Responsive Technology Partners

ATHENS CYBER SUMMIT RECAP

The Athens Cyber Summit kicked off on Friday the 12th, marking the fourth Responsive Technology Partners Cyber Summit with two more on the way. Attendees gathered at 11 AM to see the speakers present. Boxed lunches were provided and enjoyed by all. The room was large and bright, with two big screens and a big podium with a microphone to make sure everyone could see and hear. Georgia President Tom Glover introduced the speakers and welcomed the guests. "I'm one of the founders and CRO of Responsive Technology Partners. I worked for Ceridian, an HR payroll company, writing cyber security software

Guest Stanton Gatewood was the first speaker of the day.

back in the early 90s, being an encryption operator and doing things like fencing depth and leak privilege before they became really big buzz words. And then something happened along the way and I kind of went over to the dark side and started working in the infrastructure side of the house and have been living here ever since."

The first speaker, Stanton Gatewood from Homeland Security spoke on CISA and how to get the

Guests heard from multiple Cyber Security experts at the summit.

FBI on your side in the instance of an attack. "We are the nation's risk management corp. That's what we do. That's what we do all day every day." "My area of responsibility is the state of Georgia and part of South Carolina. I was recruited by the department of homeland security about 2 years ago now. Before that I was the CISO, Chief Information Security Officer, for the state of Georgia. Before that, I was the Chief of Information Security Officer for the Board of Regions the

University System of Georgia. Before that, it's been 35 years, the chief security officer for the university of Georgia. So, I've been doing this for 35 years. So I feel somewhat confident in this field of cybersecurity and electronic privacy even though it is changing by the day. We are constantly under attack, that is to say the infrastructure of the United States, the critical infrastructure specifically." He also spoke about free cyber services offered. Really what I want to speak to you about today is help and support. Cyber security is a team sport, ladies and gentlemen. Don't think you can do it all by yourself."

Nova Soc was a sponsor of the event and had Mick Tenant speak. During the presentation, an audience member shared information about a cyber-attack that he had gone through.
"They came into one of our systems on a Friday night that was left open at around 6 pm and encrypted everything. We came in Monday morning and realized what had happened. We didn't have a good IT setup and all our servers were tied together and I had somebody who was a lot smarter than me working for me and I, about once a month, would take my hard drive, back it up and stick it in a cabinet or take it home and that got wiped out too."

Nova Soc's Mick Tenant welcomed attendees.

All speakers captivated the audience and engaged the audience, starting conversations. Many guests asked questions and made comments making the environment interactive and interesting. Guests conversed in the halls during breaks and overall connected with each other throughout the event.

At the commencement of the event, some attendees lingered behind, still conversing with speakers and other guests, consumed by the allure of cyber security. Tom closed the summit by thanking everyone for attending and participating.

Hearing the speakers was an educational and eye-opening experience. Each speaker had something unique to say on the topic of cyber security, and something new was learned with each speech. Everyone had something to gain from the event, those with a large or little sum of knowledge on cyber security could follow and benefit from the information provided. Our Cyber Summit series continues in Raleigh, NC at The Royal Banquet and Conference Center, Friday September 16, 2022.

RTP team members got an early start to their day to set up for attendees to arrive.

4 CYBER SECURITY TRAININGS TO DO WITH ALL EMPLOYEES

IT'S TIME FOR A REFRESH!

Students are returning to the classroom now that back-to-school season is officially underway. During the first few weeks, teachers will be reteaching their students the topics they learned in the previous school year to help them regain knowledge they may have forgotten during summer break. But students aren't the only ones in need of a refresher every year. Your employees also need to be refreshed on company policies, values and, most importantly, cyber security practices.

Did you know that human error accounts for 95% of all successful cyber-attacks? When a cybercriminal is planning an attack, they look for weak points within a company's cyber security plan. The easiest spot for hackers to exploit is a company's employees. New cyberthreats are created on a consistent basis, and it's important that your employees know what to do when they encounter a potential threat. If your employees are not routinely participating in cyber security trainings, your business could be at risk, regardless of size.

Every single one of your employees should be familiar with your cyber security practices. When they're hired on, they should go through an initial training that lays out all of your practices, and they should also participate in refresher trainings throughout the year to ensure that the entire team is on the same page with cyber security. At the very least, you should host at least one security training annually. If you've never put together a cyber security training, you may be wondering what topics you need to cover with your team. Below, you will find four of the most important topics to cover.

RESPONSIBILITY FOR COMPANY DATA

If your employees utilize e-mail while at work, it's important that they know which e-mails are safe to open. Employees should not respond to e-mails that are from people they aren't familiar with, as that could be a cybercriminal attempting to gain access to your company's data. Employees should only accept and open e-mails that they are expecting or that come from a familiar e-mail address.

E-MAIL

This is your opportunity to explain to your employees why cyber security is so important. They need to understand why cybercriminals are interested in your company's data and what they could potentially do with it. Everyone on your team has a legal and regulatory obligation to protect the privacy of your company's information. When discussing this topic with your team, it's imperative that they know the ramifications of falling victim to a cyber security threat.

PROTECTING THEIR COMPUTERS

If your employees have their own personal computers, they should be doing everything in their power to keep them protected. Whenever they walk away from their computer, they should make sure it's locked; they should also never leave their computer in an unsecure location. Also, ensure that your employees are backing up their data routinely and have downloaded necessary antivirus software.

It's of the utmost importance that your team has been fully trained in your cyber security practices. If they haven't, they could open your business up to all sorts of cyber-attacks that will damage your company's reputation from a customer perspective. Your business will also no longer be compliant, and insurance companies may not cover your claims if your team is not participating in regular training.

Ensuring that your team is aware of your cyber security practices and actively taking steps to strengthen your cyber security is the best way to stay compliant and prevent cyber-attacks. If your team is not regularly going through cyber security training, you need to start. It will offer more protection to your business, which will make your customers more comfortable doing business with your company.

INTERNET USAGE

Does your company have restrictions on what websites your employees can use while at work? If not, that's something you should look into. Every device that's used by your employees should have safe browsing software downloaded onto it to prevent them from stumbling upon dangerous sites that could put your company's data at risk. Your employees should know what sites are acceptable to use and that they should not be accessing their personal accounts while connected to your company's network. They should never click on links that are sent from an anonymous source or are found on an unapproved website.

THESE MARKETING TRENDS DIDN'T GO OUT OF STYLE

When people think about trends, they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time, people thought cellphones, texting and computers were just a phase, but decades later, they're still here because they made our lives better! Trends in marketing are the same. Sometimes a fresh marketing strategy will pop up, but if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the upcoming year, you can look at previous statistics to ensure your methods are successful. Below, you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilized by your company in today's climate, you will quickly see results.

Using Influencers

People love to use their smartphones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey found most B2B marketers believe this strategy changes minds, improves the brand experience and yields better campaign results.

Advertising On Podcasts

There are podcasts available that discuss every topic imaginable, and over 30% of Americans listen to a podcast on a monthly basis. That percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

Leveraging AI

The importance of artificial intelligence (AI) for B2B marketing became crystal clear recently, when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour. This statistic highlights how important chatbots and other AI solutions are for customer conversion.

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