CYBERSECURITY EXPO - CHARLOTTE

September 29 & 30, 2021, UNC Marriott & Conference Center, Charlotte, NC
EVENT AGENDA - DAY ONE

WEDNESDAY SEPTEMBER 29, 2021

2:00 PM - EVENT REGISTRATION OPENS

3:00 - 4:00 PM - Eliminating Liability in Cybersecurity Services: It Can Be Done!

- Brad Gross, Technology Legal Expert will lead an interactive session discussing strategies that every service provider can implement immediately to eliminate legal liability in cybersecurity offerings
- Discover what your service agreements must include to avoid liability for security-related “realities” such as downtime, scope creep, and declined cybersecurity services
- Immunize your company against upstream provider cybersecurity failures
- Learn “must do” strategies to execute when your customer experiences a cybersecurity breach

4:00 - 5:00 PM - The Power of Information Sharing

- Join MJ Shoer, SVP, Executive Director, CompTIA ISAO and a few vendor members of the CompTIA ISAO for this upbeat open session to talk about the craziest, scariest most awesome war stories they have had fighting the good fight and how the CompTIA ISAO is helping the industry enhance our collective ability to fight back.

5:00 - 8:00 PM - Orientation & Happy Hour

- Welcome from the IoTSSA team!
- Grab a refreshment and connect with our experts, partners and your peers
## EVENT AGENDA - DAY TWO

**THURSDAY SEPTEMBER 30, 2021**  
**8:00 AM - 9:00 AM BUFFET BREAKFAST AND EVENT REGISTRATION**

### 9:00 - 9:15 AM - Event Kick-Off

- Ryan Morris, your resident host and event moderator kicks the day off with event introduction and agenda

### 9:15 - 9:25 AM - Training & Research

- Lisa Person kicks us off with some big announcements and exclusive event giveaways from CompTIA for event attendees
- How CompTIA can help you adopt a cybersecurity culture
- Certifications and a cybersecurity framework
- Answering the ‘Now What?’ question for ITSP’s

### 9:30 - 9:50 AM - Cybersecurity best practices for the age of digitally transformed businesses

- With remote work here to stay, MSPs must ensure their customers’ data, devices, and employees are protected, from wherever they are working
- Join Barracuda MSP for a discussion on best practices for securing yourself and customers in this newly transformed business age. In this session, we will discuss:
  - What you need to know about today’s intensified cyberthreat landscape
  - Emerging attack vectors and surfaces you need to protect
  - Actionable tips for protecting your customers’ data, devices, and employees

### 9:55 - 10:15 AM - Get the Edge on Digital Transformation

- Learn how MSPs are using cloud security platforms to grow revenue and keep pace with digital transformation in today’s cloud era

### 10:20 - 10:50 AM - Protecting Against the Unknown With Zero Trust

- The perimeter as we know it has disappeared, and cybercriminals are constantly finding new ways to evade EDR, antivirus, and other threat detection tools. This points to the need for a different approach: Zero Trust
- During this session, you’ll learn how to implement a Zero Trust framework, unique approaches you can take based on your IT environment, and actionable steps you can take to effectively harden your environment against ransomware and zero-day exploits.
10:50 - 11:05 AM - Morning Break

11:05 - 11:25 AM - How to Market, Sell, and Manage the Human Side of Security

- Join Breach Secure Now’s Art Gross for a session that will teach MSPs exactly how to navigate the twists and turns of marketing, selling, and managing the human side of security
- Build a step-by-step roadmap to winning the “Cybersecurity Game of Life”!
- Interactive workbook to set your MSP up for success from start to finish

11:30 - 12:10 PM - Cyber Resilience Beyond Prevention

- In this example laden talk, Wes Spencer, VP and External CISO for ConnectWise will share how MSPs of all sizes can drive deeper value in their cybersecurity strategy by moving towards cyber resilience
- Wes will share what true cyber resilience is, how an organization can begin to build towards a security framework that successfully marries compliance and risk while also driving value to the organization as a whole.

12:10 - 1:15 PM - Lunch Break

1:20 - 1:50 PM - Stacking the Security Deck in Your Favor

- Security involves risks, but you shouldn’t leave it up to chance
- N-able Head of Product, Mav Turner, talks about when MSPs should have risk conversations and how they can manage security risks across their vendors, their customers, and their own internal business.

1:55 - 2:15 PM - Traditional MSP Tools Are Not Designed for Today's Cyberthreats

- Modernize MSP cybersecurity and backup with integrated cyber protection
- For modern MSPs, an integrated approach to cybersecurity, data protection, and endpoint management means less complexity, fewer incidents, greater productivity, and happier clients.
In the hunt for hackers, preventive security just doesn’t cut it anymore. Threat actors continue to exploit new vulnerabilities, outsmart basic security tools and dwell in SMB environments. Now it’s time to fight back. Join us as we step into the mind of an attacker to explore how they look for targets and execute their tradecraft. We’ll be peeling back the layers of the cybersecurity kill chain, explaining how hackers slip past preventive security measures and to top it all off, we’ll discuss how defenders can tighten up security and make hackers earn every inch of their access.

2:45 - 3:25 PM - Making Hackers Earn Their Access

Join senior executives from ADT Cybersecurity, Dark Cubed, Liongard and Password Boss for a timely discussion, moderated by MJ Shoer from the CompTIA ISAO about the threats facing MSPs and MSP vendors and how that impacts your business and your customers.

3:40 - 4:30 PM - Cybersecurity Expert Panel - Interactive Session w/ some Cold Beer!

Join Justin Thomas for a Security Awareness Training learning session. Justin will discuss how Security Awareness Training can turn your users into your best line of defense against attacks.

Learn to avoid phishing and other types of social engineering cyberattacks

Protect your reputation and secure your overall cybersecurity investment

Understand why an ongoing training program significantly reduces the risk of security breaches through phishing simulations based on real-world attacks.

2:20 - 2:40 PM - Turning Users Into Your Best Line of Defense

2:45 - 3:25 PM - Making Hackers Earn Their Access

3:25 - 3:40 PM - Afternoon Break

3:40 - 4:30 PM - Cybersecurity Expert Panel - Interactive Session w/ some Cold Beer!

4:30 - 6:30 PM - Happy Hour Booth Crawl

Sponsored By:
EVENT AGENDA - DAY TWO CONTINUED
THURSDAY SEPTEMBER 30, 2021

ALSO JOINING US....

Drop by their booth in the live vendor showcase!

MEDIA PARTNER:

6:30 - 9:00 PM - Prizes, Dinner & Entertainment

- Join us on the terrace!
- Thousands of dollars in prize giveaways from our partners and sponsors...BUT...you have to be in attendance to win!
- Akita Funk Band - Local to North Carolina
- Akita Funk’s vibrant sound seamlessly blends the upbeat energy of funk trailblazers Lettuce, the soul and intensity of psychedelic rock legend George Clinton, and the genre-bending power of Earth, Wind & Fire.

Take a minute and give us your feedback....

- We can’t get better unless we hear from you!
- Please help us all out and answer these 7 short questions.