



## **2019 Hospitality & Business Spotlight to Focus on Cyber Security and Digital Marketing**

*For immediate release: Coverage invited*

October 2, 2019

**Galloway, N.J.** – Cyber Security and Digital Marketing will be the themes of the 2019 Hospitality & Business Spotlight workshop series presented by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) of Stockton University, Small Business Development Center of New Jersey Cyzen/Friedman LLP and Big Surf media/The Press of Atlantic City from **8:30 a.m. to 12:00 p.m. Tuesday, October 8 and Wednesday, October 9 at the Stockton University, 101 Vera King Farris Drive, Galloway, NJ.**

This year's workshops will focus on best practices for hospitality and tourism businesses with an emphasis on cyber security and digital marketing.

Cyzen managing director, Jake Lehman, will discuss the importance of protecting stored, personal information for businesses against online threats. He will provide a live demonstration of current cyber threats and how to mitigate them.

Dan Sher, director of Big Surf Media, will provide an overview of popular digital marketing tools and how they can be used effectively by small businesses.

This Hospitality & Business Spotlight Workshop provides valuable insight for small business professionals, and entrepreneurs, especially those engaged in the region's hospitality and tourism industries.

The workshop will be held in meeting room five of the Galloway Campus Center. Registration will begin at 8:30 a.m. and include a continental breakfast. The program will begin at 9:00 am and conclude at 11:30 am. Participants are encouraged to stay for networking.

Seating is limited and pre-registration is strongly encouraged. Registrations are being accepted online through Eventbrite at [Stockton.edu/light](https://stockton.edu/light).

For more information please visit [stockton.edu/light](https://stockton.edu/light) or call (609) 626-3859.

**The Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT)** at Stockton University provides a forum for public policy discussions regarding the gaming, hospitality and tourism industries in New Jersey. The Levenson Institute engages our faculty, students and others in research, conferences and report writing to support sound decision making among policy makers and leaders in the region's three largest industries.

LIGHT is located at the Stockton-Rothenberg Building, 3430 Atlantic Ave., Atlantic City, N.J. 08401.

Phone: 609-626-3893; email: [LIGHT@stockton.edu](mailto:LIGHT@stockton.edu); online: [www.stockton.edu/light](http://www.stockton.edu/light)

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**Contact:**

**Diane D'Amico**

**Director of News and Media Relations**

**Galloway, N.J. 08205**

**[Diane.D'Amico@Stockton.edu](mailto:Diane.D'Amico@Stockton.edu)**

**609-652-4593**

**[stockton.edu/media](https://stockton.edu/media)**