EU Security Awareness Summit

London 10 July, 2015
Chairman: Lance Spitzner

#SecAwareSummit   @SecureTheHuman
www.securingthehuman.org
info@securingthehuman.org

Thursday, 9 July

| 6:00 – 8:00 pm | **Pre-Summit meet and greet** |
| | This optional session offers the opportunity to meet and network with your fellow attendees before the Summit kicks off. Gather at the Champagne Bar in The Connaught Rooms. |

Friday, 10 July

8:00 – 8:45 am	**Registration and coffee**
8:45 – 9:00 am	**Opening remarks**
	Lance Spitzner, Research & Community Director, SANS Securing The Human
9:00 – 9:40 am	**Marketable, Meaningful Metrics** **Lockheed's Phishing Ongoing Success Story**
	Cheryl leads Lockheed Martin's security education and awareness efforts, and The I Campaign®, helping the Lockheed Martin workforce make the right decisions when it comes to protecting information. In addition, Cheryl's team has been leading their organisation's phishing program for over 5 years now. Utilizing several "grades" of phishing e-mails, the team leverages off real life scenarios, that can trace back to incoming, suspicious e-mails. The testing continues to validate the effectiveness of the education and awareness efforts with over a 53% improvement in employees taking the correct actions. The program's metrics allow for trending analysis and the ability to include focus groups and high risk roles. While more difficult to measure, there has been a very beneficial behavioral and culture change with employees reaching back asking pertinent questions and requesting additional information and resources. Learn how Cheryl and her team have developed one of the most successful and mature phishing programs in the community.
	Cheryl Conley, Sr Manager, Security Education and Awareness, Lockheed Martin
9:40 – 10:20 am	**A New Approach to Transforming Security Behaviour**
	This session will present a new awareness and training framework resulting from a collaboration between academics from University College London and practitioners from HP and CESG. The Security Behaviour Transformation Framework is based on psychology and organisational behaviour research. To transform non-secure habits, the desired security behaviour needs to become a routine activity employees can execute without thinking. Security hygiene - ensuring that compliance with policies is possible in the context of staff's productive activity - is the key: 'Never issue a policy that staff cannot comply with.' Once this is achieved, further steps include 1) targeted content to avoid exceeding 'Compliance Budget' 2) clear communication of expectations, and 3) mechanisms of feedback and accountability.
	M. Angela Sasse, Professor, University College London

10:20 – 10:40 am	**Networking break**

10:50 – 11:30 am

The What, the Why and the How of Learning
Building a Learning Architecture

The popularity of brain games and interaction in learning is based on how the brain works. In this fast-paced talk, we explore how you can work with what the brain does naturally to help your learners build knowledge and skills. A scaffolded learning architecture is also an effective method for organising learning, assessing learner growth, and creating a learning culture. We all want to engage and empower our learners and this session will focus on best practices and strategies that you can use immediately to address the challenges within your organisation.

Lisa Murray-Johnson, PhD, Content/Training Director, SANS Securing the Human

11:30 am – 12:10 pm

Creating a Security Champions Network at Diageo

In 2013 we created a Security Champions network in Diageo across our 21 markets globally. Given limited resources, we had a clear vision of what we wanted to achieve and we took a top-down approach to gain support for the initiative. We developed SMART objectives with a view to slowly and demonstrably driving value for Diageo employees and management over time. This is the story of how we achieved mutual benefit both for us in the central Security team and for the market Security Champions & their colleagues. Key takeaways will include; 1: Aim for a Win-Win situation; 2: Gain support from senior management first; 3: Empower your champions; 4: Build the program into champions' annual targets or development plans; 5: Actively drive continuous improvement.

John Haren, Head of Information Security Governance, Risk & Compliance, Diageo

12:10 – 1:40 pm	**Networking luncheon**

1:40 – 2:20 pm

Human Behaviour Modelling Using Cognitive Frameworks

Evidence from outside the safety field shows that behavioral change is more likely to be achieved when campaigns are planned using behavioral frameworks. Behavioral frameworks are predictive models that help us to understand how people are likely to respond to our communications. In this session we will review behavioral frameworks relevant to security awareness and examine how they can be used to help tune our communications for increased effectiveness. The presentation will also show why a solid understanding of the audience and a structured approach to managing perceptions is necessary for a security awareness campaign to be efficient and effective.

Geordie Stewart, Principal Consultant, Risk Intelligence

2:20 – 3:00 pm

Public-Private Partnerships for Digital Education

This presentation will outline the mission and work of European Union Agency for Network and Information Security (ENISA), and present specific examples of how ENISA is working directly with the community in creative ways, advocating for security awareness, and empowering users. What is the multi-stakeholder approach? How do we measure the success of a public-private partnership? How can we get the right people coming together to do the right things in the right way? How do we step up efforts on network and information security education and training? All these questions will be tackled one by one, and the takeaway will be how ENISA, SANS and the community can work together effectively.

Daria Catalui, Officer in Network and Information Security, ENISA
Andrea Dufkova, Expert in Computer Security and Incident Response, ENISA

3:00 – 3:30 pm	**Networking break**
3:30 – 4:10 pm	**Leading a Thirsty Horse to Water: Developing and Delivering Campaigns that Count, to Both Leaders and Staff** In this engaging and interactive presentation, Andrew will provide an account of his experience in establishing education and awareness programmes across several public and private sector organisations. The presentation will focus on how you can make the horse thirsty, the water cool and then check how much has been drunk: key learning points include: • Understanding and applying change management practices in the context of your organisation to help embed security as part of the organisational culture (including using Ambassadors) • Setting a clear strategy and going beyond just getting management buy-in to getting them to endorse and advocate for it • Choosing, tailoring and communicating your message to all of your audiences and making them all hear it (audience evaluation and strategic communications management) • Creating demand and desire for education and awareness activities through marketing, threat awareness and other techniques *Andrew Huddart, Head of Education and Awareness, Bank of England*
4:10 – 4:40 pm	**Show-n-Tell Winners / Discussion**
4:40 – 5:00 pm	**Closing Remarks** *Lance Spitzner, Research & Community Director, SANS Securing The Human*

SANS EMEA