

CONFERENCE BULLETIN

Presented by:



Register Today!

8:00 a.m. Registration/
Continental Breakfast
8:30 a.m. Program
12:00 p.m. Adjournment

For additional information,
Please call or e-mail:

Program: Cris Goncalves
908-272-8500, ext. 630
cgoncalves@njbankers.com

Sponsorships: Jenn Zorn
908-272-8500, ext. 611
jzorn@njbankers.com

Registration: Diane Starr
908-272-8500, ext. 600
dstarr@njbankers.com

Follow us on:



Updated: March 23, 2016

New Jersey Business Leadership Cyber & Reputation Summit Crowne Plaza Monroe, Monroe Township, NJ Monday, April 11, 2016

Cyber-attacks are one of the most complex, frustrating and expensive global business problems today. This global pandemic costs business billions of dollars annually as well as diminishing trust, integrity, brand and equity value.

Join the NJBankers, New Jersey Chamber of Commerce and New Jersey Credit Union League for this one day Cyber & Reputation Summit where industry leaders will discuss how you can protect your business from cyber-attacks.

Issue Background

Every minute of every day a bank, company, institution or individual is cyber attacked or digitally assassinated.

What can be done to the world's most powerful governments can certainly be done to you, your family, your company or your organization. CEOs, board directors, business leaders and their organizations are prime targets of cyber and digital attacks. The reason? Technology amplifies human malice on the Internet. Businesses large and small are reeling from their attacks by Internet thieves, some state sponsored. These digital assassins inflict instant havoc, causing financial damage to infrastructure, employee morale, credibility, brands, reputations as well as loss of sales and equity value.

When hackers infiltrate networks and systems, they gain access to the most sensitive financial information in the western world. In the United States, this problem is now large enough to become a top focus for the Federal Bureau of Investigation, which is why it should be the top issue for business leaders.

Thank you to our sponsors:



CONFERENCE BULLETIN, continued

**New Jersey Business Leadership Cyber & Reputation Summit
Crowne Plaza Monroe, Monroe Township, NJ
Monday, April 11, 2016**

- 8:00 a.m. **Registration and Continental Breakfast**
- 8:30 a.m. **Welcome/Introduction of Program**
- 8:35 a.m. **Cyber-Attacks:
How vulnerable are you?
Bray Barnes, Director
National Cybersecurity Institute (NCI)**
- 9:05 a.m. **Q & A**
- 9:20 a.m. **Digital Assassination:
Protecting Your Business, Brand, or Reputation Against Online Attacks
Richard Torrenzano, Chairman and CEO
The Torrenzano Group**
- 9:50 a.m. **Q & A**
- 10:05 a.m. **Networking Break with Exhibitors**
- 10:25 a.m. **What do You do When Your Company is Cyber Attacked?
Bray Barnes, Director
National Cybersecurity Institute (NCI)**
- 10:55 a.m. **Q & A**
- 11:05 a.m. **Specific Steps to Protect Yourself and Your Family
Richard Torrenzano, Chairman and CEO
The Torrenzano Group**
- 11:35 a.m. **Q & A**
- 11:45 a.m. **Closing Remarks**
- 12:00 p.m. **Adjournment**

CONFERENCE BULLETIN, continued

New Jersey Business Leadership Cyber & Reputation Summit
Crowne Plaza Monroe, Monroe Township, NJ
Monday, April 11, 2016

SPONSORSHIPS AVAILABLE

LEVEL	AMOUNT	INCLUDES
PRESENTING SPONSOR* <i>*limited time offer; limited to one partner</i>	\$25,000	<ul style="list-style-type: none"> • Exclusive: 2 minute talk about company before coffee break • Logo recognition on screen at break • Signage at event • Logo recognition in web registration and mailings • Company profile in program guide • Marketing materials distributed to attendees at registration • 20 complimentary registrations • Podium recognition • Table at event for company promotional materials
DIAMOND SPONSOR	\$10,000	<ul style="list-style-type: none"> • Logo recognition on screen at break • Signage at event • Logo recognition in web registration and mailings • Company profile in program guide • 7 complimentary registrations • Podium recognition • Table at event for company promotional materials
PLATINUM SPONSOR	\$5,000	<ul style="list-style-type: none"> • Logo recognition on screen at break • Signage at event • Logo recognition in web registration and mailings • Company profile in program guide • 4 complimentary registrations • Podium recognition • Table at event for company promotional materials
SILVER SPONSOR	\$2,500	<ul style="list-style-type: none"> • Signage at event • Logo recognition in web registration and mailings • 2 complimentary Registration • Podium recognition
BRONZE SPONSOR	\$1,000	<ul style="list-style-type: none"> • Signage at event • Logo recognition in web registration and mailings • 1 complimentary registrations • Podium recognition

SPONSORSHIPS: To Discuss Sponsorship Levels or to Send Completed Form and Company Logo (high res .jpg/.eps) contact: Jenn Zorn, Senior Vice President/Director of Education and Business Development, New Jersey Bankers Association, 411 North Avenue East, Cranford, NJ 07016 jzorn@njbankers.com. Secure Fax: 908-272-2720

PAYMENT METHOD

AmEx Visa MasterCard Discover Check

(To ensure your space, please fax form even if mailing with a check.)

Card # _____

Name on Card _____

Exp. Date _____ CCV# _____

Signature _____

Grand Total of Sponsorship: \$ _____

CONFERENCE BULLETIN, continued

REGISTRATION

New Jersey Business Leadership Cyber& Reputation Summit

Date: Monday, April 11, 2016

Registration: 8:00 a.m. – 8:30 a.m.

Program: 8:30 a.m. – 12:00 p.m.

Location:

Crowne Plaza Monroe
390 Forsgate Drive
Monroe Township, NJ

TO REGISTER

By Mail:

New Jersey Bankers Association
411 North Avenue East
Cranford, NJ 07016

By Fax:

908-272-2720

Online:

www.njbankers.com

Questions?

908-272-8500

Registration Information: Program fee includes seminar materials and Continental Breakfast. The deadline to register is **March 28, 2016**. Cancellations received prior to the registration deadline will be assessed an administration fee of \$25 per registrant. After **March 28, 2016**, refunds will not be granted, but substitutions are welcomed. All cancellations must be submitted in writing.

In case of inclement weather, please call the New Jersey Bankers Association office after 6:30 a.m. for a message on cancellation.

Dress Code: Business casual attire is appropriate.

Follow Us On:



Attendee One

Name: _____ Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

**E-mail: _____

****Note, all handouts will be emailed prior to seminar**

Attendee Two

Name: _____ Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

**E-mail: _____

****Note, all handouts will be emailed prior to seminar**

Attendee Registration Fee:

- NJBankers member - \$150
- Non-member* - \$150

I will require special accommodations needs to participate.

Please List: _____

PAYMENT METHOD

AmEx__ Visa__ MasterCard__ Discover__ Check __

Name on Card _____

Card # _____

Exp. Date _____ CCV# _____

Phone # _____

Signature _____

**If you are not a member of NJBankers and would like to join, contact Jenn Zorn, 908-272-8500, ext. 611.*

CONFERENCE BULLETIN, continued

Speakers



Richard Torrenzano, chief executive, The Torrenzano Group, a reputation and high-stakes issues management firm that helps organizations “take control of how they are perceived™.” He is a recognized leading thinker and expert on crisis, reputation, brands and social media.

For almost a decade, he was a member of the New York Stock Exchange’s Management (policy) and Executive (operations) Committees. He has managed some of the most visible global corporate crises in our lifetime.

He co-authored the award winning, bestselling and game changing book: *Digital Assassination: Protecting Your Reputation, Brand, or Business Against Online Attacks*, St. Martin’s Press-Macmillan. Please visit: www.torrenzano.com



Bray Barnes, director, National Cybersecurity Institute (NCI), Washington, DC, focuses on training, education and policy — serving governments, military, law enforcement and industry. He also serves as senior advisor to GSIS consulting, whose principals are former top officials of the Department of Homeland Security, (DHS).

He is an attorney with more than 30 years’ military and law enforcement background, and received two US Presidential appointments.

Bray served as DHS senior executive director (years) and had oversight responsibility for training and education for more than 200,000 federal employees, including the Secret Service, Customs and Border Protection (CBP), Federal Emergency Management (FEMA), Transportation Security Administration (TSA), US Immigration & Customs Enforcement (ICE), and Coast Guard.

He was chairman of the DHS Law Enforcement Council and recently served as a member of the DHS Cyber Focus Group. Please visit:

www.nationalcybersecurityinstitute.org