



## Shakira M. Brown

### **Bewitching Effective Communications to Frame your Cyber Security Agenda**

During a time of high-profile breaches and crippling cyber attacks it is clearer than ever that such an incident could cripple customer trust of any brand long term to staggering lows and have very serious implications on the overall business. Still senior leaders and boards may still need to hear and understand a strong business case to agree to invest in the data infrastructure necessary to institute the safeguards that will help prevent a cyber security disaster. In this instructive lecture, Shakira M. Brown award-winning Branding & Communications Strategist ([shakirabrown.com](http://shakirabrown.com)) will deliver in her unique perspectives strategies to help cyber security pros effectively communicate their intended network data approach to non-tech focused executives to help them understand the WHY and HOW so they will become champions for the execution of their team's network security implementation roadmap. In this presentation, attendees will learn: -Earn respect for your ideas through leveraging Conversational leadership methods that encourage trust and close working relationships with senior leaders while creating a pathway for you to align with like-minded board members to assist you in achieving your intended goals -How to speak about network security without the use of jargon -Learn to use storytelling techniques to simplify explanations of problems and solutions -Discover the power of "listen-driven" communications tactics to help you make the connection between your company's financial outlook and organizational business goals already in motion to the negative impact of a potential network breach or related down time.

## Biography

Shakira M. Brown is an award-winning Branding & Communications expert and Founder & CEO of SMB Strategic Media LLC ([www.pradviser.net](http://www.pradviser.net)), a firm that helps small business owners get to the heart of why the customers/clients buy their goods and service helping them clarify their message via strategic brand messaging. The company helps businesses convey their competitive advantage with custom public relations and content development services to help them stand out in their market. Shakira is also the founder creator of The Functional Entrepreneur™ philosophy and marketing consulting for America's Small Business Development Center at The College of New Jersey. Shakira has nearly 25 years of experience in public relations, television production, branding, marketing and website strategy. She has won over 13 industry awards in various disciplines for her work and is a frequent business speaker at professional conferences ([www.shakirabrown.com](http://www.shakirabrown.com)). Known as "The Small Biz Whisperer," she is the host of [Moment Masters Show Small Business Podcast](http://www.momentmasters.com) ([www.momentmasters.com](http://www.momentmasters.com)) available on iTunes and Google Play, among others and she is also a contributing writer for [Black Enterprise.com](http://BlackEnterprise.com).