

UNIVERSE 2024 HIGHLIGHTS

Friday, July 19th – 10am–5:15pm

10:00AM TO 10:45AM

Session One: Beyond tomorrow - Thriving and winning even when AI threatens to leave your team replaced, displaced, and unemployed

Speaker: Bruce McCully

AI is casting a shadow over the MSP market. Do you see it? Here's a scary thought. Right now, you're training AI to do your job. You're asking it to write and fix scripts, and to train tools like Intune. Ready for something even scarier? Imagine a day when there are no more computer problems because the system is self-healing. How do you prepare yourself for this day?

A solid strategy and a new approach.

In this session, I'm going to share a few simple steps you can take to properly protect yourself, your career, and your company from this brave new world. I am going to give you a path out of the AI shadow.

The only way to thrive in a future where AI exists is to be smarter. Time for a new strategy that will keep your team from being replaced, displaced and unemployed. Are you ready?

10:45AM TO 11:30AM

Session Two: Stakeholders need proof: Demonstrating the effectiveness of your security program

Speaker: Bruce McCully, Eric Near

Everyone is looking for one thing: progress. Whether it's a stakeholder, regulator, employee (both users and admins), or even you, moving forward is what counts. But how do you demonstrate progress is happening? Do all parties involved understand and agree on what progress should look like? Will they see your work as adding value? How will you continue to focus on improving their security program?

These are all critical in communicating updates within a security program. Communication can often be the hardest part of the job, but it doesn't have to be. We are going to show you a new method, one with very specific KPIs, that will help you communicate improvement, progress and a clear security vision. Security is the journey, and progress is the motivator that helps people stay on it. We will show you how to dynamically communicate your progress and keep everyone engaged.

CEO: Strategic Advantage: Discover new cybersecurity and compliance product offerings that can differentiate your MSP in the market, attracting more clients and enhancing your company's reputation.

Engineer / Security Expert: Enhanced Efficiency: Learn about new tools and best practices that can streamline your cybersecurity efforts, making your role more effective and less burdensome.

Marketing / Salesperson: Skillful Persuasion: Master the art of communicating the value of cybersecurity and compliance to skeptical clients, enabling you to close more deals and expand your customer base.

11:30AM TO 12:00PM

Session Three: Showing Progress: Leveraging Temporal Reporting

Speaker: Bruce McCully

Anyone can say they have made progress, but the key is whether or not they can demonstrate it. If you want to engage your audience in a meaningful way, the story you tell needs to demonstrate the progress of your program over time. What if you had a way to show their cyber hygiene improved quarter over quarter? What about showing their security responsiveness? How can you align progress to a project plan or security roadmap? We all know that everything cannot be done at once, so why are we reporting like it is? It's time for a brand-new process for security reporting. One that will show your team's progress in completing a roadmap—over time. One that will focus your client on understanding what progress looks like and how its impact on their organization. PRO TIP: I will even show you the secret to successfully reporting improvements in a quarterly security briefing where you will document decisions needed to move forward.

CEO: Strategic Reporting: Learn a new process for security reporting that not only showcases your MSP's progress in implementing the security roadmap but also strategically communicates this progress to clients, enhancing their confidence in your services.

Engineer / Security Expert: Effective Documentation: Discover how to effectively document and demonstrate improvements in cyber hygiene and security responsiveness over time, ensuring that your technical efforts are clearly understood and appreciated by both peers and clients.

Marketing / Salesperson: Client Engagement: Master techniques for using quarterly and monthly reports to discuss security progress and address findings with clients, improving your ability to communicate complex information in a way that is compelling and reassuring.

12:00PM TO 1:00PM

Session Four: Beyond Delegation: Empowering Accountability in Risk Management

Speaker: Max Kurek

Great compliance programs keep your clients responsible for their decisions and actions.

Do you know what happens if you make decisions for your clients? You assume all of the risk and responsibility that comes with those decisions. How can you get them to see and own their risks? How can they see who the risk owners are within their organization? Time to flip the script. In this session, I will walk you through how to engage stakeholders and get them to appreciate your compliance program while having them shoulder the work of decision making.

CEO: Risk Management: Learn how to effectively transfer risk ownership back to clients, ensuring that your MSP is not unduly burdened by decisions that should rightly be managed by the client, thereby protecting your business from unnecessary liabilities.

Engineer / Security Expert: Stakeholder Engagement: Gain insights into engaging with client stakeholders to help them understand their role in managing risks, which enhances the effectiveness of the compliance programs you implement and supports better client outcomes.

Marketing / Salesperson: Client Education: Master techniques for educating clients about the importance of assuming responsibility for their decisions within the compliance framework, which can lead to more sustainable business relationships and improved client retention.

1:00 PM TO 1:45 PM

Session Seven: Client-Built Compliance – They Do the Work, You Get Profit

Speakers: Julie Marvelli, Dave Groot

No one is talking about the easiest and most effective way to get compliance implemented. What if I told you there was a way to get stakeholders completely engaged in your compliance program and you got them to do all the work where they review policies and the framework, and you educate them on the process? We see this all the time in other industries, but in security and compliance it is a completely foreign concept. If they own their compliance, they have a stake in the game and produce something they are proud of. I will show you a way towards a 98% done solution where your clients do the rest. And the work will take four and a half hours from start to finish.

CEO: Client Empowerment and Efficiency: Learn a transformative approach where clients actively participate in their compliance setup, leading to faster implementation and reduced workload for your team, thus driving down costs and increasing scalability.

Engineer / Security Expert: Simplified Compliance Management: Discover a method that significantly involves clients in the compliance process, reducing your hands-on time while ensuring high standards are met through client education and participation.

Marketing / Salesperson: Client Engagement and Satisfaction: Master techniques to engage clients in a way that makes them active participants in their compliance journey, increasing their satisfaction and perceived value of your services as they contribute to and take pride in the outcomes.

1:45 PM TO 2:30 PM

Session Eight: Building and Sustaining Relationship Capital Makes Higher Value Clients

Speaker: John Dobbin, Thomas Bauer

There is a formula to building strong long-lasting trusting relationships with clients. It is not easy, and it does take time. There are ways to grow tremendous capital quickly. That is where education comes into play. If you can create a high value service that delivers continual learning as part of your service, you will be set. Enter the vCSO. In this session, I will show you a method for strengthening relationships to the point where your clients will invest more in you.

CEO: Relationship Capital Growth: Learn how to measure and expand relationship capital with clients through educational services like a vCSO, enhancing client trust and investment in your services, which can lead to more significant business growth and retention.

Engineer / Security Expert: Value Enhancement: Understand how integrating continual learning and proactive security management into your service offerings can not only solve client problems but also build deeper trust and reliance on your expertise.

Marketing / Salesperson: Client Engagement Strategies: Master techniques for using educational tools and interactions (like webinars, emails, lunch and learns) to strengthen relationships with clients, making your services indispensable and encouraging higher investment in what you offer.

2:30 PM TO 3:15 PM

Session Ten: Supply Chain – your biggest security opportunity and liability

Speaker: Nate Taylor

We have all seen the stories. Mass assaults impacting hundreds, even thousands, of businesses all because of a supply chain attack. Think about this: you ARE part of the supply chain, and if you aren't compliant, neither is your client. In this session, I will walk through why you as their service provider need to adhere to a variety of compliance requirements and how you can easily implement a multifaceted compliance program—NOT just one at a time compliance—for your organization and then scale it to your clients. If you have one client with compliance needs, in all likelihood you have more—and they all are expecting you to have been doing their compliance all along. This session will show you the easy way to ramp up.

CEO: Compliance Strategy and Risk Management: Gain a comprehensive understanding of your role in the supply chain and how maintaining your own compliance directly impacts and safeguards your clients, helping avoid significant business risks associated with non-compliance.

Engineer / Security Expert: Implementation of Compliance Programs: Learn how to efficiently implement a multifaceted compliance program that meets various standards and can be effectively scaled across multiple clients, ensuring consistency and reliability in your security offerings.

Marketing / Salesperson: Client Confidence and Trust Building: Master the art of communicating the importance of compliance through your services, reinforcing how your proactive compliance measures protect clients within the supply chain and increase their trust in your MSP.

3:15 PM TO 4:00 PM

Session Thirteen: Getting the Not Interested Never Gonna Happen Client To Start Seriously Thinking About Their Security

Speaker: Julie Marvelli, Ryan Barrett, Dan Hernandez

Think about your worst client. The fact is that client does not understand their responsibilities when it comes to security, and they do not understand their risks. They think they are and will be fine. Frustrating? Yes! They will go out of business if something happens to them, and you know this. Their risks are high. But how can you get them to see what you already know? I want you to change your mindset slightly on these people. I will show you a process to effectively address bad clients. Use it and you will be turning those worst clients into your best or sending them out the door.

CEO: Client Strategy Optimization: Learn a new approach to handling difficult clients that can either turn them into valuable partnerships or identify when it's more strategic to let them go, thus protecting your MSP from high-risk engagements.

Engineer / Security Expert: Effective Communication of Risks: Gain tools and processes for better communicating with clients about their security risks, using methods like threat intelligence emails, self-defense training, and penetration test results to make the risks tangible.

Marketing / Salesperson: Client Retention and Education: Master techniques for persistent and persuasive communication that helps clients understand their security responsibilities and the real risks they face, potentially transforming skepticism into trust and long-term commitment.

4:00 PM TO 4:45 PM

Session Sixteen: The Galactic Fly Wheel: Uncovering for opportunity and building momentum

Speaker: Bruce McCully

Events like Universe bring in a ton of good energy. Right now, we all have great intentions of getting more done and reaching higher levels. But we have all been to events and left with those good intentions. How would you like to leave this one with something more valuable than a car, something that sticks with you, something that actually gets results? Yes! It's time to turn your biggest takeaways from Universe into huge returns in your MSP. Go Get IT.

PRO TIP: Don't leave early because I will also be sharing something very exciting, a big new thing that will definitely be worth your time.

CEO: Strategic Implementation: Discover how to effectively harness the energy and ideas from Universe, translating them into actionable strategies that drive business growth and operational efficiency in your MSP.

Engineer / Security Expert: Practical Application: Learn how to apply the latest tools, techniques, and knowledge gathered from the event to enhance your technical capabilities and directly impact your daily operations and service delivery.

Marketing / Salesperson: Leveraging Insights for Growth: Gain insights on how to capitalize on the key takeaways from the event to improve your marketing and sales strategies, ensuring that the new ideas are implemented to attract more clients and boost revenue.