# A G E N D A

## Tuesday, August 18

| 6:00-8:00pm | **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 Lobby Lounge & Restaurant in the atrium of the Sheraton. |

## Wednesday, August 19

| 8:00-8:45am | **Registration & Coffee** |
| 8:45-9:00am | **Opening Remarks** |
| | *Lance Spitzner, Research & Community Director, SANS Securing The Human* |
| 9:00-9:40am | **Carrots, Not Sticks: Using Gamification To Transform Security Awareness** |
| | Human enabled exploitation is one of the most prevalent and dangerous security risks today.  There is no easy patch to secure people.  Securing humans requires behavioral change.  Learn how to leverage behavioral psychology and gamification principles to drive positive, effective and measurable security engagement and behavior.  We will discuss how harnessing the power of intrinsic and extrinsic motivations can help drive behavioral change.  We will then discuss Salesforce security awareness program's application of these principles, resultant metrics, and some takeaways that will help you build your own program. |
| | *Masha Sedova, Director of Trust Engagement, Salesforce.com* |
| 9:40-10:20am | **Using Storytelling to Change User Behavior** |
| | *"Tell me a fact and I'll learn. Tell me the truth and I'll believe.*<br>*But if you tell me a story, it will live in my heart forever."* |
| | All too often Information Security Teams become "The department of 'NO,'" telling people what they can't do instead of telling them why they need to modify their behavior or empowering them to do so.  In this talk, you will learn how to craft messages that stick by using basic storytelling techniques and constructing stories that are compelling, contain a call to action, and generate change.  This includes concrete examples of how stories generate change and when to use them so that they will "live in their hearts forever." |
| | *Bridget Brown, Associate Director Training and Awareness Communications, RGA Reinsurance Company; and Adjunct Professor, Washington University of St. Louis* |

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| **10:20-10:50am** | **Networking Break** |

**10:50-11:30am**

### 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 programs across several public and private sector organizations. 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 organization to help embed security as part of the organizational 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*

**11:30am-12:10pm**

### 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 organizing 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 organization.

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

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| **12:10-1:40pm** | **Networking Luncheon (Provided by SANS)** |

**1:40-2:20pm**

### Extending Your Human Sensor Network: Measurable Threat Defense

Everyone clicks, even those who recognize the signs of suspicious email. So, how can you shore up your defenses while bolstering your detection capabilities, especially amid advancing cyber adversary tactics and targeting? And how can you grow your human sensor network to include employees not previously engaged in spotting or reporting email? This talk will touch on the work culture needed to germinate the employee-as-human-sensor, the metrics that illustrate its effectiveness, and a voluntary pilot program aimed at converting non-reporters into reporters, clickers into self-reported clicks, and targets into human sensors, thus extending the human sensor network and employee as cyber defender.

*Ellen Powers, Cybersecurity Threat Awareness Manager, The MITRE Corporation*

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| 2:20-3:00pm | **Branding Security: The Heart of Your Security Program** |
| | Branding security is about shaping how security is perceived by others at the company. When co-workers think of your security program, do they associate it with compliance, or policies, or safety, or risk, or team-building, or fear, or fun? |
| | This talk will cover how to reflect on and define one's personal brand, and the brand underlying one's security awareness program. You will learn to assess the way you and your program are currently perceived, and you will learn how to reflect upon and design the brand which will serve as the foundation of your security persona, messages, and program. We'll talk about whether your own security brand is aligned with management's vision of the company's brand – and how to use that knowledge. |
| | *Judy Forrest, Senior Information Security Specialist, SAP* |
| **3:00-3:30pm** | **Networking Break** |
| 3:30-4:10pm | **Information Security Awareness Communication Calendar (ISACC) Roadmap** |
| | A comprehensive Security Awareness program includes a plan for how you will educate employees about the cyber security world. One way identified which delivers great visibility and a dual sense of functionality is an ISACC roadmap. By architecturally designing an ISACC roadmap you can offer a comprehensive visualization of a plan over a predefined time period. This roadmap awards you an opportunity to share your vision amongst peers, managers, and executive sponsors. This empowers you with direction for what, when, where and how you plan on implementing various communication tools for your program. Embracing a roadmap in hand, symbolizes guidance with goals, milestones, measureable timelines and a vision for the betterment of the organization. |
| | *Rhonda Kelly, Security Education Architect, Oshkosh Corporation* |
| 4:10-4:40pm | **Building Awareness by Collaborating with NCSA Programs** |
| | The National Cyber Security Alliance leads some of the most far-reaching global awareness efforts with industry and government including the "STOP. THINK. CONNECT." campaign, National Cyber Security Awareness Month and Data Privacy Day. In this session we will cover NCSA's unique approach to messaging, using trusted networks for generating awareness and easy ways for companies and organizations to join existing efforts. |
| | *Michael Kaiser, Executive Director, National Cyber Security Alliance (NCSA)* |
| 4:40-5:00pm | **Closing Remarks** |
| | *Lance Spitzner, Research & Community Director, SANS Securing The Human* |

**Thank you for attending the SANS Summit.**

Please remember to complete your evaluations for today.
You may leave completed surveys at your seat or turn them in to the SANS registration desk.