



Call for Presentations

SANS Institute is excited to announce a Call for Presentations for the 4th annual Security Awareness Summit, to be held August 2-3, 2017 in Nashville, TN. We are looking for presenters who are actively involved in their organizations' security awareness program and can share real-world lessons learned on how they took their awareness program to the next level. Our goal is for attendees to have action items they can take back and apply right away to their organization. Prospective presenters for the Security Awareness Summit should submit no later than Wed, March 1st, 2017.

Benefits of Speaking

- Promotion of your speaking session and company recognition via the Security Awareness Summit website, social media and all printed materials
- Full conference badge to attend all Summit sessions
- One additional complimentary Summit guest pass
- Friendly, supportive environment to develop your public speaking skills

Speaking Opportunities

There will be two different types of talks on the Summit agenda – standard 35-minute slots followed by 5 minutes for Q&A; and 10-minute lightning talks. Please specify which style talk you are submitting.

Suggested Speaking Topics

This summit is all about real-world experiences, not theory. We want to hear your stories about what you did and how attendees can apply your lessons learned. You are welcome and encouraged to share both success stories and failures.

- **Metrics:** How did you measure and communicate the success of your program? How did you define success?
- **Ambassador Program:** Leveraging people throughout your organization to help promote and communicate your program.
- **Little Budget / Big Impact:** Most programs are challenged by having minimal budgets, how did you make the most of your resources? How were you able to create a big impact and how did you know you had an impact?
- **Leadership Champions:** How do you get senior leadership / board members to buy into and support the program – both short and long term.
- **Soft Skills:** What soft skills are most important for a security awareness professional. How can an individual develop those skills?
- **Gamification:** How to start a simple gamification program on limited budget / resources.
- **Special Events That Work:** How to host an event that has an impact that you can measure.
- **Changing Culture:** What is culture to you, how did you change it, how did you know you changed it?
- **Collaboration Success Stories:** How did you build relationships and collaborate with other key departments, such as Communications, Human Resources, Legal or others?
- **Branding / Messaging:** How did you develop a key message that resonated with people? How did you understand your culture and how did that drive your brand or message?
- **Tailored Training:** How did you develop targeted training at different teams/roles/departments that had different cultures and requirements?



Submission Requirements

Submissions should be sent in the body of an email or as a Word document. Please do not submit in PDF format. Your submission must include:

- Title and abstract of proposed talk: The presentation abstract must include key points from your talk, to include what attendees will learn and how they can apply it to their organization. This event is focused on real action items, not theory.
- Proposed format – long talk or lightning talk
- Name of prospective speaker
- Title & Organization
- Phone
- Email
- Twitter handle if applicable
- Bio: Your biography should be approximately 50 words. You may include your current position, titles, areas of professional expertise, experience, awards, degrees, personal information, etc.
- Headshot in TIFF, JPEG, or EPS format. Please send the highest resolution photo you have in case your talk is selected and we feature you in printed promotional materials.
- Link(s) to video(s) of previous presentations given at any professional event (not necessarily on this topic)

The deadline for all submissions is Wednesday, March 1st, 2017 at 5 pm CST. Submissions should be sent in the body of an email to AwarenessSummit@sans.org with the subject "Security Awareness Summit CFP."