

Security Innovation

October 25th Ed Talks

Email 1:

Subject: Predictions 2023: Cloud Security Magic 8 Ball Weighs In

Body:

As each year becomes more unpredictable, our security responses have only grown more important. But when organizations don't have a robust history with specific security tools, it can be difficult to identify what is coming on the horizon. That is why, for our latest Ed Talks, I am bringing together three of the best cloud security experts in the cyber industry to offer insightful predictions for 2023.

"Predictions 2023: Cloud Security Magic 8 Ball Weighs In"

[Date/Time/Register]

These cloud security experts have a deep understanding of the issues facing your organization and the industry at large:

- Matthew Rosenquist: CISO of @Eclipz and 20-year Intel cybersecurity strategist with over 30 total years of experience
- John Yeoh: Global Vice President of Research at @Cloud Security Alliance with expertise in cybersecurity, cloud computing, information security, and next-generation technologies
- Shira Rubinoff: President & Co-Founder of @Prime Tech Partners, CSO Woman of Influence, and author of "Cyber Minds" published by Packt Publishing

Good predictions come down to a firm understanding of circumstances and industry: what and how should we prioritize the upcoming year based on the realities we've seen in past ones?

Thankfully, these experts have an answer. Join us if you'd like some answers, too.

Best,

[Signature]

Email 2:

Subject: It Is Certain: 2023 Will Be the Year of Cloud Security

Body:

For many organizations, the future is unknowable when it comes to cloud security. That's why we're bringing together three prognosticators who have been doing this longer than many cybersecurity organizations have been around. With wide-ranging topics and valuable insights, this is the fortune teller reading you won't want to miss.

Join us on **[Date, Time]** to receive insights the competition will never see coming:

"Predictions 2023: Cloud Security Magic 8 Ball Weighs In"

[Date/Time/Register]

Each of our fortune tellers has a track record of success:

- Matthew Rosenquist: CISO of @Eclipz and 20-year Intel cybersecurity strategist with over 30 total years of experience
- John Yeoh: Global Vice President of Research at @Cloud Security Alliance with expertise in cybersecurity, cloud computing, information security, and next-generation technologies
- Shira Rubinoff: President & Co-Founder of @Prime Tech Partners, CSO Woman of Influence, and author of "Cyber Minds" published by Packt Publishing

Are these answers guaranteed to be better than if you asked them into your childhood Magic 8-Ball? "It is decidedly so."

Get your registrations in and get ready for a great time.

Best,
[Signature]

Email 3:

Subject: Ed Talks: Fortune Favors the Bold

Body:

There are so many predictions about the future of cloud security, it has almost become a cottage industry. But what many of these prognosticators lack is the willingness to make concrete predictions about the key priorities that need to be put into practice or the doom and gloom predictions are sure to come true. Luckily, we've found three cloud security experts ready to go on the record.

"Predictions 2023: Cloud Security Magic 8 Ball Weighs In"

[Date/Time/Register]

Discover the forecasts our three cloud security experts think are sure to come true in 2023:

- Matthew Rosenquist: CISO of @Eclipz and 20-year Intel cybersecurity strategist with over 30 total years of experience
- John Yeoh: Global Vice President of Research at @Cloud Security Alliance with expertise in cybersecurity, cloud computing, information security, and next-generation technologies
- Shira Rubinoff: President & Co-Founder of @Prime Tech Partners, CSO Woman of Influence, and author of "Cyber Minds" published by Packt Publishing

They will be offering predictions across many topics, including: what will it take to implement zero trust in the cloud? If CSPs offer better training, will cloud misconfigurations decrease? What phishing threats should organizations be on the lookout for when it comes to the cloud?

These answers and more are coming to you **[Date, Time]** so make sure you sign up soon. And remember: fortune favors the bold.

Best,
[Signature]

Email 4:

Subject: The Future on the Horizon—EdTalks: Predictions 2023: Cloud Security Magic 8 Ball Weighs In

Body:

If you're looking for predictions on cloud security unlike any other, you've come to the right place. It's easy for "insiders" to make lofty predictions about outcomes that will never happen, but what about the scenarios we know we can take steps for today?

With three of the best cloud security experts in the business, this EdTalks promises to help ready your organization for the coming year.

“Predictions 2023: Cloud Security Magic 8 Ball Weighs In”

[Date/Time/Register]

You won't find these cloud security insights anywhere else:

- Matthew Rosenquist: CISO of @Eclipz and 20-year Intel cybersecurity strategist with over 30 total years of experience
- John Yeoh: Global Vice President of Research at @Cloud Security Alliance with expertise in cybersecurity, cloud computing, information security, and next-generation technologies
- Shira Rubinoff: President & Co-Founder of @Prime Tech Partners, CSO Woman of Influence, and author of "Cyber Minds" published by Packt Publishing

Time is running out, but you still have time to register. If you're looking for a roadmap through 2023, this is the chance to give yourself a head start.

Best,
[Signature]

Social Posts (LinkedIn) – For Speakers

***Add appropriate hashtags and links**

LinkedIn

He may not have a crystal ball, but @Matthew Rosenquist is ready to discuss the future of cloud security on #EdTalks. With cloud security poised to become an essential tool for every organization's cyber defense, preparation is key. That's why we're bringing you “Predictions 2023: Cloud Security Magic 8 Ball Weighs In.” Tune in as Matthew and our other cloud security experts peer into their magic 8-Balls. Join us on **[Date, Time]: [Link]**

Twitter

Some crystal balls are better than others. And when it comes to prognostications about cloud security, @Matthew Rosenquist is one of the best. Join us for “Predictions 2023: Cloud Security Magic 8 Ball Weighs In” and don't wait to sign up: **[Link]**

LinkedIn

The question isn't what @John Yeoh knows about cloud security—as the Global Vice President of Research at @Cloud Security Alliance, he's seen it all. The better question is: when John peers into his Magic 8-Ball, what does he predict for 2023? Get ready for an #EdTalks fortune-

telling session you won't want to miss, "Predictions 2023: Cloud Security Magic 8 Ball Weighs In." On **[Date, Time]**, get an insight into the future of cloud security: **[Link]**.

Twitter

When it comes to forecasting, cloud security expert @John Yeoh is as good as they come. On the latest #EdTalks, "Predictions 2023: Cloud Security Magic 8 Ball Weighs In," what will he prognosticate for 2023? On **[Date, Time]** you'll be the first to know: **[Link]**

LinkedIn

Is a CSO Magazine's Woman of Influence as good at predicting the future as she is at shaping it? Well, why not both? Join our latest #EdTalks as @Shira Rubinoff discusses what organizations should be prioritize in cloud security for 2023. Find out how the shift from CSPs to cloud app providers and users will affect you moving forward: **[Link]**

Twitter

CSO Magazine's Woman of Influence, @Shira Rubinoff, is one of three cloud security experts for the latest #EdTalks "Security Cyber Predictions 2023: Cloud Security Magic 8 Ball Weighs In." Is this a panel worth watching? All signs point to yes: **[Link]**

LinkedIn

This next #EdTalk is all about the future, which means get ready for predictions on zero trust, developer trends, misconfiguration mistakes, phishing attempts, and more. If you're looking to get a jump start on the upcoming year, then join us for "Predictions 2023: Cloud Security Magic 8 Ball Weighs In." On **[Date, Time]**, CEO @Ed Adams is bringing together three cloud security experts who know a thing or two about the future:

@Matthew Rosenquist: CISO of @Eclipz and 20-year Intel cybersecurity strategist

@John Yeoh: Global Vice President of Research at @Cloud Security Alliance

@Shira Rubinoff: President & Co-Founder of @Prime Tech Partners and CSO Woman of Influence

Twitter

Join @Ed Adams as he welcomes @Matthew Rosenquist, @John Yeoh, and @Shira Rubinoff for "Predictions 2023: Cloud Security Magic 8 Ball Weighs In." The future is at #EdTalks: **[Link]**.

Social Posts – Industry Stats

LinkedIn

According to @swisscyberinst, the past few years have seen training and staff expertise stand as the biggest barriers to fast adoption of cloud solutions. Will industry experience take a giant step forward this upcoming year? Or will the same old patterns bog down the impact of cloud security solutions? Join CEO @Ed Adams and three experienced cloud security experts to talk

“Predictions 2023: Cloud Security Magic 8 Ball Weighs In” **[Date, Time]**. What does your future hold: **[Link]**

Twitter

When it comes to barriers to fast adoption of cloud solutions, training and staff expertise are at the very top. Is it possible to improve adoption and solutions in the coming year? To find out, join us on our latest #EdTalks at **[Date, Time]**.

LinkedIn

A report from @Forbes predicts that the number of global developers will reach 45 million by 2030. With so many developers on the horizon, how should organizations adjust to transition to cloud-native computing? Join CEO @Ed Adams and three other cloud security experts for #EdTalks to debate the state of developing. Come visit “Predictions 2023: Cloud Security Magic 8 Ball Weighs In” on **[Date, Time]**: **[Link]**

Twitter

A report from @Forbes predicts that the number of global developers will reach 45 million by 2030. What about the next 12 months? Join CEO @Ed Adams and three cloud security experts for “Predictions 2023: Cloud Security Magic 8 Ball Weighs In”: **[Link]**

LinkedIn

@Gartner has predicted that by 2025, 99% of all security breaches will be the fault of customers. Therefore, the question on everyone’s mind is: how can we mitigate cloud misconfigurations in the coming year? To learn more, join us on #EdTalks as CEO @Ed Adams and three other cloud security experts peer into their Magic 8-Balls to provide you with the future of cloud security. On **[Date, Time]**, be ready for “Predictions 2023: Cloud Security Magic 8 Ball Weighs In”: **[Link]**

Twitter

@Gartner has predicted that by 2025, 99% of all security breaches will be the fault of customers. Is it possible to substantially mitigate these cloud misconfigurations? Join our upcoming #EdTalk to learn what to expect in cloud security this year: **[Link]**