

Brand Management, Events

Overview:

A well known Global Cybersecurity and Emerging Technology Community, CyberTECH was in need of a Marketing Director to manage the company brand, assist in the development of new brands, manage and maintain the website, and assist in the promotion, planning and execution of national thought leadership events.

Work Completed:

MaFe was responsible for developing the company's monthly newsletter and email campaigns, assisting in the development of company logos and brand materials, maintaining the website, and promoting and executing the company's national events.

Monthly Newsletter:

- Monthly newsletter
(See all past newsletter here - <http://cybertechnetwork.org/newsletter>)

Website:

- Maintain company website - <http://cybertechnetwork.org/>
- Maintain company member profiles - <http://cybertechnetwork.org/communitymembers/>
- Develop and maintain company blog - <http://cybertechnetwork.org/blog/>

National Events:

- Develop, promote and execute over 20 national Securing the Internet of Things (SIOT) events - <http://cybertechnetwork.org/siotforum>
- Develop event programs and agenda
- Send outbound promotional communications
- Develop and manage event registrations

Branding:

- Develop company incubator/shared workspace logos
- Develop company promotional flyers, posters, and other Marketing materials

Examples of Work Completed





Since October 2013, CyberTECH has partnered with national and local, public and private organizations to produce over 20 national Securing the Internet of Things (SIOT) events and over 80 local security and IoT events bringing together leading industry stakeholders and key decision makers to explore various aspects of IoT and emerging technology security and privacy. We are excited to introduce the SIOT™ format featuring the following events being produced at major events across the nation:

- SECURING THE INTERNET OF THINGS (SIOT) MASTERS**
Tuesday, August 2
Charlie Palmer Steak House | Four Seasons
10:00 AM - 4:00 PM
- CYBER-HOT BANGERS AND MASH WEEK ROUNDTABLE**
Wednesday, August 3
P.F. Chang's | Monday Day
8:30 AM - 10:30 AM
- CYBER CISO ROUNDTABLE DINNER**
Thursday, August 4
Charlie Palmer Steak House | Four Seasons
6:00 PM - 8:00 PM

CORPORATE SPONSORS



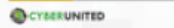
COMMUNITY SPONSORS



MEDIA SPONSORS



PROGRAM SPONSORS



Registration Link: <http://cybertech360.eventbrite.com>
 www.cybertechnetwork.org/iotforum
 1855 First Avenue, Suite 103
 San Diego, CA 92101



2016 Calendar of Events

- Jan 12 Security Table Breakfast - Recruiting the Cyber Workforce
- Jan 28 Securing the Internet of Things: Data Privacy Day 2016 Sacramento
- Feb 12 Security Table Breakfast - Connect & Protect
- Feb 25 Securing the Internet of Things Masters: RSA 2016 San Francisco
- Mar 1 Cyber + IoT Bangers & Mash eWeek Roundtable Breakfast
- Mar 2 Cyber CEO Roundtable VIP Dinner
- Mar 10 IoT Meetup - The Rise of Machine Learning
- Mar 10 Video Game Developers Refresh Meetup
- Mar 17 IoT Meetup Seattle - Smart & Safe Cities
- Apr 14 CSOpen Roundtable - Bio & Healthcare Security by Design
- May 17 IoT Meetup - Smart & Safe Cities
- June 14 SDGW Startup Table Breakfast - Best of Startup Week
- June 17 SDGW Spotlight Friday Pitch Night
- July 23-24 Comic-Con Hackathon - Summer GameFest 2016
- Aug 2 Securing the Internet of Things Masters: Black Hat 2016 Las Vegas
- Aug 3 Cyber + IoT Bangers & Mash Breakfast
- Aug 4 Cyber CISO Roundtable VIP Dinner
- Sept 7 CSOpen Roundtable - Connecting Smart & Safe Cities
- Sept 20 Security Table Breakfast - Drones: Securing Sensitive Spaces
- Oct Cyberfest 2016
- Oct CyberMaryland 2016 Cyberfest
- Nov 10 Good Neighbor Taste of San Diego
- Dec 6 IoT Meetup - 3D Printing: Building the World Around Us

www.cybertechnetwork.org @CyberfestSD
 Sign up and check out event details by joining the CyberTECH Meetup Group



2016-2017 EVENTS

- Sacramento**
January 28 | LeLand Stanford Mansion
Data Privacy Day 2016
Securing the Internet of Things Masters
- San Francisco**
February 23 | The Blue Box Renaissance
Securing the Internet of Things Forum
- Las Vegas**
August 2 | Mandalay Bay
Securing the Internet of Things Masters
- San Diego**
October
Cyberfest 2016
Securing the Internet of Things
- Baltimore**
October
CyberMaryland 2016
Securing the Internet of Things Forum & Cyberfest
- Las Vegas**
January 5
CSOpen 2017
Securing the Internet of Things Masters

ABOUT

Now in its fourth year, the CyberTECH Securing the Internet of Things event (SIOT) features global thought leaders, industry experts and luminaries exploring the IoT phenomenon from the private, government and academic perspectives. Topics including IoT security, privacy, innovation and the influence of policy provide forward thinking and actionable intelligence in an exciting, competitive marketplace.

www.cybertechnetwork.org/iotforum
 @CyberfestSD

SIOT SUSTAINING PARTNERS:



COWORKING COMMUNITY

EXCLUSIVE SPECIAL
FREE ONE DAY PASS
CYBERTECHNETWORK.ORG/DAY

ABOUT NEST™
NEST™ includes over 16,000 sq. ft. of full service coworking space and incubators located in the Mangrove Building in Barbers Hill adjacent to Downtown San Diego. Incubator spaces are centers of technical excellence for cybersecurity, IoT and other emerging technologies.

CONTACT
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cybertechnetwork.org

Logos for NEST, CyberHive, iHive, and HIA3.

CYBERTECH Presents

ihive Launch

Followed by **SAM FEST**
STARTUPS + ART + MUSIC

June 17, 2014
1855 1st Avenue, First Floor
San Diego 92101
12:00 pm - 8:00 pm
<http://event.cohabitations.com/samfest>

Logos for various sponsors including Intel, Cisco, and others.