

**Cyber Cheyenne 2023**

Report

Summer Wasson, Chairwoman

City of Cheyenne Technology Advisory Council

October 1, 2023

### **About the Event:**

Cyber Cheyenne 2023 was an initiative coordinated by the City of Cheyenne Technology Advisory Council, aimed at promoting awareness of cybersecurity risks within our burgeoning technology industry, local Cheyenne businesses, and government stakeholders. In recent years, cybersecurity threats have been steadily increasing in sophistication. The one-day summit was intended to address this rising threat intelligently at all levels.

### **Funding and Partnerships:**

Hosted by the City of Cheyenne, the Laramie County Community College played a pivotal role as a premier sponsor, generously providing the venue. The Wyoming ISSA Chapter and the Northern Colorado ISSA Chapter also partnered with the city on the event. All other necessary funds were raised through sponsorships and ticket sales. The tickets for the full-day summit were priced affordably at \$35 to encourage widespread participation. Vendor-sponsored tables were made available for purchase, yet the conference maintained its educational integrity by steering away from a "vendor-driven" approach.

#### **Sponsorships:**

LCCC – Facility Use

Wyoming ISSA and Northern Co ISSA Chapters – Partnership, \$300

Rocky Mountain Cybersecurity (Cheyenne), Digetek, OneSpan, Wyoming Manufacturing Works (Laramie), CyberWyoming (Laramie), Google, HiNoon Consulting, Visit Cheyenne (Cheyenne),

### **Marketing and Tickets:**

Cybercheyenne.com was acquired with a temporary website created. The website had an average of 200 visits per month during May / June / July 2023. Promotion was done through free avenues of social media such as regular posts on LinkedIn, Instagram, and Facebook. The Wyoming ISSA and Northern Colorado ISSA Chapters promoted the conference to their cybersecurity industry members as well.

### **Cyber Cheyenne 2023 Quick Stats:**

- Conference Max Capacity: 150
- Website Traffic: Average 175 visits per month for May, June, July 2023.
- Ticket Sales: 87
  - 60% were interested in the tech professional track
  - 30% were interested in the business track
- Conference Volunteers: 10
- Conference Session Speakers: 18 (these were unpaid volunteers and experts in the cybersecurity industry)
- Funds raised: \$8,157.08

- Expenses: -\$2,946.48
- Proceeds to be donated to the Wyoming ISSA Chapter for student scholarships and other cybersecurity outreach activities: \$5,210.60

**Attendee Feedback:**

“The speakers were phenomenal. These speakers are on-par for other conference at the national level.”

“This kind of technology event was much needed in Cheyenne.”

“I didn’t know so many people worked in these areas of tech, I should reach out to them more often.”

“The conference facilities were very nice.” (LCCC Clay Pathfinder Building). Many were interested in hosting their own events at the facility.

“The conference food was really good.” (LCCC catering provided a taco bar).

“This was great to meet other techs in the region and share ideas.”

“Next year it would be nice to have more time in between sessions to network with others.”

- Attendee Origins:



