



THE SPONSOR 13TH ANNUAL LEADERSHIP EVENT

# CYBER SECURITY SUMMIT

cybersecuritysummit.org

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TITLE SPONSOR



# Island

#cybersecuritysummit #css13

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# Metaverse-Ready Leaders Leverage LinkedIn and More

October 24, 2023 | 1:30 PM-2:20 PM CST

Tech Track Sessions

Atrium 6 | D



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# Wendy Meadley

CEO > Next Phase Studio

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TODAY'S AGENDA

YOUR LONG VIEW

DAY IN AND OUT

YOUR OWNED MEDIA CHANNEL NETWORK - 2023-24

THINK LIKE A CREATOR

CONNECTING WITH YOUR COMMUNITY

Q + A -AND- CONNECT



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# YOUR LONG VIEW

Find out who you are and do it on purpose



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## YOUR LONG VIEW

Figure out what the world needs and wants from you



PHOTO IMAGE STUDIO



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# YOUR LONG VIEW

What does success look like? Basic, yes, but you need a goal to commit to



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# DAY IN AND OUT

How much time can you commit weekly?

This is a weekly tactic... 52 times this year at minimum



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# DAY IN AND OUT

My Social Frontier™ Models + Concepts

THIS LAND IS MY LAND

TENT-CAMPER-CABIN

CHANNEL MATTERS

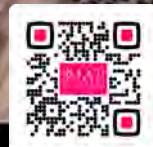
HASHTAGS + AT MENTIONS

PICK A PATH

RED ROCKS

THE COCKTAIL PARTY

# sf



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# YOUR OWNED MEDIA CHANNEL NETWORK > 2023-24

The Basics (Cyber Security Industry Specific)

LinkedIn

X

Looking to be Next Level

YouTube

Spotify

Instagram

Medium

Amazon



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**YOUR OMC > X  
(NOT TWITTER ANYMORE)**



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**YOUR NEXT LEVEL OMC >  
YOUTUBE**



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**YOUR NEXT LEVEL OMC >  
SPOTIFY**



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INSTAGRAM**



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# THINK LIKE A CREATOR

Design your presence and conversation to deliver value to your world and to you



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# THINK LIKE A CREATOR

Creating Your Brand gets easier once you know who you are... and where you want to go



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# CONNECTING WITH YOUR COMMUNITY

What are your Conversations + Communities?



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Q + A



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**WENDY MEADLEY**  
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WENDY MEADLEY LINKEDIN



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