






US Security Awareness Summit

San Francisco – August 3-4, 2016
Chairman: Lance Spitzner



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

Welcome to the Security Awareness Summit! As we come together as a community to discuss and share ideas all things security awareness, your participation is what makes our Summit the most comprehensive event of its kind. We have nearly 200 members of the community in attendance this year, including top industry experts sharing their wisdom on the latest trends and most innovative topics the industry has to offer. Our goal is for you to take this information and use it to create a truly mature awareness program.



Lance Spitzner

Take this opportunity to introduce yourself to those sitting around you, join one of the many conversations during breaks, and engage with our expert speakers during our many networking events. Finally, let's have fun and make the next two days count! Attendees tell us time and time again that the greatest value of our Summit is the interaction with others and the newly forged connections they make during their time with us.

Looking forward to an amazing two days!

Lance Spitzner

Director, SANS Securing The Human



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A G E N D A

Event Rules: To encourage honest and open dialogue amongst attendees, this event follows the Chatham House Rule. This means you are free to share what you learn with others, but you cannot attribute the source. In addition, there will be no media at this event. More about Chatham House Rules at www.chathamhouse.org/about/chatham-house-rule.

Event Notes: All approved presentations will be available online following the Summit at <https://securingthehuman.sans.org/resources/summit-archives>. An e-mail will be sent out as soon as the presentations are posted, typically within 5 business days of the event.

Tuesday, August 2

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| 6:00-8:00pm | Pre-Summit Meet and Greet This optional session offers the opportunity to meet and network with your fellow attendees the night before the Summit kicks off. |
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Wednesday, August 3

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| 8:00-8:45am | Registration & Coffee |
| 8:45-9:00am | Welcome, Introductions and Rules of Engagement <i>Lance Spitzner, Director, SANS Securing the Human</i> |
| 9:00-9:20am | Networking and Introductions We know that the conversations among peers and the connections forged during these events are just as valuable as the case studies presented by leading security awareness practitioners. Kick off your day by getting to know the other attendees seated at your table and begin forging those meaningful connections and exchanging ideas right away. |
| 9:20-10:00am | Phishing: Lessons Learned for Handling Repeat Clickers What's your guesstimate on Lockheed's RePeat, 3 Peat and 4 Peat Offender metrics? This fast paced, illuminating talk will uncover that progress, the skinned knees, Lessons Learned and Lady Luck gained through 6 years of phishing within a defense contractor with over 100k diverse, virtual employees. We'll move through our early handling of repeat clickers from working with CIO's to a more formal training and accountability process, and our thoughts and concerns while working through an "Easy Button" for reporting. Peppered through the talk we'll mention our most common employee questions and comments, which drove some of our tactical improvements and future strategies. <i>Cheryl Conley, Security and Awareness Lead, Lockheed Martin</i> |



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| 10:00-10:30am | Seeing is Believing: Making the Cyber Hype Real with Hacking Demos <p>Our users hear all the time about computer hacks, financial compromises, and stolen information. But have you ever wondered about different ways to arouse end users to take these subjects more seriously? In this presentation you will learn how we use real-world hacking demonstrations to help us cultivate a more engaged and equipped end user community. You will be shown a video of one of these hacking demonstrations, and learn how we arm the users with ideas, tools and techniques in order to protect themselves against what they have witnessed. You will also learn some tools and techniques for creating these demonstrations, and discover resources for learning hacker tools and techniques for security awareness. Once done you will be able to leverage the ideas presented to create your own real-world demonstrations for your user community.</p> <p><i>Dan Kern, CSO – Monterey County, California</i></p> |
| 10:30-11:00am | Networking Break |
| 11:00-11:40am | How to Build an Ambassador Program <p>Have you been thinking about creating an information security ambassador program? Have you been wondering “what’s the easiest way to get started?” In this presentation, you will learn how I did it at Thomson Reuters. The highlights of the presentation will include: crafting the key components and topics of an ambassador program; identifying employees who want to get involved and ways to keep them motivated; and how to scale and continuously improve. Once done you will be able to leverage the ideas presented to create your own information security ambassador program.</p> <p><i>Angela Pappas, Director, Information Security Training & Awareness – Thomson Reuters</i></p> |
| 11:40am-12:15pm | Three Ways to Make Sure Your Awareness Materials Stand Out From the Crowd <p>We all think that cybersecurity awareness is vitally important, and are dedicated to making our companies safer. But for our colleagues, our passion is just one more thing that they have to get through to be able to do their jobs. So how do we show them that security awareness is not just important, but also attractive? How do we make our materials stand out from the crowd?</p> <p>We’ll look at 3 areas:</p> <ul style="list-style-type: none"> • Social Learning • Graphic Design • Influencing behaviour like a marketer <p>In each one, we’ll cover a bite-sized introduction to the field, identify an expert you can follow, a book or other resource you can read and a two-minute exercise you can carry out each day to improve your skills in this area.</p> <p><i>John Scott, Head of Awareness, Bank of England</i></p> |
| 12:15-1:30pm | Networking Luncheon <p>Lunch is served onsite to maximize interaction and networking among attendees.</p> |



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| 1:30-2:40pm | <p>360 Lightning Talks</p> <p>In this exciting hour, six presenters will get ten minutes – and only ten minutes – each to share one powerful awareness initiative, idea, or best practice. This format jams tons of information into a short period of time. Don't blink!</p> <p>Recipe for a Cyber Fest <i>Brenda Ianaro, Training, Education, & Awareness Mgr., Cyber Security Program, Lawrence Livermore National Lab</i></p> <p>Old Becoming New Again <i>Julie Rinehart, Advisor, Information Security Awareness, CVS Health</i></p> <p>Creating an InfoSec Brand and Mascot <i>Nastassia Tamari, Manager, Information Security Training, Education & Awareness, Becton Dickinson</i></p> <p>Using OneNote <i>Lori Rosenberg, Information Security Education and Awareness, Intuit</i></p> <p>Back It Up: Lessons Learned from Implementing the STH Roadmap in Reverse <i>Mary Dziorny, Enterprise Security Awareness Coordinator, Southwest Airlines</i></p> |
| 2:40-3:30pm | <p>Security Awareness Show-&Tell</p> <p>Back by popular demand, this simple session has proven to be a powerful way for attendees to generate new ideas for their own security awareness programs. Attendees bring and display materials (posters, giveaway items, games, etc.) they've developed for their security awareness programs, and share the process of producing the items and integrating them into an overall awareness program. Grab a cup of coffee and a cookie, browse the wares, take some snapshots, and get ready to take your awareness program to the next level.</p> |
| 3:30-4:10pm | <p>Developing a Culture of Security Awareness, Based on Your Culture</p> <p>Practical problem solving with information security involves more than just researching frameworks and building on industry best practices. At Autodesk, we encountered various problems while building our security awareness program, and I would like to highlight some of our learnings from practically solving these real world problems. Key takeaways from the presentation include: Understanding company culture, identifying training opportunities and methods, designing innovative, fun and attractive training; which will eventually help you tailor your security awareness program based on your company culture.</p> <p><i>Akshay Shetty, Information Security Program Manager – Autodesk</i></p> |



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| 4:10-4:50pm | Security Awareness Video Wars Volunteers will show up to a 3-minute video clip of a video they developed for their security awareness program. Presenters will then share lessons learned from their video, to include how it was developed, how it was deployed and the videos impact. Attendees will select the videos they think are the most effective and winners will be awarded the coveted SANS Securing The Human security awareness coin. |
| 4:50-5:00pm | Daily Wrap-Up |
| | Please plan to join us for social events and informal networking activities at the conclusion of the day's sessions. Details to come. |



Thursday, August 4

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| 8:00-8:45am | Registration & Coffee |
| 8:45-9:00am | Kick-Off and Coordination Items <i>Lance Spitzner, Director, SANS Securing the Human</i> |
| 9:00-9:20am | The Race for Cyber Talent: Finding and Keeping the Talent You Need With nearly 260,000 openings in information security in 2015 and the number of openings currently growing by nearly 15% percent a year, finding the right talent with the right set of skills and experience is becoming increasingly difficult for cyber leaders. In addition, many organizations are experiencing turnover in this field in excess of 20% annually. In this presentation, we will discuss what successful companies are doing to find and keep the talent they need. We will also review how SANS is helping to grow the future talent base available, while increasing diversity, in these mission critical roles. <i>Jim Michaud, Director – Cyber Talent Solutions, SANS Institute</i> |
| 9:20-10:00am | Exec Assistants: How to Hack Your Way Through the Corp Comms Jungle This talk highlights how to use your built-in communications network: executive assistants. Executive assistants are the one common backbone throughout all organizations, and everyone respects and listens to messages that they send. At least, more than they listen to us. In this talk, Jason will speak from his experiences and discuss why they are effective, how to sell it to both leadership and the executive assistants, and how to implement a plan that works. <i>Jason Hoenich, Manager Infosec – Sony Pictures</i> |
| 10:00-10:30am | Partnering in Education and Awareness We hold this truth to be self-evident: cybersecurity is a shared responsibility. How does that translate into the education and awareness discipline? What are the opportunities to partner with organizations like the National Cyber Security Alliance, Government and each other? How do we build a cybersecurity education and awareness ecosystem that support all of us and helps keep the Internet safer, more secure and trusted? This session will explore how we can work together to share the responsibility while help each other reach our goals and fulfill our responsibilities. <i>Michael Kaiser, Executive Director, National Cyber Security Alliance</i> |
| 10:30-11:00am | Networking Break |



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| 11:00-11:30am | Case Study Analysis Attendees will be broken up into teams of 8-10 people per table. Each team will review the situation of a real organization's security awareness program and how the program can be improved. |
| 11:30am-12:15pm | Case Study Discussion Teams will then present and discuss their recommendations to the rest of the summit attendees. The whole purpose is to see how others solve some of the most common challenges real organizations are facing. |
| 12:15-1:30pm | Networking Luncheon |
| 1:30-2:40pm | 360 Lightning Talks In this exciting hour, six presenters will get ten minutes – and only ten minutes – each to share one powerful awareness initiative, idea, or best practice. This format jams tons of information into a short period of time. Don't blink! Building a Multimedia Awareness Program from Scratch with no Dough <i>Jennifer Kimberly, IT Specialist, Security Project , Dept. of Health & Human Services</i> Nudging Towards Security <i>Sahil Bansal, Manager (Security Awareness and Training Leader), Genpact</i> Awareness Events <i>Cathy Click, Graphic Designer/Awareness Event Coordinator, Information Security, FedEx</i> Security Awareness Chapter – Some Assembly Required <i>Terri Cihota, Risk Management Coordination, Federal Reserve Bank of St. Louis</i> From Ambassadors & Champions to Security Partners of the Month! <i>Deana Elizondo, Manager, Cyber Security Programs & Awareness, AEP</i> |
| 2:40-3:30pm | Security Awareness Show-&Tell Back by popular demand, this simple session has proven to be a powerful way for attendees to generate new ideas for their own security awareness programs. Attendees bring and display materials (posters, giveaway items, games, etc.) they've developed for their security awareness programs, and share the process of producing the items and integrating them into an overall awareness program. Grab a cup of coffee and a cookie, browse the wares, take some snapshots, and get ready to take your awareness program to the next level. |



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| 3:30-4:10pm | Making the Maturity Model Work for You Building a security awareness program along the lines of the Security Awareness Maturity Model is the ideal way to set up a program in a strong orderly fashion. But many companies either have roadblocks to getting a survey out or a steering committee in place, or they want to see results – mainly metrics to show the board – fast. I'll talk about how to analyze and prioritize the needs and available resources in a complex environment, then organize the key components into a strategy that works for you and produces visible results for your leadership. I've done this with no budget, with a very small budget, and now with a fair budget but in a hugely complicated environment. <i>Janet Roberts, Global Head of Security Education, Awareness & Training (SETAP) & Security Communications, Zurich Insurance</i> |
| 4:10-4:50pm | Show-&-Tell Winners Attendees will select their favorite show-&-tell items. The winners will then have a chance to do a short, impromptu presentation on the items they created. In addition, winners will receive the coveted SANS Securing The Human security awareness coin. |
| 4:50-5:00pm | Daily Wrap-Up |
| Please plan to join us for social events and informal networking activities at the conclusion of the day's sessions. Details to come. | |

Friday, August 5 – For STH Customers

9:00am-2:00pm

STH Customer Sessions

This day is available at no cost for all STH customers. STH staff will present a roadmap of the different products and services we are currently developing and releasing soon, to include updates on the new Advanced Cybersecurity Learning Platform, Client Success Program and new content. Our goal is to enable STH customers to make the most of what we will be releasing in the near future. In addition, we will be hosting interactive sessions where customers provide feedback and suggestions on STH solutions and help prioritize our development and ultimately help build our long-term roadmap. If you would like to attend this third day, please RSVP by contacting Lance Spitzner lspitzner@sans.org.



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S P E A K E R B I O S



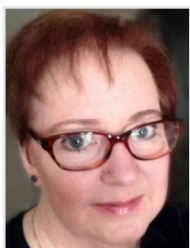
Sahil Bansal, Manager - Security Awareness and Training Leader, Genpact

Sahil leads the security culture change initiatives at Genpact, a 65000+ global organization. He is the youngest security training and awareness leader of the dynamic organization offering consulting, IT services and BPM services to its clients. He is a B.Tech, MBA and has done courses on Social Psychology, Behavior Economics, marketing and branding. At present, he is helping Genpact information security team to look at the problem from a people perspective. He has also worked with other IT giants like Infosys and HCL Technologies in the past.



Terri Cihota, Risk Management Coordination, Treasury Relations and Support Office, Federal Reserve Bank of St. Louis

Terri holds a BSBA in Finance Economics and Accounting from Rockhurst University. She began her career as a financial and computer systems auditor for the federal government, then took time off to be a stay at home mom, returning to the workforce as part-time technology coordinator and computer teacher in 2005. Five years ago she joined the Federal Reserve Bank as the Information Security Liaison promoting awareness and implementing security policies. In her current role across the Federal Reserve System (FRS) as the Risk Management Coordination for our Treasury work, she is responsible for the creation and training of our Treasury Privacy Matters Training for FRS staff that handle Treasury data.



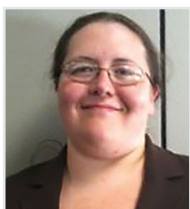
Cathy Click , Graphic Designer/Awareness Event Coordinator, Information Security, FedEx

A security-aware culture is often one of the largest challenges for many enterprises. Cathy has experience in this specific area with demonstrated knowledge of building security awareness content and executing effective awareness programs. Her design and marketing background along with 13 years of Information Security project management has given her the unique ability to understand technical information and communicate it to non-technical employees. She is an innovative marketing and awareness adviser that creates awareness strategy and runs national and global campaigns for information security. Her programs focus on the importance of information security awareness, procedure, and best practices. Cathy was the keynote speaker at the first annual SANS security awareness summit held in Dallas, Texas in 2014.



Cheryl Conley, Security Education & Awareness Lead, Lockheed Martin

Cheryl Conley has held the Lead position for the Security Education & Awareness Team in the Corporate Information Security organization for the past seven years. She has managed numerous successful teams to include The I Campaign®, teaches several classes within CIS, and has a passion for the Security Awareness arena. She holds a Masters' degree in Information Technology, and obtained the CISSP in December 2005. The SANS Institute named Cheryl among its 2014 Difference Makers, along with the Lockheed Martin Excellence in Leadership Award for business value to help solve complex challenges LM faces in cyber security.



Dr. Mary Dziorny, Enterprise Security Awareness Coordinator, Southwest Airlines

Dr. Dziorny has been working in security awareness for the past seven years creating the security awareness program at the University of Texas at Dallas and co-chairing the Security Awareness Committee for the University of Texas System before moving to Southwest Airlines. She has a doctorate in educational technology and GISF and Network + certificates. Additionally, she has been a technical trainer for over 15 years.





Deana Elizondo, Manager, Cyber Security Programs & Awareness, American Electric Power

Deana Elizondo is the manager of the Cyber Security Programs & Awareness team within the Cyber Risk & Security Services organization at American Electric Power. She has been with AEP for 12 years and has spent the last 6 years managing this team. Deana's team is responsible for Enterprise Security Policies & Standards, Security Training & Awareness, Security Project Engagement, and Vulnerability Management. Prior to AEP, Deana worked at Huntington Bank for 17 years managing several different technical and operational teams. Her entrance into Security was managing a Treasury Management Technical Services group while at Huntington Bank, which included supporting critical systems such as Cash Vaults, Lockbox, ACH, and Wire Transfer. Deana's passion is continuing to evolve the Security Awareness Program at AEP through creativity and ingenuity.



Jason Hoenich, Manager, Security Awareness & Training, Sony Pictures Entertainment

Jason stumbled into security awareness accidentally. He was a network admin for a realty company, spending many hours explaining to "repeat customers" why they kept getting viruses on their laptops (and owing me money). Jason likes helping users understand why stronger passwords are important and provide them with methods on how to easily create them. He has built programs for companies like Activision (gaming), The Walt Disney Company, and is currently at Sony Pictures Entertainment.



Brenda Ianaro, Training, Education, & Awareness Manager - Cyber Security Program, Lawrence Livermore National Laboratory

Brenda has worked in public education at the secondary/post-secondary level, in private industry at a Fortune 100 multi-national company, and in the public sector at LLNL for the past 24 years. Her areas of expertise include facilitation, instructional design, and learning/behavioral science in the workplace.



Michael Kaiser, Executive Director, National Cyber Security Alliance

Michael Kaiser joined the National Cyber Security Alliance (NCSA) in 2008. As NCSA's chief executive, Mr. Kaiser engages diverse constituencies—business, government, other non-profit organizations—in NCSA's broad public education and outreach efforts to promote a safer, more secure and more trusted Internet.



Dan Kern, CSO, Monterey County, California

Dan Kern is the Chief Security Officer for Monterey County, California, where he has worked for over 15 years. Dan has an extensive background as an ethical hacker, intrusion analyst and incident responder, and specializes in translating technology and communicating business risk at the C level. Dan also specializes in studying offense in order to improve defense, and taking that understanding to create popular and entertaining live security awareness training that includes real world hacking demonstrations. Dan has worked in the Information Technology field for over 25 years, has multiple SANS certifications and is extensively SANS trained, and holds a Bachelor's degree in Communications. Dan is also an avid fly fisherman and lover of the Eastern Sierra.





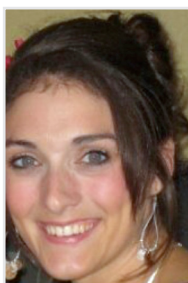
Jennifer Kimberly, IT Specialist, Security Project Manager – Department of Health and Human Services

Jennifer Kimberly is a strategic communicator and project manager for the Office of Information Security at HHS. She manages the Department's cybersecurity awareness initiative, HHS CyberCARE, as well as National Cybersecurity Awareness Month activities. Jennifer started her career "translating tech for the rest of us" at NASA as a technical editor. She has been with the Department of Health and Human Services as a contractor and then a federal employee since 2006. Jennifer lives in Maryland with her husband, son, and two very lazy dachshunds who insist on being carried down the stairs.



Angela Pappas, Director, Information Security Training and Awareness, Thomson Reuters

Angela's worked in the IT field 19 years and with Thomson Reuters since 2000. She was a technical writer before moving into various leadership roles related to technical writing and training, process improvement and software development. In 2009, Angela moved to the information security risk management organization where she managed customer assurance responsibilities. In 2012 Angela assumed her current role as director, training and awareness, where she now focuses on an ambassador program, communications and marketing, and eLearning. Angela is most inspired when she engages and connects with others on a common purpose, leverages her interpersonal & collaboration skills, and optimizes the organizations' core values in order to educate employees, change behavior and reduce risk. Angela lives in St. Paul, Minnesota with her husband, daughter and two shiba inu dogs. Angela also serves as the Vice Chair of a local non-profit called Survivor Resources.



Julie Rinehart, Security Awareness Advisor, CVS Health

Julie Rinehart graduated with a Business degree from Framingham State University with a concentration in Marketing. She started her Information Security career at EMC Corporation and worked in Security Awareness for seven years prior to joining CVS Health in 2015 as a Security Awareness Advisor. She has a passion for information security and is driven to understand how people think and behave. As a mother of two young children, keeping children safe online is also becoming a passion. Julie and her family reside in Massachusetts where she enjoys spending her free time at the beach on Cape Cod.



Janet Roberts, Global Head of Security Education, Awareness & Training (SETAP) & Security Communications at Zurich Insurance

Janet Roberts joined Zurich Insurance in March 2015 as the Global Head of Security Awareness tasked with building their first security awareness program across Zurich, Zurich North America, and Farmers Insurance. Since that time she's taken on Security Communications as well. She built the first security awareness program for Progressive Insurance and re-designed the security awareness program at American Express before joining Zurich. She holds a B.A. in Journalism from Temple University and an M.A. in Communications from Edinboro University of Pennsylvania, with a paralegal degree sandwiched in there somewhere! When she's not building security awareness programs, she's writing and self-publishing novels, as well as speaking at libraries and to writers groups. You can check out her work at www.booksbyjanetroberts.com





Lori D. Rosenberg, InfoSec Education and Awareness Senior Offering Program Manager, Intuit

Lori Rosenberg has been managing InfoSec education and awareness for over 10 years. She currently drives the InfoSec Education and Awareness program for Intuit staff and Intuit's customers; sharing information about each person's role in keeping information secure. Prior to Intuit, she managed Information Security education, awareness and communications internally and externally for eBay and WaMu. Lori is one of the proud recipients of the SANS 2015 "Difference Makers" Award, and is delighted to share her experience and discuss ideas with her peers in the education and awareness community. In her spare time, Lori enjoys spending time with her grandbaby, gardening, reading and taking her pup Einstein for hikes on the beautiful trails of the great Northwest.



John Scott, Infosec Training Manager, Bank of England

John has been a software trainer for most of his career, meaning he has a strongly honed sense of the frustrations normal people feel when faced with new technology – training is, after all, mostly watching people make mistakes because of unfamiliarity. (And then helping them!) Passionate about explaining the 'why?' as well as the 'how?' and a strong advocate that if it doesn't look pretty (or at least professional) people will gloss over it.



Akshay Shetty, Information Security Program Specialist, Autodesk Inc.

Akshay Shetty is an Information Security Program Specialist at Autodesk Inc. He leads Autodesk's Security Awareness program focused on providing a targeted, innovative and entertaining learning experience. Akshay has prior Big 4 security consulting experience where he has assisted clients in the Finance, Software, Healthcare and Entertainment industries with his expertise on IT Security and Risk. He has led a wide-range of projects based on Information Security domains like Security Awareness, Identity and Access Management, Governance, Risk and Compliance, Incident Response and Vendor Management. Akshay is a certified CISSP and CCSK, with a degree from Rutgers University.



Nastassia Tamari, Manager – Information Security Training, Education Awareness, Becton Dickinson (BD)

Nastassia is a former corporate communications specialist/consultant who escaped with her creativity intact. She is an experienced broadcasting writer, editor, and journalist. She is also an innovative, perseverant, diplomatic, fearless "tryer of new things."



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UPCOMING SUMMITS & TRAINING EVENTS

Data Breach SUMMIT

Chicago, IL | Aug 18

Security Leadership SUMMIT & TRAINING

Dallas, TX | Sep 27 - Oct 4

Pen Test HackFest SUMMIT & TRAINING

Crystal City, VA | Nov 2-9

European Security Awareness SUMMIT

London, UK | Nov 9-11

Healthcare CyberSecurity SUMMIT & TRAINING

Houston, TX | Nov 14-21

Cyber Threat Intelligence SUMMIT & TRAINING

Arlington, VA | Jan 25 - Feb 1, 2017

ICS Security SUMMIT & TRAINING

Orlando, FL | Mar 20-27, 2017

Threat Hunting and IR SUMMIT & TRAINING

New Orleans, LA | Apr 18-25, 2017

Digital Forensics & Incident Response SUMMIT & TRAINING

Austin, TX | Jun 22-29, 2017

For more information on speaking at an upcoming summit or sponsorship opportunities, e-mail SANS at summit@sans.org.

Visit www.sans.org/summit for detailed summit agendas as they become available.