

All Things Mobile

Friday, August 19, 2011, 8:30 am - 5:00 pm

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Rocky Mountain Information Management Association
and
Society for Information Management



Come hear the latest and greatest on mobility trends, threats, best practices to avoid a data breach, and learn what the leading industry experts are saying. From Ponemon Institute:

- Average data breach costs \$7.2 million
- Cost pre-record breached \$214

Mobile computing gadgets have created a perfect storm for IT professionals. Smartphones and tablet computers exacerbate the risk of data loss due to malware, device loss or theft, Wi-Fi hacks or employee misconduct. Mobile devices make it easier for people to access data from anywhere at any time. Easy access opens a company to data losses and breaches. In the 2011 Verizon/USSS Data Breach report, the number of breaches is significantly up against small businesses. Additional key findings are listed below:

- 83% of victims were targets of opportunity (no change from previous year's estimates)
- 92% of attacks were not highly difficult (+7%)
- 96% of breaches were avoidable through simple or intermediate controls

A full day of learning and exploration into the latest IT mobile and web trends and technologies that will benefit your business and help you drive your mobility and web initiatives in the right direction all year long.

- What are the high-priority mobility issues for the year to come?
- What should you do now to prepare your web and mobile application business?
- How are your colleagues already embracing new technologies, such as mobile devices and collaborative communications to gain a competitive edge?

This is your chance to hear from the industry and academic speakers as they reveal all they know about new mobility and web trends, threats and risks to avoid or mitigate, and best practices for navigating your business - in just one day.

Event Highlights:

- A streamlined agenda with technology topics and designed for maximum learning in minimum time.
- Real-world information you need from our speakers and presenters: the industry's leading mobile and web experts, practitioners, and experienced, high-profile end users.

Agenda

- 8:30 Coffee & Registration
- 9:00 Keynote Speaker, *Ubiquitous Insecurity: Challenges in Securing Mobile Workforce*
- 10:00 Legal Issues & Risk Associated with a Data Breach: Into the Breach
- 10:55 University & Start-up Presentations on Mobility (15 minutes per speaker)
- 12:00 Lunch, Networking, and **Book Signings** – *Data Breach & Encryption Handbook* and *Turn On All The Lights*
- 12:45 Lightning Talks on Application Mobility
Keynote Denim Group - Smart Phones with Dumb Apps - Threat Modeling
Symantec - Multi-Layer Security Strategy
Coalfire - Botnet Trends 2011
Fishnet - Securing the Mobile Workforce
- 4:30 Update from Colorado Labor & Employment
- 4:55 Conclusion

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