**Press Release: Empowering Small Business Cybersecurity and AI Event by IT&T Pty Ltd**

**Preparing small business in the Illawarra Region for the upcoming changes in legislation to the Privacy Act 2022.**

*For Immediate Release – 12/04/2024*

**Illawarra Region (Dharawal Country) - Wollongong, NSW**

IT&T Pty Ltd, a leading technology solutions provider, is thrilled to announce the inaugural **Empowering Small Business Cybersecurity and AI Event** for the **Illawarra Region.** This groundbreaking, free event will take place on **May 2nd, 2024**, at the beautiful **Novotel North Wollongong**.

**Event Details:**

* **Date**: May 2nd, 2024
* **Time**: 9:00 AM - 5:00 PM
* **Venue**: Novotel North Wollongong, 2-14 Cliff Rd, North Wollongong, NSW 2500, Australia
* **Registration Fees**: Free - but spaces are limited!

**About the Event:**

In today’s digital landscape, small businesses face unique challenges when it comes to cybersecurity. With limited resources and expertise, they often struggle to protect themselves from cyber threats. The **Empowering Small Business Cybersecurity and AI Event** aims to bridge this gap by providing practical insights, strategies, and solutions tailored specifically for small business owners.

**Key Topics:**

1. **Cybersecurity Essentials for Small Businesses**:
   * Learn about the latest threats and vulnerabilities affecting small enterprises.
   * Understand best practices for securing your business data, networks, and devices.
   * Explore cost-effective solutions to enhance your cybersecurity posture.
   * Be prepared for the upcoming changes with **the new Privacy Act 2022 coming into legislation later this year.**
2. **Harnessing AI for Business Growth**:
   * Discover how artificial intelligence can revolutionize your business operations.
   * Explore real-world use cases of AI in small business settings.
   * Learn how to leverage AI tools for efficiency, customer engagement, and competitive advantage.
   * Develop your Cyber Security Risk Management Profile
3. **Networking and Q&A**:
   * Connect with fellow small business owners, IT professionals, and cybersecurity specialists.
   * Share experiences, exchange ideas, and build valuable connections.

**Featured Speakers:**

Our lineup of distinguished speakers includes:

* **Phillip Meyer -Microsoft**

**Gain valuable insights on navigating data privacy in the ever-evolving tech world. Co-pilot and AI – how to stay safe in the new business frontier.**

Phil Meyer is a Technology Strategist in the Global Partner Solutions (GPS) team at Microsoft, where he has worked for over 30 years. He helps Microsoft Partners build Cloud and Hosted Services for various sectors using Microsoft’s wide range of products and technologies. His main areas of expertise are Migration to the Cloud, Hybrid Cloud implementations, AI and Security. He has also held roles in Product Marketing, Business Development and Team Management in his career at Microsoft.

* **Andrew Bremner - SherpaTech**

**Learn effective strategies to safeguard your business from cyber threats and data breaches.**

Andrew is the Managing Director of Sherpa Insurance, the general insurance broker and risk specialist and SherpaTech, the insurance specialist in tech and IT. Prior to insurance, Andrew was a management consultant with IBM assisting insurers and other financial institutions. Andrew also worked for PwC as a Chartered Accountant. Andrew holds a Master of Applied Finance from Macquarie and is a Member of the Institute of Chartered Accountants.

* **Peter Eldon - Access4 Telecommunications**

**Discover how to build a culture of responsible data management and protect individual privacy.**

Peter Eldon is a veteran of the IT channel, with a career spanning over 30 years. Having previously owned and operated an MSP, and later working vendor-side with brands such as Datto and Access4, Peter brings unrivalled passion, energy, and expertise to all the partners that he works with within the channel.

**Registration:**

Attendance is free, but space is limited. Reserve your spot now by visiting our event website: [IT&T Cybersecurity Awareness for Small Businesses 2024 - IT&T (itt.com.au)](https://itt.com.au/itt-cybersecurity-awareness-for-small-businesses-2024/)

**Contact Information:**

For media inquiries, interviews, or additional details, please contact:

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We look forward to welcoming you to this transformative event that promises to empower small businesses with the knowledge and tools needed to thrive in the digital age. Meeting the new and rigorous cyber security updates of the Privacy Act 2022 will be pivotal for many small – medium business and NGO’s and NFPs.

**About IT&T Pty Ltd:**

IT&T Pty Ltd is a trusted technology partner, providing innovative solutions to businesses across Australia for over 30 years. With a commitment to excellence, we empower organizations to embrace digital transformation and stay ahead in a rapidly evolving landscape.