



CYBER ATTACK

\$35 per person

## SECURITY AND COMPLIANCE

# You've Been Breached!

AN INTERACTIVE INCIDENT RESPONSE SIMULATION

This interactive simulation will engage you as an audience and task you with navigating the many challenges associated with suffering a security incident that results in a major data breach.

This unique simulation focuses on the point at which the incident begins and follows a multiple-choice escalation path that can result in one of several outcomes. Along the way, participants will receive a unique education where they will be placed in the shoes of a business executive during a breach, weighing difficult decisions, conversing with a panel of industry experts and ultimately deciding the fate of their organization.

### REAL-TIME EVENTS

Sikich has leveraged the full breadth of our security and incident response expertise, gained through a combined 25+ years of experience both professionally hacking into companies as well as conducting incident response engagements after an attack has occurred, to generate a breach simulation that mimics the most cutting-edge and sophisticated attacks we see wreaking havoc on organizations around the world. Our simulation combines different methods of attack, including phishing, PowerShell and ransomware, to create a multifaceted incident.

While giving you a new appreciation for the necessity of a quality incident response plan, this simulation will also aid in understanding how these attacks happen, how they can damage your organization, and what best practices can help you avoid becoming a breach statistic.

### THE PARTICIPANTS

Sikich intends to educate, challenge and intrigue you as the participant in the simulation. Whether it be your entire organization, key members of your incident response team or as industry knowledge with partners, participants will be given the reins and called upon to contribute to the discussion by helping to make important decisions in responding to the simulated breach.

### THE OBJECTIVES

Participants will be provided with a set of objectives to help guide their decision-making process throughout the simulation. The objectives are based on those of real companies that faced actual breach situations. They are also designed to help participants redefine incident response objectives for their own organizations.

### THE PANEL

When an organization is attacked, there are several external entities that play a role in the life cycle of the breach. Sikich has put together a panel of experts from organizations that you would likely encounter during a breach that will provide real-life stories and feedback to heighten the simulation experience. These experts will also act as coaches and lifelines from which your audience can solicit advice and guidance. Key players on our panel may include third-party incident response team members, specialized legal counsel, agents from the Federal Bureau of Investigation (FBI), cyber insurance representatives and even the attacker!

## SIGN UP

To sign up, please visit:  
[go.bitlyft.com/sim-event-gr](https://go.bitlyft.com/sim-event-gr)

March 20th @ 2:00PM EST

Watermark Country Club  
5500 Cascade Rd SE  
Grand Rapids, MI 49546

## SPONSORS

**BitLyft**  
CYBERSECURITY

**FOSTER SWIFT**  
FOSTER SWIFT COLLINS & SMITH PC || ATTORNEYS

**The  
Campbell  
Group**

 **ACRISURE** Agency Partner

 **SIKICH**®