



European Cyber Cup 2023

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

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#EuropeanCyberCup

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3 Steps to participate in the #EuropeanCyberCup

1. 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 19th 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...

Create Class

- 1 SELECT CLASS TYPE
- 2 SELECT COURSE
- 3 SELECT LANGUAGE
- 4 CREATE SCHEDULE
- 5 ADD MARKETING CONTENT & DETAILS
- 6 INVITE INSTRUCTOR/STAFF
- 7 PREVIEW & PUBLISH

Let's Get Started!

Select course from the list below or search for a specific course.

Select course template Select from existing classes

Search Course

- 

Practice using Cisco Packet Tracer to...
- 

Course
Getting Started with Cisco Packet Tracer [Preview](#)
Your on-ramp to Cisco Packet Tracer...

العربية +5 2 Hours Beginner
- 

Course
Introduction to Cybersecurity [Preview](#)
Explore the exciting field of...

العربية +9 6 Hours Beginner
- 

Course
Introduction to Data Science [Preview](#)
Quintillion bytes of data are created...

English +1 6 Hours Beginner

Cancel

Previous

Next

Create Class

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- ✓ SELECT COURSE
- ✓ SELECT LANGUAGE
- 4** CREATE SCHEDULE
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Create Schedule

Fill in the below details to create a course schedule.

Duration Details

Start Date* End Date*

Cancel **Previous** **Next**

Create Class

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- ✓ SELECT COURSE
- ✓ SELECT LANGUAGE
- ✓ CREATE SCHEDULE
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Update the Marketing Content & Course Details

Design and add content using the available features, language selections and preview it before publishing.

Selected Language

Deutsch

Title

Learnathon2023_#EuropeanCyberCup_Johnson

Upload Image

Please follow the name convention
Learnathon2023_#EuropeanCyberCup <Academy Name>

Marketing Content

Description

Desktop View

Mobile View

Cancel

Previous

Next

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Desktop View
Mobile View

Learnathon2023_#EuropeanCyberCup_Johnson

Entdecken Sie das spannende Feld der Cybersicherheit und erfahren Sie, warum Cybersicherheit eine zukunftssichere Karriere ist.



Cancel
Previous
Publish

Create Class

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Invite Learners

Invite via link
Copy the link and send it to your learners.

ance_id=2c0f7ec5-eda2-493d-8d5f- **Copy**

Bulk Invite Learners
Bulk import learners by a specially formatted file. Learners will receive an email with a link to join.

Select csv file to import **Import**

Download [csv template](#) to get started.

Only csv file with "," separator is allowed

Cancel **Invite**

Copy link in short term memory

Self-Paced **Instructor Led**

Cancel

Next



Register your class for #EuropeanCyberCup –
in the Smartsheet template

Smartsheet Template for registration

https://app.smartsheet.com/b/form/02efa7c34b0c4175a4a12c976cafd1?mkt_tok=MDU5LVZGWi04MzQAAAGOi8yu9VqUSQF3eNM0Fkr6W_EUQRK3uRuoHtT3F_bVOtubQnyTUhm9-OLA4u6TDzr_ceJic9mZ7JGrU46Qqbs



European CyberCup || Registration - Instructors

All participants must review the [Terms and Conditions](#) 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 [terms and conditions](#), open their classes in the Introduction to Cybersecurity course on Skills For All and fill out this registration form.

Here is a [short video](#) 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

Surname *

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

Instructor Email *

Academy Name *

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

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.



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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'

Country for Learn-A-Thon: *

Country of the Institution offering the course

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**

Skillsforall.com Self-Enroll Link *

Copy the course URL link from the **Invite Learners** tab.

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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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.

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 No

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



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Option 2  Yes No

project.
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. *

I elect to sign up my academy to deliver a project at scale in one of the following categories: *

- Underserved/Underprivileged
- Innovation
- Sustainability

My community Impact Project name: *

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

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!

#EuropeanCyberCup

#EuropeanCyberCup

x



Recruitment

Graphics

- Download the .jpeg files [HERE](#) (for LinkedIn and Instagram)
- Download the source file [HERE](#) (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

#EuropeanCyberCup

x

Recruitment



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