RSAC Conference Impact Report 2025

WiCyS at RSAC Meetup

April 29th @ 6:30pm

District San Francisco
216 Townsend St
San Francisco, CA

Thank you to our sponsors of WiCyS at RSAC 2025

amazon   Google   Microsoft Security

SANS   SentinelOne

WiCyS at RSAC by the numbers:

- Tier 1 Strategic Partners sponsored the event at $5,000 each
- Four scholarships were provided to members to attend
- Scholarship recipients received travel stipends of $1,000 each
- Attendees were offered *Women in CyberSecurity* rocker-style t-shirts, stickers, pins, and more
- Allies were offered Ally shirts and Allyship pins
- Attendance: 350 (registered); 204 attendees checked in on the night of the event

Shirts given to Meet-up Attendees of the WiCyS Meet-Up Event:

Events Co-Sponsored/Attended by WiCyS

- **Monday, April 28th**
  - Cloud Security Alliance *AI Summit at RSAC 2025*
  - WiCyS | SANS Executive Cybersecurity Exercise at RSAC
- **Tuesday, April 29th**
  - Merlin VC Leading Ladies of Cybersecurity: CISO Lunch @ RSA 2025
  - Evolution Equity Presidential Forum
  - WiCyS @ RSAC Meet-Up: District San Francisco
- **Wednesday, April 30th**
  - Google Breakfast: *Agentic AI: A Turning Point for Cybersecurity*
  - Zero Networks RSAC Coffee Networking Meetup
  - Lynn Dohm, Panelist: *Inspiring Inclusivity: Perspectives from Diversity Leaders*
  - WiCyS, Cyversity, CLTC: *Next Gen Workforce For Cyber & AI*
  - Okta for Good: Building a More Secure World
  - Lynn Speaking *Cybersecurity Leadership: Mobilize, not Paralyze*
  - Evolution Equity Partners: *Portfolio Showcase & Cocktail Reception at RSAC*
  - Pause Take9 Cyber Civil Defense Happy Hour
  - SANS Networking Reception @ RSAC
- **Thursday, May 1st**
  - SANS | GIAC Workforce Leadership Summit
  - Lynn presented at the workforce leadership summit: *Insights to Impact: Skills-based Strategies for the Future Cyber Workforce*
  - RSAC Conference College Day

WiCyS @ RSAC 2025 Reach

LinkedIn Social Posts Metrics:
- April Posts: First | Second
  - Impressions: 2,756 | 3,626
  - Clicks: 88 | 134
  - Engagements: 118 | 189
  - Reactions: 25 | 54

X Social Posts Metrics:
- February Post:
  - Likes: 1
  - Views: 213
- March Posts: First - Second
  - Likes: 4 | 5
  - Views: 216 | 262
- April Posts: First - Second
  - Likes: 5 | 2
  - Views: 237 | 200

Email Metrics:

Mail Chimp
- WiCyS at RSAC Roadmap (2 Emails)
  - 38.6K+
  - Open Rate: 39.4%

Newsletter
- College Day
  - Subscribers: 38.1 K+
  - March: Open Rate: 39.9%

- RSAC General
  - Subscribers: 38 K+
  - April: Open Rate: 42.9%

NewsBytes
  - Members: 10.2 K+
  - Open Rate: 73.6%
  - Click Rate: 10.5%

District Event Photos:

View our Flickr account for more event pictures.