







### European Cyber Cup 2023

How to promote the competition and how to register a class for the competition?

×

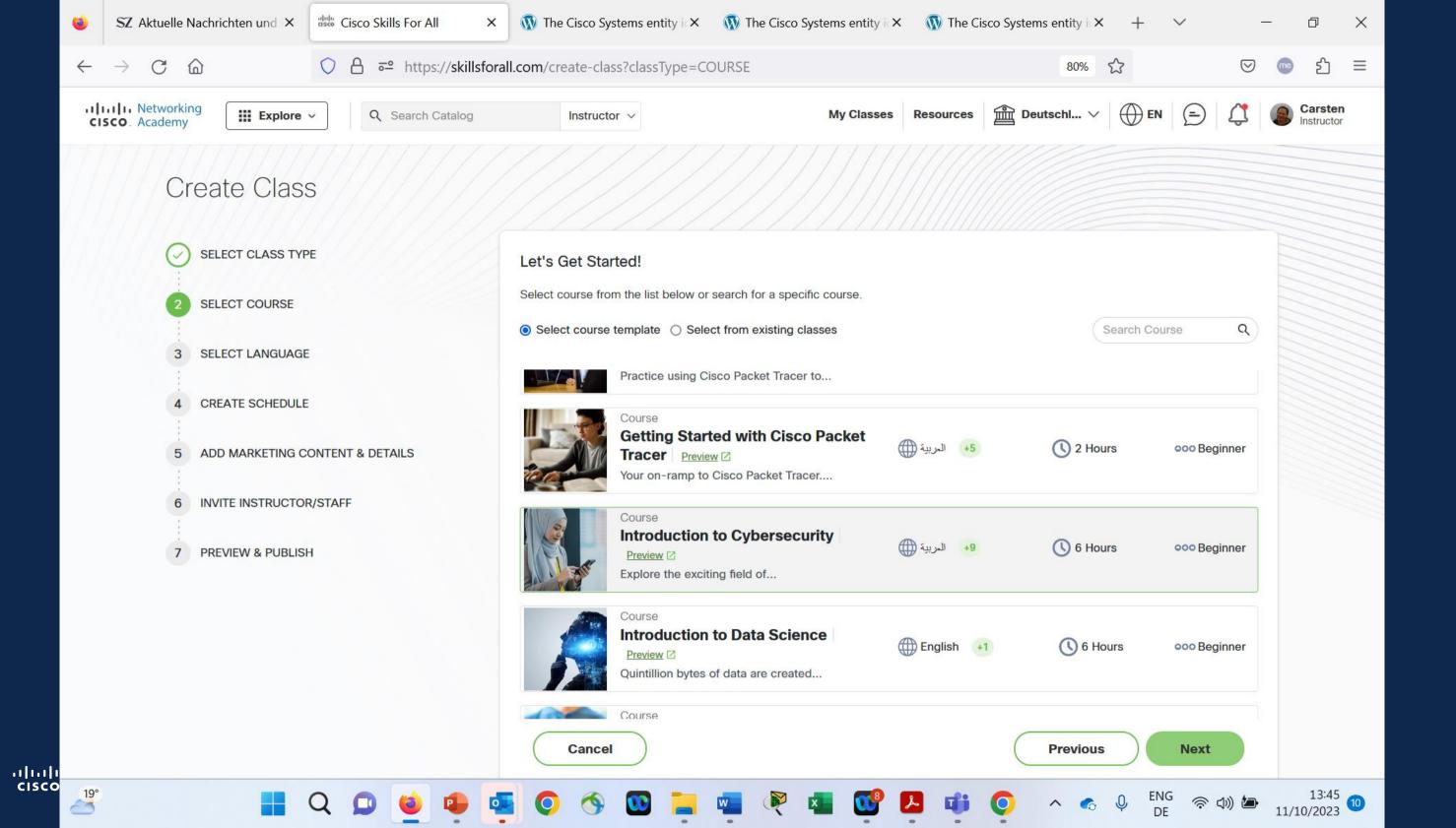


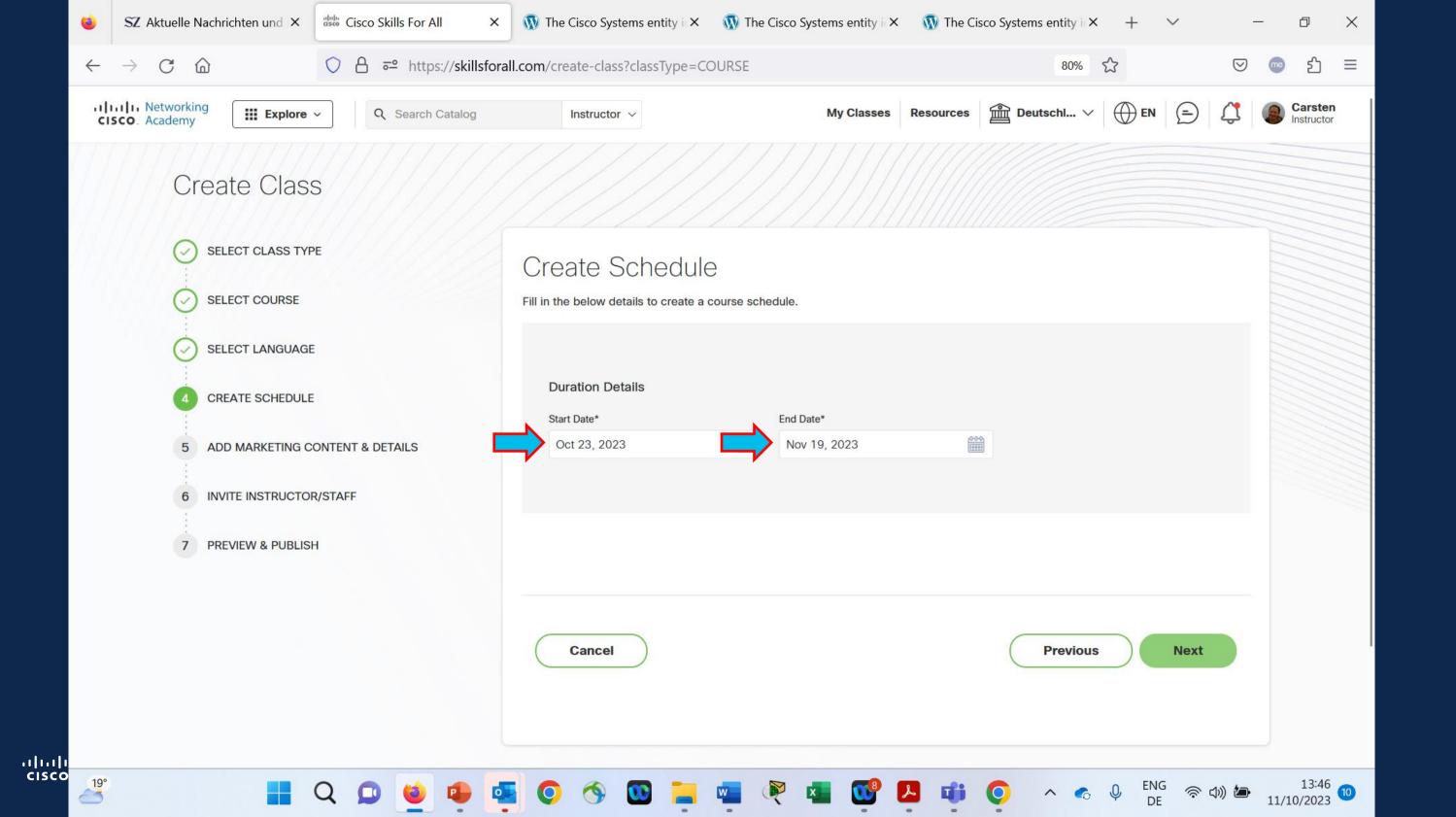
# 3 Steps to participate in the #EuropeanCyberCup

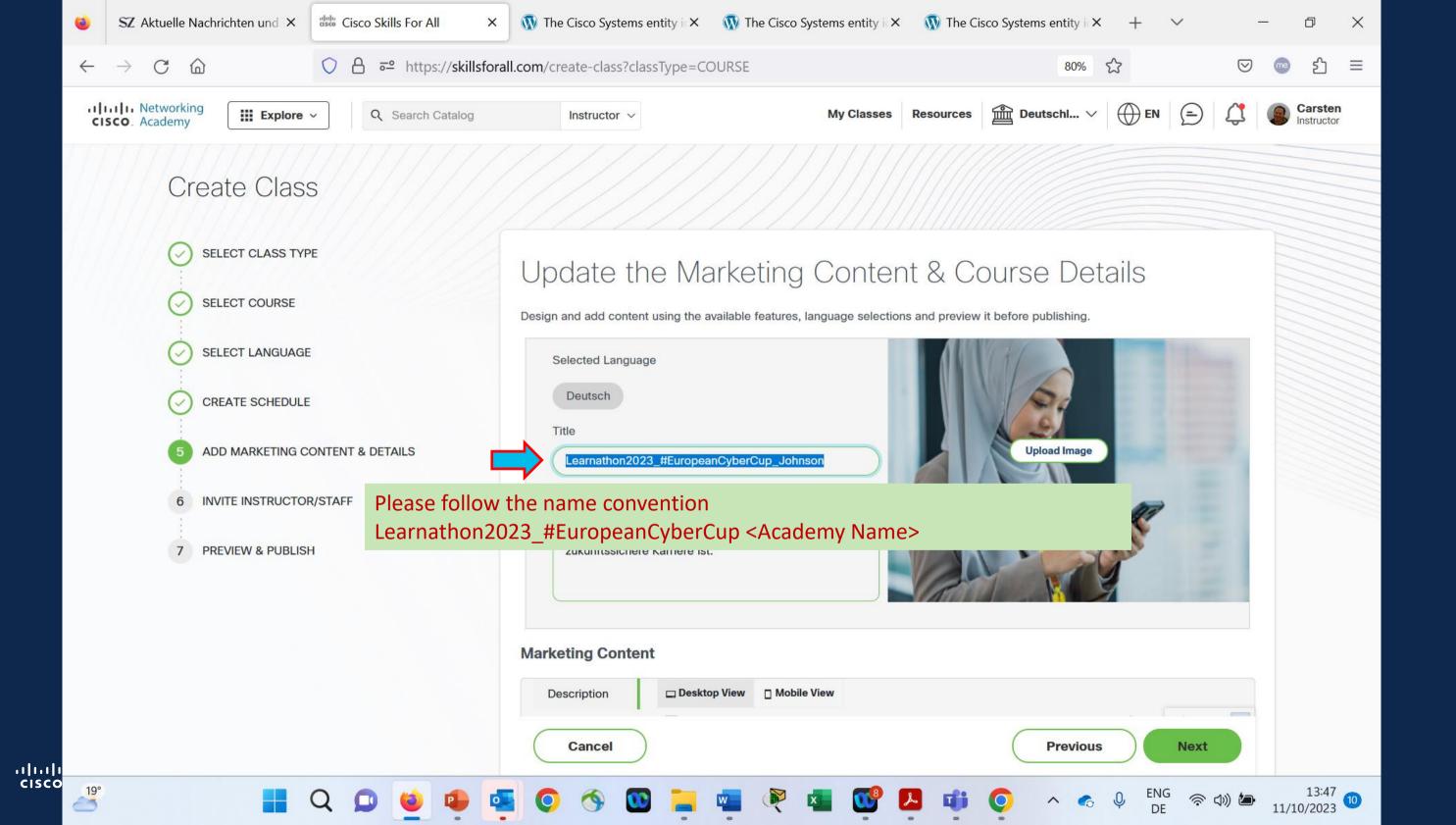
- Create a self-paced Introduction to Cybersecurity class on the skillsforall.com platform.
- 2. Instructors must use the start date of October 23, 2023, and the end date 19<sup>th</sup> of November 2023
- 3. Use the following naming convention when setting up the course:
  Learnathon2023\_#EuropeanCyberCup\_
  <Academy Name (+optional additional identifier)>

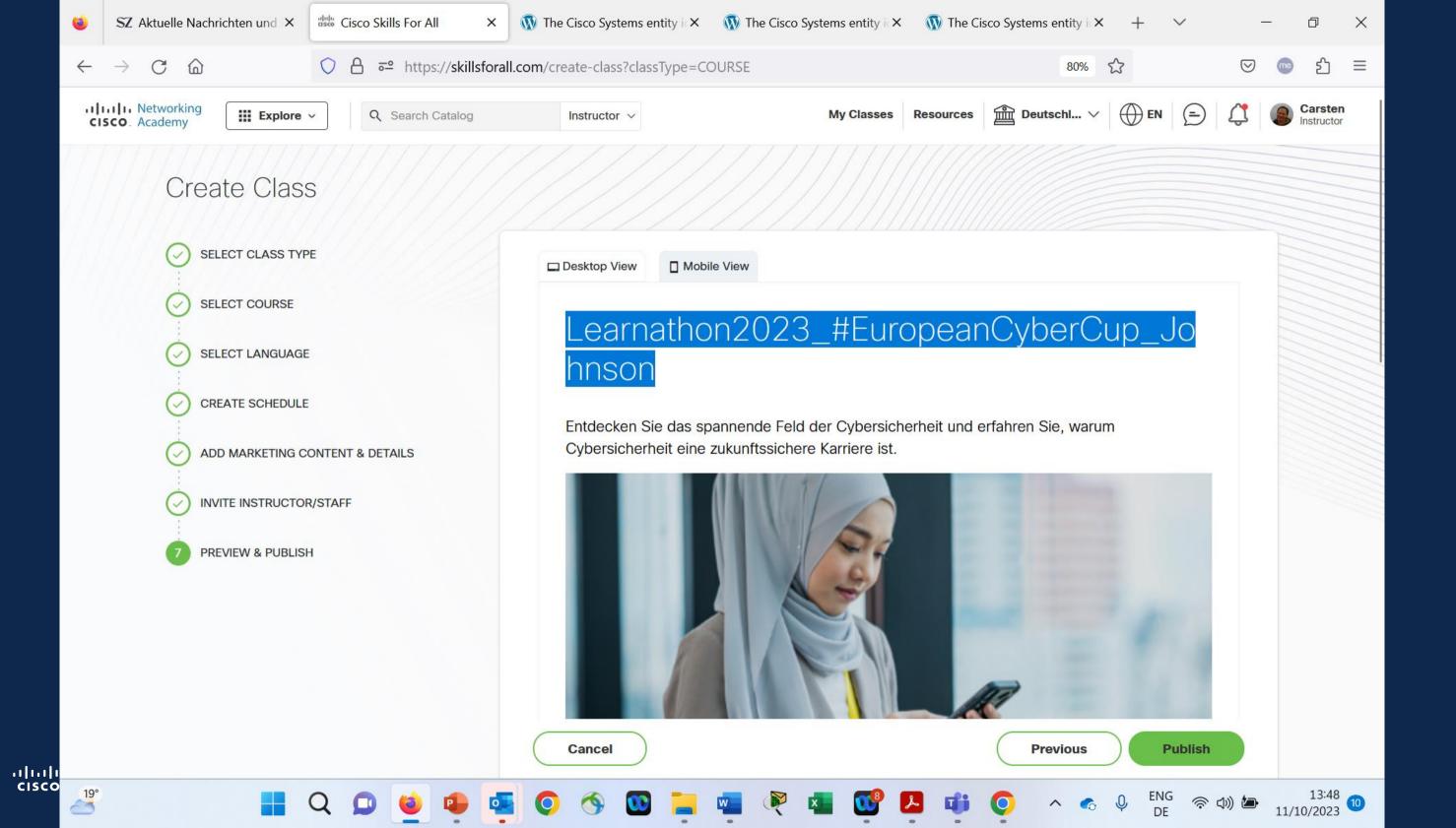
How to set up the class on Skillsforall? Normal class set up and some specifics...

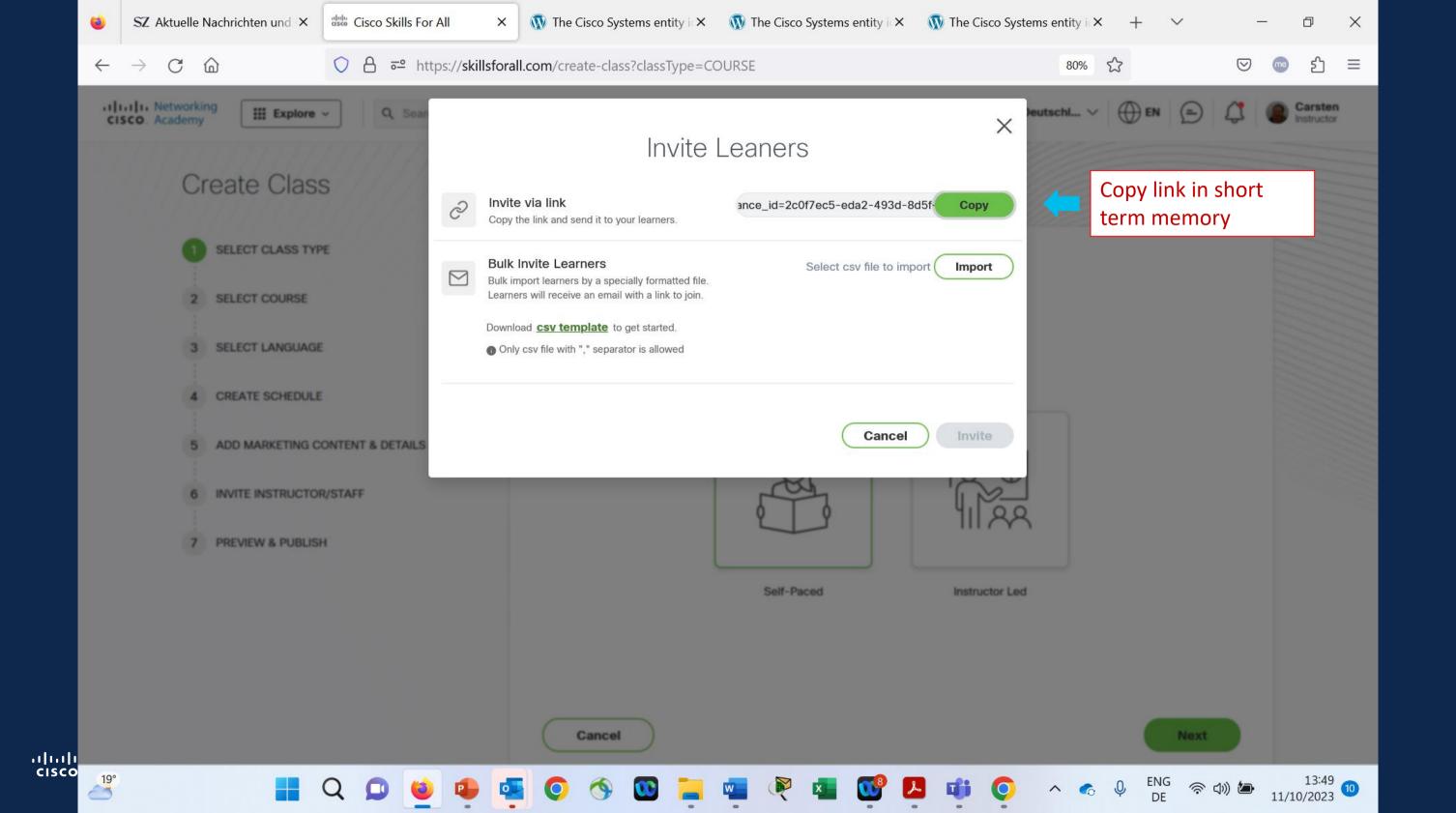












## Register your class for #EuropeanCyberCup — in the Smartsheet template



### Smartsheet Template for registration

https://app.smartsheet.com/b/form/02efa7c34b0c4175a4a1 2c976cafdfc1?mkt\_tok=MDU5LVZGWi04MzQAAAGOi8yu9Vq USQF3eNM0Fkr6W\_EUQRK3uRuoHtT3F\_bVOtubQnyTUhm9-OLA4u6TDzr\_ceJic9mZ7JGrU46Qqbs



### CISCO Academy

### **European CyberCup** || **Registration - Instructors**

All participants must review the <u>Terms and Conditions</u> in order to participate in this event.

**Deadline to register is October 22, 2023** 

\*\*PLEASE NOTE THAT STUDENTS ARE NOT ALLOWED TO REGISTER A CLASS TO PARTICIPATE THROUGH THIS FORM -ONLY INSTRUCTORS\*\*

Please contact netacad-learnathons@external.cisco.com with any questions and be sure to check your email for important updates throughout the duration of the Learn-A-Thon.



#### Learn-A-Thon Registration

Instructors must read the <u>terms and conditions</u>, open their classes in the Introduction to Cybersecurity course on Skills For All and fill out this registration form.

Here is a <u>short video</u> from Skills For All on how to sign in and create the course and get the URL self-enroll link for your registration.

- ✓ I have read and agree to the Terms & Conditions \*
- ✓ I am a NetAcad Instructor (students are not allowed to register a class and should not be filling out this form) \*
- ✓ I understand that the Introduction to Cybersecurity course must be a new course opened on the skillsforall.com platform in order to compete for the prizes \*

#### First Name \*

Instructor first name of the lead instructor responsible for the class that will win the award

Carsten

#### Surname \*

Instructor surname of the lead instructor responsible for the class that will win the award

Johnson

#### Instructor Email \*

carsjohn@cisco.com

#### Academy Name \*

Please do not use abbreviations - write out the full name of the Academy

Deutschland Akademie

#### Name of ASC \*

Please do not use abbreviations - write out the full name of the ASC. The ASC will be considered in the competition for Top Performing Partner awards.

#### IIIII Networking **CISCO**. Academy

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Paste from short memory

#### Name of ASC \*

Please do not use abbreviations - write out the full name of the ASC. The ASC will be considered in the competition for Top Performing Partner awards.

#### If you do not have an association with an ASC, answer: 'N/A'

IT-Bildungsnetz e.V.

#### Country for Learn-A-Thon: \*

Country of the Institution offering the course

Germany

#### Name of course created on skillsforall.com \*

The following naming convention is required:

Learnathon2023\_#EuropeanCyberCup\_ Any other additions to the course name can be added to the end.

Example: Learnathon2023\_#EuropeanCyberCup\_Faculty of Engineering

Start date must be on or later than but not before: 23 October, 2023

Learnathon2023\_#EuropeanCyberCup\_Johnson

#### Skillsforall.com Self-Enroll Link \*

Copy the course URL link from the Invite Learners tab.

ecurity?courseLang=de-DE&instance\_id=2c0f7ec5-eda2-493d-8d5f-a424486eff2a

#### Impact Award for Academy Registration

The Academy with the most innovative outreach project within their community will receive the Impact Award. Sign up here to register your project.



























































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I would like to be considered for the Impact Award and give permission to publish my project on https://www.netacadlearnathon.com website if I advance to the final round of Capture the Flag. \*

Option 1



Yes

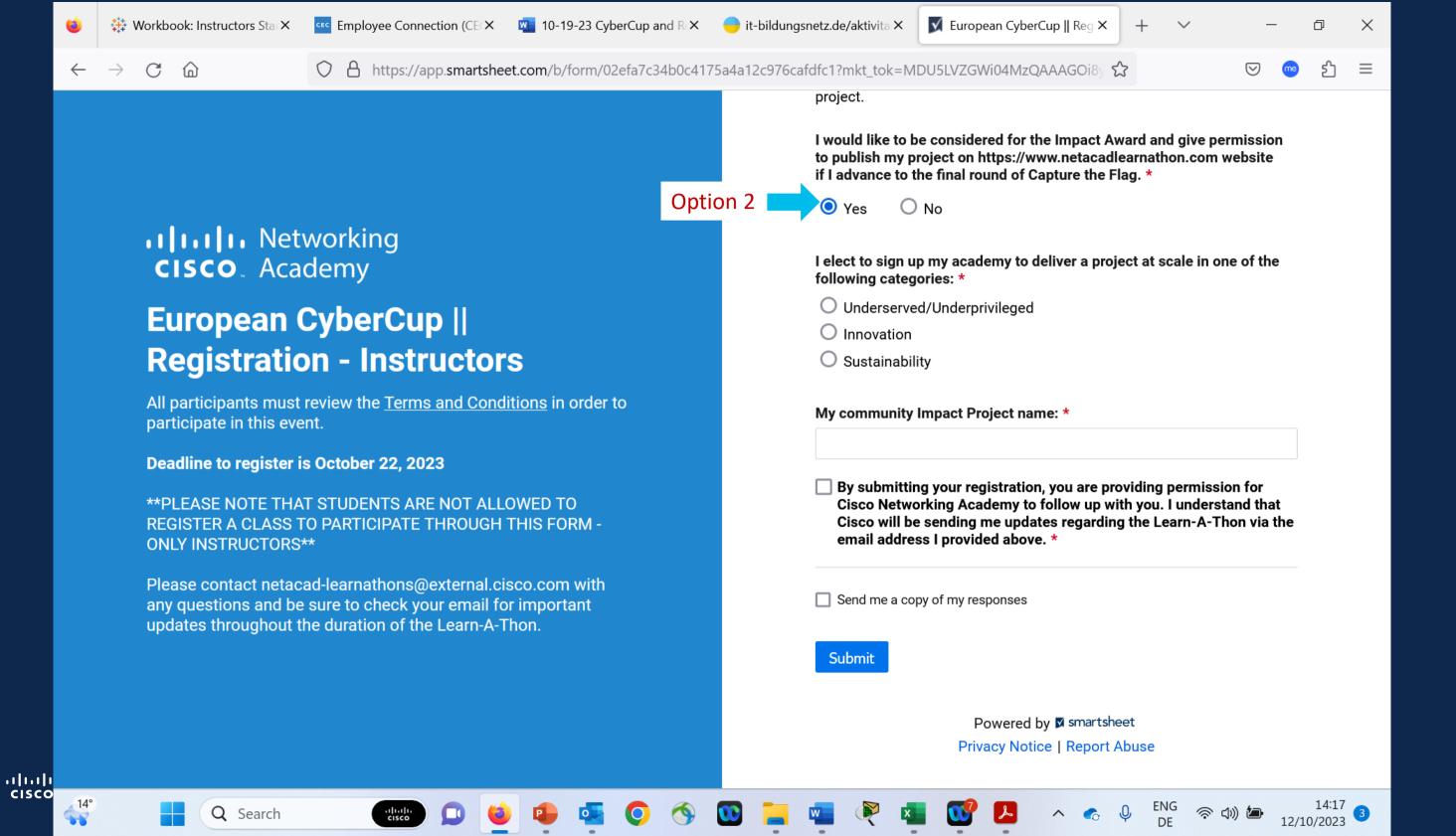


- By submitting your registration, you are providing permission for Cisco Networking Academy to follow up with you. I understand that Cisco will be sending me updates regarding the Learn-A-Thon via the email address I provided above. \*
- Send me a copy of my responses

#### **Email address**

carsjohn@cisco.com

Submit



### Inspiration for Promotion







### Join us for a unique adventure

Up your cyber game and compete to win: Join the 2023 European CyberCup!

Applications close on October 22!



### Graphics

- Download the .jpeg files <u>HERE</u> (for Linkedin and Instagram)
- Download the source file <u>HERE</u> (for Linkedin and Instagram)
- Or in the next slides you can translate the text and click on "Save as" and choose .jpeg or .png format



## Some stats that can be used to reinforce the message

- A cyberattack occurs roughly once every 39 seconds
- Hackers breach an average of 30,000 websites daily
- The global average cost of a data breach in 2023 was USD 4.45 million, a 15% increase over 3 years.
- In 2022, 71% of businesses reported falling victim to ransomware attacks
- 560,000 new pieces of malware are detected every day



The bridge to possible