

Small Business Education Course: The Realities of Cyber Risk & the Need for Cyber Security in Small Businesses



Small & Mid-Sized Business Cyber Trends:

Small businesses fall into hackers' cybersecurity "sweet spot:" They have more digital assets to target than an individual consumer has, but less security than a larger enterprise. In fact, according to the Ponemon Institute 2016 State of Small and Mid-sized Business (SMB) Cybersecurity Report:

- 50% of SMBs have been breached in the past 12 months
- The most attacks against SMBs are web-based and phishing/social engineering
- 59% of SMBs have no visibility into employee password practices and hygiene
- 65% of SMBs that have a password policy don't enforce it



What's YOUR Business status?

How vulnerable to cyber attack is YOUR business ?

What types of IT risks does your business face? How can you prevent cyber attacks and data breaches?

Are your employees following good IT security practices? Does it matter?

Do you know Best Cyber Practices for protecting business and customer data without breaking the bank?

Attend this FREE course* To Learn All This and More

11:30am—Check-in Registration & Lunch available

12:00—1:00 Presentation: Cyber threats facing small businesses on a daily basis and Best Practices for minimizing these cyber threats Presented by IT expert Phil Jadorborg

1:00—2:00 Roundtable Discussion among business attendees and Subject Matter Experts

* Includes FREE lunch

12:00 noon-2pm June 23, 2017

James Madison Regional Library—Northside
705 Rio Road West, Charlottesville, VA 22901

The Realities of Cyber Risk & the Need for Cyber Security in Small Businesses is a FREE education course for owners and employees of Central Virginia small businesses; however, seating is limited and pre-registration is required.

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