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Client: Trellix
Category: 120| Social Event Promotion

Rising Above the Noise:
Meaningfully Amplifying Trellix's RSA Conference Presence

RSA Conference 2022
June 6-9, 2022
San Francisco

Trellix End of Day Update
June 9, 2022

As RSA comes to a close, media coverage of the show and social conversations continue to appear. Notable Trellix stories published in SDxCentral and Forbes covering Bryan Palma's keynote and Trellix's talent gap research released last week.

A report covering all show media and social engagement, as well as activity leading up to and following RSA will be distributed next week. Below is a summary of the results thus far.

Media

To date, **18 articles** on Trellix RSA news have appeared in global technology publications like SDxCentral (US), InfoSecurity Magazine (UK) and Forbes (US). Stories focus on the Soulful Work campaign, highlighting Bryan's keynote and Trellix plans to address the talent gap.

Onsite, Trellix met with Cyber Protection Magazine, MyTech Decisions, ISMG, SDxCentral and The Washington Post for briefings, and hosted a media dinner and breakfast attended by CNET, The Record and SDxCentral. Stories are expected to result from these engagements in the coming days, along with other coverage of Threat Labs research released this week.

Key quotes from coverage along with a full look at media citations can be found further below.

Social/Digital

RSAC 2022 social media posts have generated over **100,000 impressions.** The RSA Landing Page, Umbrella Press Release and Keynote have received the highest engagement from the Trellix Ambassadors program. Conference content on Bambu has received 463 shares, with a **potential reach of 525,663**.
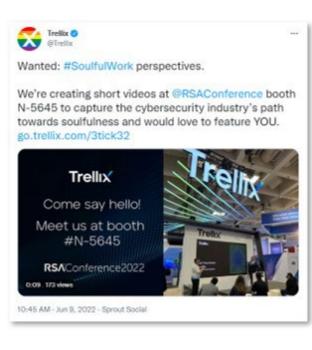
The "I do #SoulfulWork" introduction video posts have garnered the highest number of engagements across brand Twitter and LinkedIn accounts, demonstrating audience enthusiasm for human-centric video content.

To date, Twitter and LinkedIn posts across Trellix brand, Trellix Labs and Bryan Palma channels resulted in:

- 106,009 Impressions
- 2,802 Engagements
- 2.64% Engagement rate

Trellix ✓
@Trellix

Meet Jesse! 👋

He's one of the many #TeamTrellix members ready to discuss #XDR at #RSAC booth N-5645.

More info: go.trellix.com/3GROd0V

10:21 AM · Jun 9, 2022 · Sprout Social

Trellix
16,893 followers
2h · 🌐

Setting your agenda for the final day of #RSAC? Make sure a stop at booth N-5645 is on the list!

Trellix at RSAC - Thurs, 6/.9

Chauncey Hill and 26 others   6 shares

Trellix ✓
@Trellix

Wanted: #SoulfulWork perspectives.

We're creating short videos at @RSAConference booth
N-5645 to capture the cybersecurity industry's path
towards soulfulness and would love to feature YOU.
go.trellix.com/3tick32

Trellix

Come say hello!

Meet us at booth
#N-5645

RSAConference2022

0:09 173 views

10:45 AM · Jun 9, 2022 · Sprout Social

Jon Oltsik
@joltsik

I like how @Trellix describes #xdr: Architecture, open,
cloud backend, integrated threat intelligence, etc.
IMHO, this is pretty close to where XDR will evolve in
the next 12 to 24 months. #cybersecurity #infosec
#XDR #EDR #MDR #SIEM #SOAPA #RSAC

3:34 PM · Jun 8, 2022 · Twitter Web App

Media Highlights as of June 9, 2022

Key Quotes & Endorsements

"With some 400 vendors also attending RSA this week, touting their latest cybersecurity wares ranging from firewalls and Secure Access Service Edge (SASE) to extended detection and response (XDR), the question might not be about what technology to use — but how to staff it? Trellix, an XDR company conducted [new research into the cybersecurity talent shortage](#)."

- R. Scott Raynovich, [Forbes](#) (US)

"'Beginning in kindergarten, we should infuse cybersecurity into students' existing curriculum as kids advance through school and would have the opportunity to take standalone classes, join clubs, attend day camps, or participate in competitions focused on cybersecurity,' Palma said. 'This type of investment is certainly a long-term one, but promises to break down social and economic barriers,' he added."

– Emma Chervek, [SDxCentral](#) (US)

"The Trellix CEO suggested that the cybersecurity industry is falling short when identifying talent that lacks schooling or academic qualifications. He suggested that certifications or vocational training are equally important. 'There is an industry-wide perception that people need a college education, but the people we surveyed didn't agree. At the end of the day, success does not depend on a degree.'"

– Eleanor Dallaway, [InfoSecurity Magazine](#) (US)

"Skyhigh Security and Trellix have [indicated](#) that they plan to collaborate on initiatives such as joint go-to-market programs to support their respective growth strategies. Additionally, [some features](#) of Skyhigh Security's newly updated platform are powered by Trellix technology."

– Maria Deutscher, [SiliconANGLE](#) (US)

Media Citations

- **ChannelFutures (US)**: [RSA Day 2: Trellix, Cisco, CrowdStrike, Sumo Logic, More Diversity Needed](#)
- **CIO News (IN):** [Trellix Showcases Security's Soulful Work and Award-Winning Tech at RSA® Conference](#)
- **Cyber Risk Leaders (AU):** [Trellix at RSA Conference 2022](#)
- **Electronics Era (IN):** [Trellix Showcases Security's Soulful Work and Award-Winning Tech at RSA Conference](#)
- **Enterprise IT World (IN):** [Trellix Showcases Security's Soulful Work and Award-Winning Tech at RSA® Conference](#)
- **Forbes (US):** [At the RSA Conference, Jobs Still Key to The Cybersecurity Crisis](#)
- **Globb Security (FR):** [Trellix Unveils Award-Winning XDR Platform at RSA](#)
- **Global Security Mag (FR):** [Trellix participates in the RSA® conference and unveils its latest technological innovations as well as the results of its latest research](#)
- **InfoSecurity Magazine (UK):** [#RSAC: Cybersecurity Industry Can Provide Soulful Jobs for Technologists Tired of Soulless Social Media Employers](#)
- **MyTechDecisions (US):** [Mandiant Launches Cyber Alliance Program](#)
- **SDxCentral (US):** [Trellix CEO: Cybersecurity Has Too Many 'Straight White Men'](#)
  - [Cyber Daily Report](#)
- **SDxCentral (US):** [7 Layers: SDxCentral Editors Reflect on RSA Conference](#)
- **SecurityWeek (US):** [RSA Conference 2022 - Announcements Summary (Day 2)](#)
  - [NationalCybersecurityNews](#)
  - [IT Security News](#)
- **SiliconANGLE (US):):** [Skyhigh Security rolls out new features for securing enterprise applications](#)
- **Undernews (FR):** [RSA Conference: Trellix Unveils New Research on Latest Global Cyberattacks](#)