FOCUS ON AI
Cyber Talks keynotes focused on AI
- **The Human-AI Partnership in Cybersecurity**—2025 and Beyond
- **AI Innovations from our Labs**—How AI Changes the World of Cybersecurity
- **Customer Case study**—Blueprint for Safely Adopting AI in My Organization

R&D Genius Bar & breakout sessions dedicated to AI
- **Safe use of Gen-AI Apps Best Practices**
- **Nvidia Case Study**—Securing AI Infrastructure
- **Collaborative AI-Powered Threat Prevention with XDR & Playblocks**
- **ThreatCloud AI Under the Hood**—2025 Innovations
- **Navigating the GenAI Frontier: Key Strategies for Building an AI Copilot in Enterprise Security**

The CPX 2025 agenda is shaping up to be the best yet. You won't want to miss the premier cyber security event of the year.

Sign up today at **checkpoint.com/cpx**

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EMEA
Feb 4-5
Messe Wien Exhibition Congress Center
Vienna

APAC
Feb 18-Feb 19
Centara Grand & Bangkok Convention Centre
Bangkok

AMERICAS
Feb 25-26
The Venetian Resort
Las Vegas

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