
KEYNOTE DESCRIPTIONS

THE TROJAN HORSE NEVER WENT AWAY

How attackers exploit trust, urgency and familiar human behaviour.

Modern cyber attacks often succeed not because of technical brilliance, but because a request looks familiar enough to trust. From convincing login pages and supplier requests to messages and voices that seem genuine, the technology changes but the psychology does not. Tom Reveley uses practical examples to show how attackers exploit normal human behaviour, why telling people to “be more careful” is not enough, and how leaders can create an environment where stopping to check is seen as sensible rather than difficult.

Ideal for business conferences, leadership events, company away days, professional associations and non-technical audiences.

Suitable formats: conference keynote; leadership event; company event with moderated Q&A.

YOUR EMPLOYEES ARE ALREADY USING AI. NOW WHAT? How to move from unchecked AI use to practical, governed adoption.

AI adoption has moved faster than many leadership teams, policies and governance structures. Employees are already using tools to write, summarise, analyse and make decisions, while organisations may have little visibility of where confidential data, accuracy and accountability are at risk. Tom Reveley gives leaders a practical view of AI inside businesses today: what to worry about, what not to overcomplicate, and how to move from vague enthusiasm or fear to sensible, controlled adoption.

Ideal for boards, leadership teams, business owners, professional services firms and organisations that want to use AI without losing control.

Suitable formats: conference keynote; board or leadership briefing; keynote with moderated Q&A.

TECHNOLOGY ISN'T THE PROBLEM. BAD DECISIONS ARE.

How leaders can challenge suppliers, control spending and make better technology decisions.

Businesses often waste money or accept unnecessary risk not because the technology fails, but because nobody challenges the decisions around it. Tom Reveley explores the supplier nobody questions, the contract that keeps renewing, the unused software and the risk accepted because it feels too technical to discuss. This keynote gives leaders the confidence to ask simple questions, understand what they are buying and recognise when a technology problem is really a leadership problem in disguise.

Ideal for CEOs, directors, business owners, finance leaders and leadership teams.

Suitable formats: conference keynote; executive offsite; leadership session with moderated Q&A.

PROGRAMMING NOTE

Length, emphasis, audience interaction and final promotional copy are agreed for each event. Please do not advertise a fixed duration or learning outcome until the booking has been briefed and confirmed.

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