



Paula Januszkiewicz

## Hacker's Perspective on New Risks: Revising the Cybersecurity Priorities for 2023 Keynote

The transformation is gaining momentum! Over the last tumultuous years, the investments in the digital transformation have been growing, with companies worldwide exploring its potential by introducing new technologies, approaches and social changes. As more data than ever is put online, cybersecurity is now a major concern for everyone – large corporations, governments, and companies of all sizes. The transformation, however, also has its dark side. Thanks to it, the hackers are able to exploit vulnerabilities in the infrastructure with even greater precision than before.

As the financial, operational, legal, and reputational implications of neglecting cybersecurity risks could be considerable, well-known analysis & protection methods should be developed and complemented.

During this presentation, the most serious risks of 2023 will be explored and explained. Paula Januszkiewicz will demonstrate how hackers and cybercriminals identify and exploit threats using the most up-to-date techniques, so that you are able to observe them on your monitoring system and prevent them in the future. You will also become familiar with the most advanced phishing attacks, credential theft techniques, ransomware distribution methods, and ways of gaining access to vendor-controlled systems.

Join Paula to understand what actually is possible in the year of 2023. As the cyber transformation leads to better effectiveness of hackers' activities, there is no time to lose!



Karl W. Palachuk  
The Seven Stages of Building Wealth in Your IT Business  
Business Track

Many people approach business as an "all or nothing" proposition. You're either in it every day, working your tail off, or you're getting out of it and moving on. But the real world doesn't work that way. Your business should - ideally - go through seven stages from start-up to becoming an entrepreneur.

In this informative and educational presentation, long-time author Karl Palachuk talks about the seven stages of building wealth in your consulting business. No matter what the economy is doing, you still control your business, and you should always know where you are (which stage you're in) as your business matures.

Along the way, Karl gives great tips about the things you should - and should not - do to maximize your personal and business rewards.



Ben Verschaeren

Generative AI and Cybersecurity: Future Dystopia or the Answer to Our Problems?

Technical Track

Is generative AI genuinely an exacerbation of existing cybersecurity challenges, or does it present a valuable instrument to augment and alleviate the skill deficit we're currently facing? This question warrants an examination of the potential applications of generative AI from both an adversary's and defender's point of view.





## Boon Tee and Dr Karyn Tee Completeness in a Chaotic World Lifestyle Track

This session will explore the fundamentals of health behaviour change, with a focus on the Transtheoretical Model (TTM). The session will highlight several key factors that play a significant role in shaping health behaviour, including nutrition, physical activity, emotional and mental well-being, sleep, tobacco, drugs and alcohol use, and positive psychology.

As we navigate the complexities of the modern world, it can be challenging to maintain healthy habits and behaviour. We are constantly bombarded with information and stimuli, which can make it difficult to stay focused and motivated. By understanding the key factors that influence our health behaviour, we can take steps to overcome these challenges and live healthier, more fulfilling lives.

We will examine the various stages of behaviour change - precontemplation, contemplation, preparation, action, and maintenance. We will also explore strategies for making meaningful and lasting changes to our nutrition, physical activity, emotional and mental well-being, sleep, tobacco, drugs and alcohol use, connectedness and positive psychology.

Are you ready to take control of your health and well-being? Are you ready to find completeness in a chaotic world?



Chloe Dervin

## Why Your Clients are not Getting Value from M365 and How to Help Them Business Track

All of WebVine's clients are on Microsoft 365 and none of them are maximising their investment in this comprehensive platform. Chloe will share the top five ways they make M365 work harder for their clients.



## Cyber Security Panel

Paula Januszkiewicz, Ben Verschaeren & Alex Tilley

(Moderated by Richard Magalad)

Technical Track

Hear from our expert panel all about what's happening in the cyber security world.

Q&A following





Rob Crane  
The Bourne Legacy  
Lifestyle Track

It's been five years since the original and now Bourne is back! A lot's happened since the last presentation all those years ago, but have the secrets for long term success in your career changed? Most haven't, but some have and new ones are also available. As before, a holistic approach incorporating things like health, fitness, relaxation and even Stoic philosophy can provide you direct benefit personally and professionally.

Come and learn the updated approaches you can take to maximising your life and taking control of your destiny to enjoy the freedom you desire. Don't let circumstances determine your legacy. Take control now!



James Eling  
Building high Performing teams  
Business Track

Looking how Extreme Networks are implementing the Rockefeller Habits to build our team of 20+ people.





Bill Mallett

## Enable Businesses to Innovate - Power Platform Centre of Excellence Technical Track

What is the Power Platform? - a brief overview

Why is it so important for business innovation?

- businesses big and small need to innovate to stay competitive,
- IT/Digital Transformation essential
- but there is a shortage of developers that is only going to get worse
- and isn't development too expensive for a small business?
- how can the Power Platform help?

What is a Power Platform Centre of Excellence?

- A Power Platform Centre of Excellence (CoE) is designed to drive innovation and improvement
- empower businesses to digitize and automate their business processes
- while continuing to maintain oversight and governance.
- The CoE provides a framework for maintaining security, evangelizing and supporting Power Platform use, monitoring its usage and evolving over time.
- Microsoft even provides a tool, the Microsoft Power Platform Center of Excellence Starter Kit to help you get started.

Why is it important for you?

- point of difference over other providers.
- Recognises difficulty with finding developers.
- What if your business customers start doing it themselves or find another provider to do it for them? Where does that leave you?
- How will the businesses that you support survive if you cannot help them innovate?



Lena Small

Gimme gimme some luvn...

Lifestyle Track

As IT Geeks, we totally underestimate the importance of looking after ourselves. We really suck at looking after ourselves and put our clients first way too often. Our backs creak, our necks hurt, we get constant headaches from bad posture and hours on end staring at the monitors.

This session involves Lena Small – long time friend of SMBiT Professionals as she brings her 15+ years of experience as a health professional to bear on our work environments. Lena's going to have an open and frank discussion with us about what we can do to relieve pains we feel every day in our limbs. She's going to show us how to do some basic exercises that will help when we're under pressure, and hopefully bring some life back into our bones. This will be an interactive session for sure, and hopefully a lot of fun.



## Outsourcing Panel

Peter Bell, James Eling, Allan Michelmore

Business Track

Hear from our expert panel on various types of outsourcing and what could be right for your business model.

Followed by Q&A





## Business Growth Panel

Ryan Spillane, James Davis, Ben Town (MC Karl W. Palachuk)

### Business Track

Hear from our expert panel on what you can do to improve your business growth and transform it for the future.

Followed by Q&A



Amy Babinchak

Need EDR? Deep dive into M365 Business Premium and get it set up right  
Lifestyle Track

Endpoint Detection and Response is now a requirement of many cyber insurance companies and business regulations. Microsoft gave the greatest gift ever to small businesses by creating a new version of Defender for Endpoint, called Defender for Business, just for us and it IS an EDR solution!

In this session, I will show you how to set it up, the pre-requisites, gotchas and more. This will be a deep technical dive into Defender, Intune and Azure AD in M365BP that make up the whole system. Be ready for a fast-paced learning session.



Kieran Murphy and Brendon Asciak

## Happy Tech, Happy Life. A Framework for Technology Success and Happiness Business Track

In 2016, the Red/Green spreadsheet was introduced (and emailed) to the SMBIT Membership. This initial framework of under 30 items formed the basis of Kieran's MSP strategy for revenue, happiness, and un-stress.

Now, after 4 years at techosity, Kieran's standardisation framework has been supercharged. Over 300 standards are matched with regular audits, strategy meetings, standardised projects, and a risk register to pass the responsibility baton back to the client when they want to ignore identified problems. It's a modern framework based on a combination of EOS and TruMethods and developed through the lens of Cyber Risk Management by in-house CISSP, Brendon Asciak.

Brendon and Kieran will present how a combination of evolving standards and an Audit+Communication framework grounded in risk management has improved the deliverable outcomes for techosity clients, whilst making life easier for the techosity team.

### Key Points:

- TruMethods Service Delivery Framework to establish the right seats on your bus, put the right people in those seats, and have tangible and measurable numbers to improve the business process.
- Leveraging the EOS (Entrepreneurial Operating System) Identify/Discuss/Solve Process to get to the root cause of a problem
- Best Practice Alignment of client environments to internal standards, which are developed through input from both EOS and TruMethods frameworks and aligned to established (and recognised) Frameworks
- Standardisation of the client support plans to directly align to these three pillars





## Amy Babinchak and Karl Palachuk Want to retire? You've got options Lifestyle Track

It seems like every M&A expert stands on the stage and tells us that selling our business is the ultimate goal, as if that's the only option and the only consideration. For the self-employed, retirement looks different than for the rest of the workforce. Transitioning to retirement involves shifting the balance that we've grown so used to. In the 2020's, you might not "retire" all, but transition to a different mix of working, consulting, and spending more time on hobbies and family adventures. You might gig a bit, work six months on/six months off, or do whatever makes you happy.

None of that will fall into place by itself. Karl has remade his business to support all of the things he loves to do. Amy believes in retiring a little bit every day and spending time doing the things you love as you work, and then eventually selling. In this session we're going to talk about the considerations of retirement and the options available to you.



Robert Ek

MSPs need confidence (both internally and externally) to survive - ISO 27001 certification - plus

Business Track

A business perspective not a technical one:

A brief look at the evolution of SMB IT Services Providers over the last 20 years.

The risks that MSPs face in today's market.

- The 2022 MSP Threat Report shows that 39% of all ransomware attacks targeted service providers.
- The changing face of the MSP Industry and how it needs to become recognised.
- What does the future hold over the next 12 years?
- Mergers and acquisitions will continue as the industry consolidates.
- Headcount for same activity will be down.
- The sector will continue to shrink as automation takes hold - AI & ML

So how does an MSP stay relevant?

- Part of survival will be ISO 27001 certified - as proof of best practice.
- Can adding an ISO 27001 Certification enable customer retention and additional services?
- The path has to be toward security, trust, professionalism and automation.
- Will not being ISO certified hold you back?

Customers will continue to get wiser as most have already been hit by some data breach - Optus, Medibank, and now Latitude etc. etc.

- They will become more critical?

Will cyber insurance premiums continue to escalate?

Living with the world of constant certifications.

Conclusion - a path to be taken.



Karl Palachuk

Cheeky Sales and Marketing You can't stand out by being the same!

Business Track

Karl W. Palachuk is more than an early advocate of managed services: He's the Cheeky Sales Coach!

Join author and coach Karl Palachuk as he dives into what works and what doesn't in the world of small business sales and marketing. This presentation is 100% protein and zero fat. Karl gives you very specific tips and tricks to stop wasting money on things that don't matter, and focus on the only activity that actually brings money in the door.

Warning: Karl will also give some tough advice on changing the behaviors that are preventing you from doing what you already know you need to do! This presentation is guaranteed to be educational, entertaining, and just a bit snarky. Karl gives you very specific tips on things must stop doing - and others that you must start doing as soon as possible! Be ready to take notes.





James Eling

## A different way to managing SME Cyber Security Business Track

How we developed a methodology that has enabled us to pick up customers, skill up our team and cut the costs of cyber security for Australian SMEs.



Linden Jackson

Raise your rates they say.. it will be easy...

Business Track

Everyone is worried about raising their rates. I know I was. Come on a journey with me as I walk you through what we did to raise our rates, the discussions we had both internally and with clients and ultimately how clients LOVE the fact we did it and we're both making clients happier and making more money from it...



Alex Tilley

Technical Track

Alex is finalising his session, but you just know it will be awesome based on past performance.