Workshop: Facilitators

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• Superhero
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Agenda:
Workshop

- Introductions:
  - Name / Company
  - Do you have a program? If so, how long?

- Expectations

- Building Your Program
  - Lab 1
  - Lab 2

- Framing Your Program
  - Lab 3

- Advancing Your Program
  - Lab 4
Building Your Program
Lab #1: Demographics

- What is your Industry?
- What laws and regulations might impact how you execute a phishing program?
- Demographics: Current & Future Employee base
- Generational: Millennials, Gen X, Baby Boomers
Building Your Program
Lab #2: Support Teams

- How are your current support teams structured?
- And do they follow the sun with 7/24 support?
- Incident Reporting Process
- Creating User / Recipient Lists
- Technology considerations
Framing: Define your Program Goal
Framing: Run a Pilot

Windows is checking for memory problems...
This might take several minutes.

Running test pass 1 of 2: 10% complete
Overall test status: 05% complete

Status:
No problems have been detected yet.
Framing: Executive Support
Framing: Communications
Framing: Planning your First Campaign
Framing: Frequency
Framing:
Scenario Creation
Framing: Education
Lab #3: Framing

- Program Goals
- Pilot Plan
- Executive sponsor
- Communications Plan
- Planning your first campaign
- Campaign Frequency
- Set up Scenarios
- Selecting your Education
Advancing your Program
Advance: New Hire
Advance:
Repeats

I KNOW DO NOT PEEING ON RUG REPEAT OFFENDER
Advance: Board Reports
Advance:
Spearphish
Lab #4:
Advanced

- Board Reporting
- New Hires
- Repeat Clickers
- Spearphishing Campaigns
Thank You!