— BRIEFING / 005 · JULY 2026

THE CONFERENCE IS THE RECONNAISSANCE.

The speaker page went up six weeks before the event. The side-dinner RSVP list circulated on a group chat. The badge photo is on three feeds by the first coffee break. For a targeted principal, the conference does not create exposure on arrival. The exposure was assembled weeks earlier, in public, by the event itself.

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— 01 / THE PACKAGE

THE PACKAGE ASSEMBLES ITSELF

Hostile surveillance used to be the expensive part of targeting a principal. Someone had to sit outside a residence, follow a vehicle, and build the pattern-of-life file by hand. A major industry event inverts that economics. The speaker page confirms the principal will be in a specific city on specific dates. The agenda confirms where they will stand at a specific hour. Side events narrow the evenings. Sponsored dinners narrow them further. Social posts from colleagues fill in the hotel, the restaurant, and the after-hours pattern in real time.

None of this requires a single act of surveillance. It is published, indexed, and searchable, and much of it is published by people whose job is to maximize the principal's visibility. The marketing function and the targeting function want exactly the same information at exactly the same fidelity. Only one of them has a budget for it.

— 02 / THE CONCENTRATION

WHY DIGITAL-ASSET EVENTS CONCENTRATE THE RISK

Every industry has conferences. Digital-asset events differ in three ways that matter to protective planning. First, attendance itself is a wealth signal: the audience self-selects for people with custody of value, and attackers know it. Second, the culture is unusually public. Deal announcements, fund sizes, and on-chain identities attach real numbers to real faces in a way few industries tolerate. Third, the events cluster internationally, in jurisdictions where the principal has no baseline: unfamiliar city, unfamiliar patterns, borrowed drivers, and a schedule published to strangers.

Briefing 002 described the targeting pattern we observe around principals in this sector: proximity-based, residential, patient. The conference compresses that pattern into a week. The patience is not required when the schedule is printed.

THE AUDIT BEFORE WHEELS-UP

The protective takeaway is not to stop attending or to stop speaking. Visibility is part of the job. The takeaway is to treat the event footprint as a controllable surface and audit it before travel, the same way a firm audits a filing before it goes public.

Four questions, asked three to four weeks out. What does the public record already establish about where the principal will be, hour by hour, and can any of it be reduced without business cost? Which commitments put the principal at a published place and time with no controlled arrival and departure, and which of those deserve one? Who else's posting habits, staff, colleagues, event photographers, will fill in the gaps, and have they been briefed? And what is the plan for the unstructured hours, because the agenda's white space is where approaches actually happen: the lobby, the dinner, the walk between venues.

Most of what this audit produces is free. Later speaker-page publication, a hotel not named in any RSVP, arrival timing that does not match the printed agenda, and a briefed traveling party remove most of the assembled package without removing the principal from the stage.

ERS provides executive protection, insider-risk advisory, and custody-governance review for principals in digital assets, finance, and technology. Engagements begin with a conversation: info@executiveriskservices.com.