

2025 EUROPE COMMUNITY MEETING



WELCOME TO AMSTERDAM



2025
EUROPE
COMMUNITY
MEETING

Scaling Compliance

Why One Organization Trained 30 ISAs
(And What Happened Next)

A circular portrait of Marc Bayerköhler, a man with a beard and mustache, smiling. The portrait is set against a blurred outdoor background and is framed by a thick green circular border. The background of the entire slide is a dark teal color with decorative elements: a light blue circle in the top right, a light blue semi-circle in the bottom left, an orange semi-circle in the bottom left, and a purple semi-circle in the bottom left.

Marc Bayerköhler

Standards Trainer

PCI Security Standards Council

A modern office environment during a fire drill. Numerous papers are flying through the air, creating a sense of chaos and urgency. Several people are visible: one person in a red jacket stands near a desk on the left, another person in a blue shirt is walking towards the center, and a person in a white shirt is seated at a desk on the right. The office is filled with desks, computers, and office chairs. Large windows are visible on the left side, and the ceiling has exposed ductwork and lighting fixtures. A large purple circular graphic is overlaid on the right side of the image.

PCI: The Yearly Fire Drill

A glowing lightbulb is the central focus, positioned on a path of light that leads towards it. The background is a dark blue space filled with a network of white lines and dots, suggesting a digital or technological environment. A large blue circle is in the top left corner, and a large orange circle is in the bottom right corner. The lightbulb is illuminated from within, casting a warm glow. The path of light is composed of many thin, parallel lines that create a sense of depth and direction.

**What if PCI
DSS Wasn't
Once a Year?**

ISAs Today



Assessment
Preparation



Compliance
Champions



PCI SMEs



Business As
Usual



The Translator





The Translator





Why it Matters?

Faster

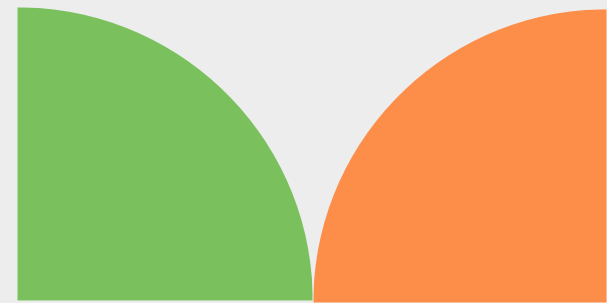
Cheaper

Smarter



The Shift

WESTJET 



The Benefits

WESTJET 



Cultural Impact

“Work Together to Win”



PCI Champions

WESTJET 





**Give Them
the Tools**



**Give Them
the Tools**

PCI ISA Program



PCI ISA Program





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