

2026

National Association of Secretaries of State

Ohio Secretary Of State



ARE YOU CYBER SAFE?



CYBERSECURITY BASICS FOR SMALL BUSINESSES



Ohio Secretary of State





Ohio Secretary of State



Why We Started the Conferences

2023:

Created our “Are You Cyber Safe?” book

Question to Answer:

How do we get the book into the hands of Ohio business owners?

2024

Say Hello to “Are You Cyber Safe? Cybersecurity Basics For Businesses”!



AS A BEST PRACTICE YOU SHOULD TRAIN INDIVIDUALS ON THE ITEMS BELOW.

- 1 Specific security policies for the business
- 2 Proper use of computers, networks, and internet connections.
- 3 Limitations on the personal use of business resources such as phone, computers, and printers.
- 4 Restrictions on working from home and processing business data offsite.

LEAST PRIVILEGE ACCESS*

Even after agreeing to data use and security policies, employees should only be given the network access necessary for their assigned roles. This is a cybersecurity best practice known as “least privilege access.”

* See page 28 for privacy notices.

A Look At The Conferences



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A Look At The Conferences



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How They Started

- One speaker
- One panel presentation
- One breakout session

Where We Are Now

- Multiple speakers from nationally known brands
- Partnerships with Ohio's largest Universities



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Who They Benefitted

1

**Ohio Small to Medium
Sized Businesses**

2

Ohio Large Businesses

3

**Schools, Nonprofits, and
Local Government Offices**



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Our Speakers



Microsoft



How Did We Promote The Conferences



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ARE YOU CYBER SAFE?
CYBERSECURITY BASICS FOR SMALL BUSINESSES

You Don't Want to Miss This!
CYBERSECURITY CONFERENCE
COMING TO THE
UNIVERSITY OF DAYTON

On May 28, the Ohio Secretary of State's office is hosting a FREE cybersecurity conference to help protect your business!

[Register Today](#)

Event Information
Date: Thursday, May 28, 2026
Time: 8 a.m. - Noon
Location: University of Dayton, John F. Kennedy Memorial Union | 300 College Park, Dayton, Ohio

Why Attend?

- Learn how to protect your business from cyberthreats
- Get a briefing on national and international threats targeting your small business
- Network with other business owners
- Get important info from a panel of cybersecurity experts
- Enjoy a complimentary breakfast and free parking
- It's FREE

Frank LaRose
Ohio Secretary of State

Email

Ohio Secretary of State ✓
1,574 followers
Promoted

The Ohio Secretary of State's office is hosting a FREE cybersecurity conference at the University of Dayton on Thursday, May 28, from 8 a.m. - Noon.

Frank LaRose
Ohio Secretary of State

Dave Hatter, InTrust IT
Nikhil Kalani, Reynolds & Reynolds
Matthew Coatney, Thompson Hine
Vimal Buck, The Ohio State University

ARE YOU CYBER SAFE?
CYBERSECURITY BASICS FOR SMALL BUSINESSES

University of Dayton
Kennedy Union

[REGISTER NOW!](#)

FREE Cybersecurity Conference in Dayton
docs.google.com

[Register](#)

Paid Social

OHSecofState
May 21 · 🌐

🔔 One week to go!

Our "Are You Cyber Safe?" Cybersecurity Basics for Small Businesses conference is just around the corner! 📢 Join us for practical tips, expert advice, and the tools you need to protect your business from cyber threats.

Don't miss out, register here: <https://forms.gle/AZrsDsJfHACq5pzM6> See less

CYBERSECURITY for SMALL BUSINESS

University of Dayton
Kennedy Union
8 am - Noon

7 Days Left!

There is still time to sign up!

Organic Social

How Did We Promote The Conferences



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COLUMBUS
CHAMBER
OF COMMERCE



DAYTON
Area Chamber of Commerce

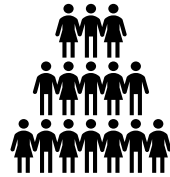
Grassroots Partnerships



Ohio Secretary of State



Results



1,200

Conference Attendees



4,531

**Books
Distributed**



6

**Conferences
Hosted**



95%

**Attendee
Satisfaction**



7

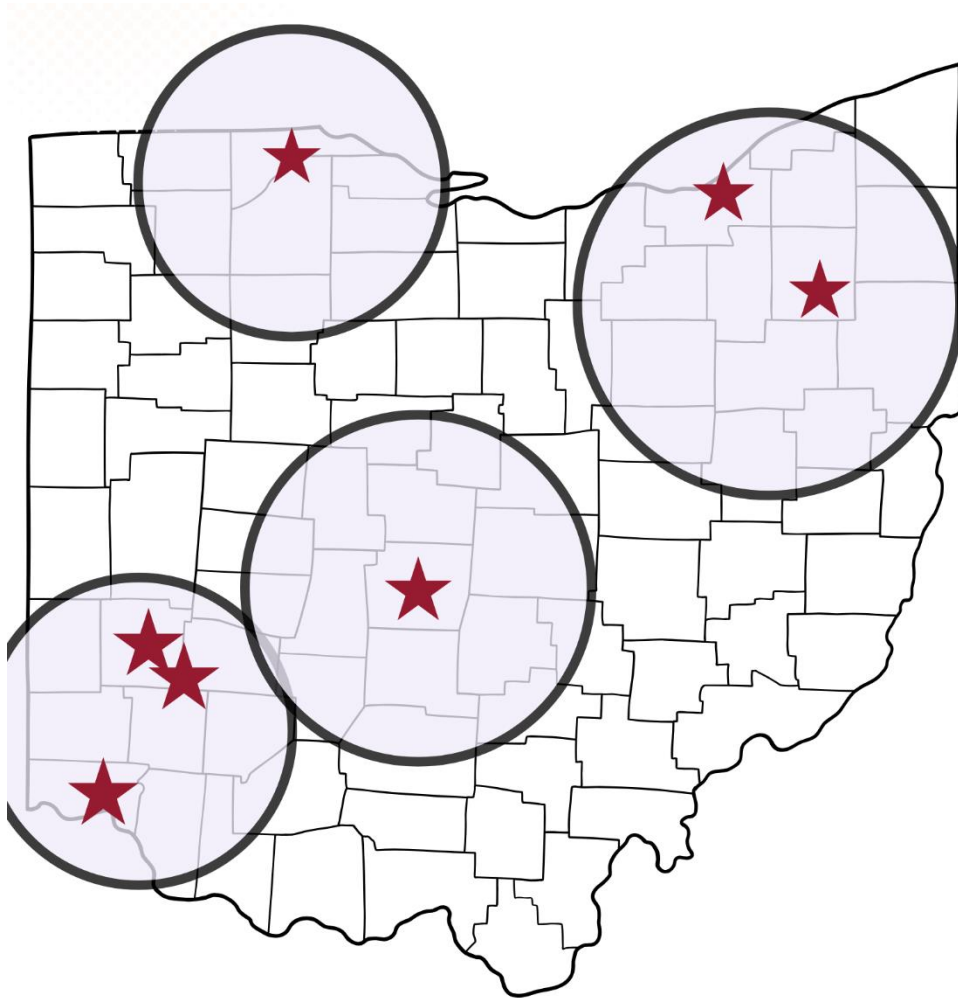
**Earned
Media Hits**



Ohio Secretary of State



Results



Earned Media Hits

Earned Media Example



Ohio Secretary of State



LOCAL

Ohio Secretary of State speaks with local small business owners about avoiding cyber scams



By **Brooke Jones**, [WHIO.com](#) and [Xavier Hershovitz](#)

May 28, 2026 at 2:58 pm EDT



WHIO TV 7



Challenges

Crowd Building

- Email to Ohio's businesses
- Paid social
- Grassroots partnerships

Conference Format

- First conference offered a breakout session
- Removed breakout session after survey results

Free Event

- Free event = crowd attrition
- Continue to allow registrations through the start of the conference.



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Do You Want to Get Your Own Started?

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