

PROGRAM OVERVIEW

Who's Compromising the Company? is a strategic, long-term, multi-touch marketing program built around the Rubrik/Microsoft partnership. It focuses on our unique, joint value proposition and market-leading solution for Business Continuity and Disaster Recovery (BCDR).

GOALS

This event is one element of the overall program. It is designed to convey the program's key messages through a fun, engaging, and creative experience. This will help initiate and foster customer conversations that support your sales efforts by:

- > Educating customers on the need for a solid BCDR plan
- > Positioning the Rubrik/Microsoft solution as the clear, best way to build that plan
- > Producing marketing-qualified leads over time

CREATIVE CONCEPT

Who's Compromising the Company? taps into the mystery behind who might be a bad actor – even if he or she doesn't realize it. It uses the familiar setup of a classic murder mystery to treat everyone as a suspect – anyone could be guilty of putting the company's data at risk. Our approach treats the company itself as the victim and the clues serve as a way to convey key messaging. Note that this concept extends through the program microsite, social media, and collateral.



Program Overview

Planning Timeline & Checklist

Promotional Assets for Download

Execution

Additional Resources

PROGRAM OVERVIEW

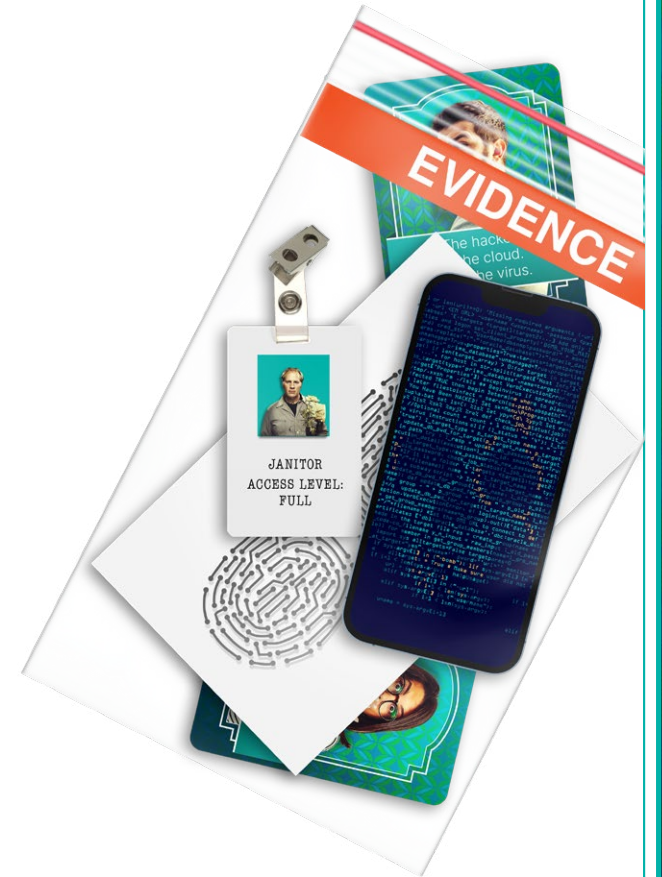
EVENT SCOPE

This event-in-a-box contains elements designed to establish and reinforce our value proposition in the minds of current and prospective customers. You are responsible for:

- > Attendee solicitation and acquisition
- > Conducting this event, including presentation of its content
- > Event-related costs (food, beverage, etc.)
- > Ordering/procurement of all promotional/event materials

FILE ACCESS

All visual assets in this document are clickable and will download the print-ready (or other) file. Click the download icons to access the source files. Customize files as needed for your event.



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THE RUBRIK + MICROSOFT JOINT VALUE PROPOSITION

Cyberattacks continue to grow relentlessly in number and evolve dynamically in sophistication. Fortunately, Rubrik and Microsoft deliver a seamlessly integrated BCDR solution that stands up to whatever threats modern cybercriminals deal out.

As the number-one partner to Microsoft, Rubrik has pioneered cutting-edge technology built on Zero Trust principles that helps you see across your data, eliminates data silos, identifies vulnerabilities, and secures the entire data lifecycle. As one of the most experienced, trusted brands in the world, Microsoft brings an unsurpassed level of credibility and reliability with complementary technology that works on proven platforms.

This close collaboration yields a custom, scalable solution that meets you where you are and gives you control of your data, wherever it lives. Working together for maximum effectiveness, Rubrik and Microsoft deliver the solid foundation you need to build strong organizational security and stay poised for a rapid recovery so that you can quickly return to business as usual.



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EVENT PLANNING TIMELINE & CHECKLIST

PRE-EVENT PLANNING: 6-8 WEEKS

- Secure venue
- Notify Rubrik Marketing of event date and location
- Set up method for collecting registration information
 - Email
 - Phone number RSVP
 - Business card drop / collect information by hand (trade show)
 - Dedicated website registration page
- Secure any additional presenters, if desired
- Customize and send Save the Date emails
- Contact [Megan Sharkey](#) for event swag, including clues

EVENT PROMOTION: 4-6 WEEKS

- Set dinner menu with venue
- Customize and send email invitations
- Promote event via social media
- Secure AV equipment, cords, adaptors as needed
- Secure IT support for setup and breakdown
- Monitor RSVPs

FINAL PREP: 2 WEEKS

- Confirm co-presenters, if any
- Finalize all content
- Download, print, and compile event materials (see Execution section)
- Promote event via social media
- Customize and send reminder emails
- Print NDAs to distribute at event (if needed)
- Print post-event surveys to distribute, if desired
- Send attendee RSVP list to Rubrik Marketing
- Finalize head count with venue

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EVENT PLANNING TIMELINE & CHECKLIST

CONDUCT EVENT

- Bring swag and signage to event
- Set up attendee sign-in at venue entrance
- Have attendees complete and sign NDAs
- Use “Event Flow” document to conduct event
- Have departing attendees complete surveys

POST-EVENT FOLLOW-UP: 0-1 WEEK

- Socialize event success on social media
- Customize and send Thank You emails to attendees within 48 hours
- Customize and send Sorry We Missed You to no-shows
- Measure attendance
- Review survey results
- Report key event metrics to Rubrik Marketing
- Call each attendee

POST-EVENT: 1-2 WEEKS

- Social media posts to continue post-event buzz



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PROMOTIONAL ASSETS

Click the individual asset you want to download.

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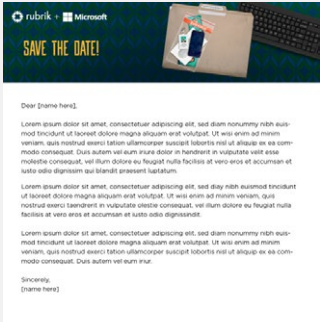
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Additional Resources

PRE-EVENT

POST-EVENT

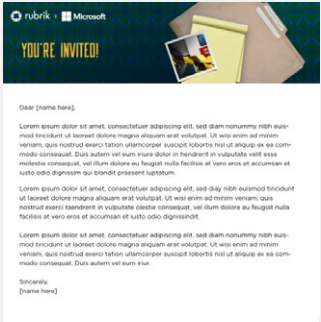


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Sincerely,
[name here]

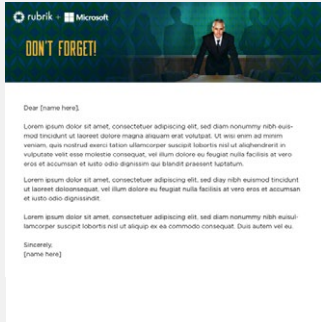


Dear [name here],

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Sincerely,
[name here]





Dear [name here],

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Sincerely,
[name here]



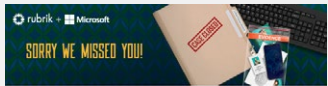

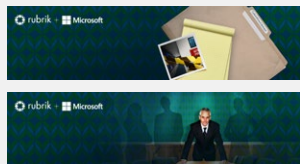

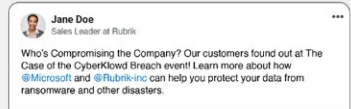

Save the Date Email 

Invitation Email 

Reminder Email 

PROMOTIONAL ASSETS

Click the individual asset you want to download.

PRE-EVENT	POST-EVENT
<div data-bbox="667 601 993 896"><p>Dear [name here]</p><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure ut in venenatis ligula eleifend ac magna. Fusce id sapien tibus. Morbi commodo orci lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliam hendrerit dolor lorem ipsum dolor sit amet, consectetur adipiscing elit.</p><p>Sincerely, [name here]</p></div> <p data-bbox="667 928 993 971">Thank You Email </p>	<div data-bbox="1072 601 1398 896"><p>Dear [name here]</p><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure ut in venenatis ligula eleifend ac magna. Fusce id sapien tibus. Morbi commodo orci lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliam hendrerit dolor lorem ipsum dolor sit amet, consectetur adipiscing elit.</p><p>Sincerely, [name here]</p></div> <p data-bbox="1072 928 1398 971">Sorry We Missed You Email </p> <div data-bbox="1498 601 1796 763"></div> <p data-bbox="1498 778 1796 821">Email Banners </p> <div data-bbox="1498 871 1847 978"><p>Jane Doe Sales Leader at Rubrik</p><p>Who's Compromising the Company? Our customers found out at The Case of the CyberKloutw Breach event! Learn more about how @Microsoft and @Rubrik-inc can help you protect your data from ransomware and other disasters.</p></div> <p data-bbox="1498 992 1847 1035">Social Media Starter Copy </p>

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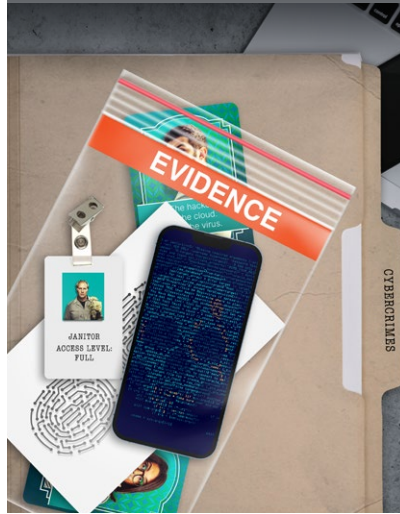
Promotional Assets for Download

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Additional Resources

EXECUTION

Download these files at least two weeks before the event date for a smooth production process.



Dossier 



Game PowerPoint 

 Susan
Accounting

 Anarky
Hacker

 Charlene
Exec Admin

 Pamela
Vendor

 Bud
Janitor

 Dave
Detective

Audio Files

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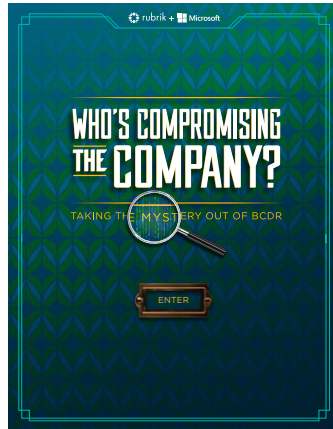
Additional Resources

ADDITIONAL RESOURCES

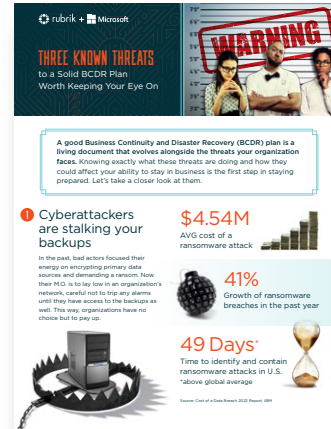
These program assets can be used as attachments to follow-up emails, as sales meeting leave-behinds, or as other support for your BCDR marketing efforts.



Program Microsite [➔](#)



Overview eBook [⬇](#)



Solution Brief [⬇](#)



Zero Trust eBook [⬇](#)

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KEY CONTACTS

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megan.sharkey@rubrik.com

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WHO'S COMPROMISING THE COMPANY?

EVENT-IN-A-BOX

