



A (PARTNER NAME) and McAfee Best Practices Workshop Seminar Series

Cybercrime is up, the threat landscape is changing, the weak economy is impacting your business, resources are tight, and you have to manage costs even more closely. Attend this Informative seminar you will learn:

- 1. The five key security risks that small to medium businesses face
- 2. The rise of cybercrime in this economic climate
- 3. How to manage security in just 15 minutes a day to get the most out of limited IT resources and budgets.

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The information-packed topics include:

- **Introduction to the “5 Ways In”:** Small and medium sized businesses are challenged on a daily basis to provide the right level of security in the face of growing impact and cost of cybercrime, while balancing the practical realities of limited time, resources, and budget. Learn about the 5 key security risks that companies of your size are asked to tackle and how to protect themselves from the different threat vectors.
- **Exposing the Threats to the SME:** Learn how the emerging underground economy is changing the types of threats and exploiting the vulnerabilities in your network and how you can protect your critical information from malware, increased levels of spam, and data breaches
- **Making it Real—Hacker Exposed:** See a demonstration of today’s most advanced attacks and exploits. Be amazed with the latest tactics and just how simple it is for cybercriminals to penetrate holes within the best defended networks. You will learn the proper countermeasures to protect your business against such attacks.
- **“15 Minutes to Security” Workshop:** In this 90 minute discussion we will take a look at how you can manage your IT Security by using the McAfee 15 minutes to Security practice, walk through the calendar of events and review each step in detail—providing an approach you can take to managing security in your business.

Agenda Overview

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|----------------|--|
| XX:00 to XX:40 | Registration |
| XX:40 to XX:45 | “5 Ways In” Introduction |
| XX:45 to XX:00 | Exposing the Threats to the SME |
| XX:00 to XX:30 | Making it Real—Hacker Exposed! |
| XX:30 to XX:45 | Break |
| XX:45 to XX:XX | “15 Minutes to Security” Workshop: A practical approach to securing your business |
| XX:15 to XX:30 | McAfee’s Role in Helping You |

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DATE
Month XX, 2009

LOCATION
Location Name
Street Address
City, State, 12345

Free Gift for Attending

Attend this information-filled [breakfast or luncheon] and receive a **free**, 1 year subscription to McAfee® Total Protection — a \$79.99 value.



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