

# Security Awareness Summit 2016

## Lightning Talk: Animation Character Videos

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August 2016

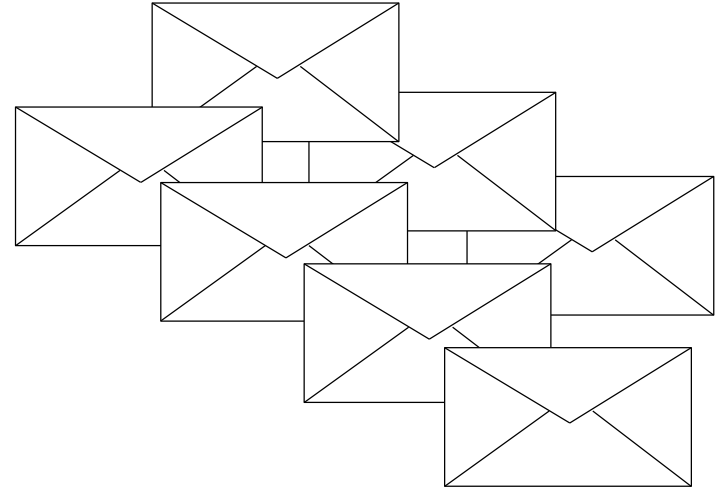
# Company Overview

- Leading Global Medical Technology Company
- Massive integration after acquiring CareFusion Corporation



# Concern

- Information Security messages became “lost” in a disproportionate amount of company emails
- Needed to reach our internal audience with security sensitive information



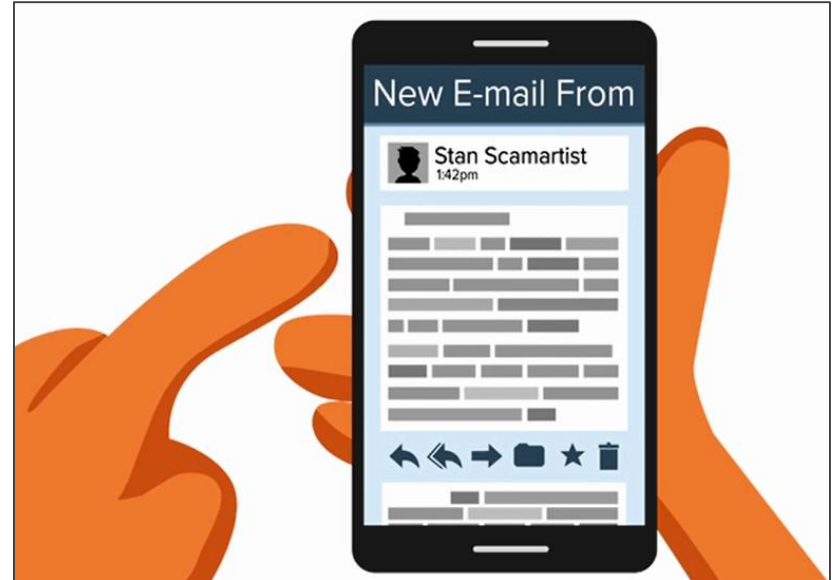
# Taking the Opportunity

- Surveyed employees to assess communication channel preference for a clear way to communicate the multitude of changes
- Previously utilized internal videos



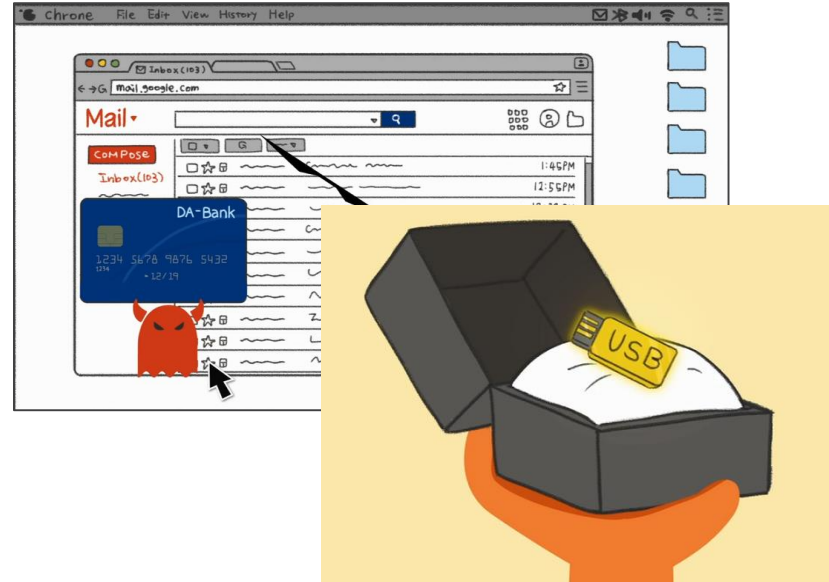
# Next Steps

- Surveyed employees to figure out the way they wanted to be communicated to
- Needed a way to cut through the clutter
  - Pitched the animation video to people in a position of power (CIO, CISO, etc.)
  - Focused on concrete ideas, feedback and initial first reactions
  - Not longer than 90 seconds



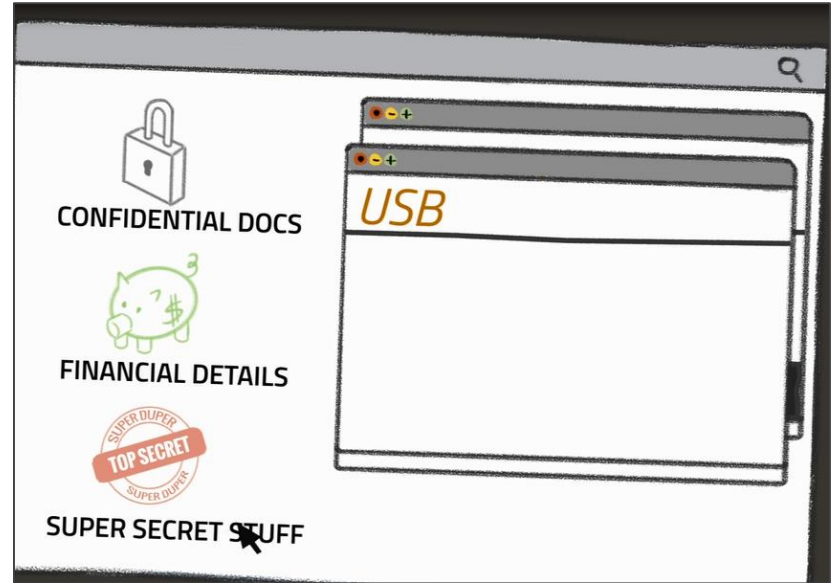
# Execution

- First video release announced the animation
- Used our CIO as an avatar
- Kept up the momentum by releasing multiple videos – spaced one month apart
- Encouraged employee interaction by creating a naming contest for the main character in the video



# Lessons Learned

- Utilize mediums already available
- Take the opportunity to talk with the correct people
- Can only work once and it may not work for every company



# Thank you!

