

**PR            Genome            Webinar:  
Cybersecurity 101 and What  
Your Agency Needs to Know**



# CYBERSECURITY

## 101

# AND WHAT YOUR AGENCY NEEDS TO

## Webinar Overview

From cyber extortion, to ransomware to malware, a cyber attack can be devastating, often resulting in the loss of revenue, interrupted business continuity and significant damages to both brand reputation and corporate morale. While many public relations agencies provide crisis communications for clients experiencing a breach – they are not immune to cyber attacks that put their own data at risk. It is critical for public relations agencies to take a proactive approach to cybersecurity – understanding the full threat landscape and preparing all departments and internal stakeholders to react

quickly and work together when an incident occurs.

This webinar will overview real-life cybersecurity scenarios and best practices for every angle of cyber attack response including legal, technical and corporate communications.

## **Panelists include:**

Sandra Fathi, President, Affect

Vincent Martinez, Partner, K&L Gates

**Thursday, May 4, 2017**

**12:00 PM – 1:00 PM EST**

**This webinar is free for members of the PR Council, and \$100 for nonmembers.**

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