

# SAFEGUARDING YOUR BUSINESS FROM 2022's CYBERTHREATS

## STRATEGIES AND TECHNOLOGIES TO PROTECT YOUR BUSINESS

Presented by **GENE MARKS**



**Currently a \$1.5 trillion market, the cyber crime economy continues to grow. Is your business prepared with the security it needs to protect against a cyber attack?** In 2022, the workforce is more virtual than ever, making cybersecurity a priority for every business. Join nationally recognized journalist, best-selling author, and business owner Gene Marks CPA for a fast paced, entertaining and data filled presentation where he will share with you advice, lessons and actions to position your company for security in the years to come.

### During this lively presentation Gene will cover the following topics:

- ✓ A look at how cybersecurity has changed during the pandemic and why cyber attacks are increasingly on the rise.
- ✓ The biggest and latest threats in 2022 that business owners are facing in this new hybrid, virtual world such as ransomware, phishing/SMiShing, Internet of Things, and reputation implications.
- ✓ How business owners can protect themselves, their business, and employees through training, security software, password management, multi-factor authentication, backups, VPN, managed services providers, and operating system upgrades.
- ✓ The importance of employee training: The biggest cause of data breaches and malware attacks is employee error. And the biggest reason why so many employees are making errors is because they're not satisfactorily trained.
- ✓ The new and latest software technologies that your business can begin implementing and investing in today to ensure security for your entire business for the future.
- ✓ Workspace collaboration tools to migrate and manage all your business data in one secure place and more.

"Our group loved you last year. You got the highest score of any speaker."



**David Perry**, Executive Editor  
Furniture Today

"We got some preliminary results back from our follow-up survey, and Gene was our top ranked speaker. He did a great job, the content was highly accessible, and he was really nice to work with"



**Dan Marx**, Director of Content Development  
Specialty Graphic Imaging Association

Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

Book Gene for your keynote or breakout session



**CALL CARYN TODAY**  
**(610) 675-7648**

[Click here to e-mail Caryn directly.](#)

**See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)**



# GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.

*The New York Times*   *The Washington Post*  
**THE HILL**   *The Philadelphia Inquirer*   **Forbes**   **Entrepreneur.com**   *The Guardian*

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, Forbes, Inc. Magazine, Entrepreneur Magazine and The Guardian.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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Gene was a huge hit. I commented “what a way to close the conference.”

**Lynn Smith**, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

**Susan A. Denston**, QAS, Executive Director, Process Equipment Manufacturers' Association

I would say in my 30 years of attending presentations, yours was THE MOST: valuable, relevant, properly paced, perfect amount of info; not too much, but enough, excellent humor, and perfectly executed presentation I have experienced. Thank you! I'll look for your book!

**Jill Keim**, Vice President Relationship Manager, First Merchants Bank

