

cybersecurity for business



Securing Our eCITY[®]

an ESET led initiative

Foundational Workshop Overview



Stay Safe In Cyberspace: STOP | THINK | CONNECT™

Background

Securing Our eCity is an initiative started by ESET, LLC, a San Diego software security provider, in late 2008. It is focused on fostering public / private partnerships at local, state, national and international levels and helping to create a cyber secure San Diego community. Stakeholders, including consumer advocates, business owners, and governmental agencies (law enforcement and legislative bodies) are coming together to raise awareness, offer education and help individuals and businesses prepare for cyber security challenges now and in the future. To learn more, visit: www.securingoureality.org

What type of educational programs do you offer?

Securing Our eCity is, in many respects, a 21st century neighborhood watch program for the online community. In the same way that a neighborhood keeps watch for suspicious activities in their community, we are providing education to raise awareness of the things we should all be on the lookout for in the world of cybercrime. We raise awareness through our educational workshops that are provided at no cost to businesses, organizations and community groups who have a need or desire to help their constituents work or play safe in the connected world. Workshops are available for the following audiences:

- Corporate/Business
- Parents & Guardians
- Law Enforcement
- Educators
- Young Adults

To whom do you offer these workshops?

Anyone. Really!! Our goal is to raise awareness. This can be done one person, one company or one school at a time. Once you request a workshop our education team will meet with you to determine what subjects will be most impactful & helpful to your group.

How is the workshop structured?

The workshop is designed to be delivered over approximately 60-75 minutes and is made up of 3 distinct parts; first we begin with a pre assessment of the group to establish a baseline of knowledge around the topics that will be covered. The pre assessment is facilitated through the use of an audience response system (ARS) that provides real time analysis and display of the groups' answers to allow for discussion amongst the participants. During part two of the workshop the instructor will provide real world case studies and examples of how cybercrime has been carried out in the participants' local area. Our focus on criminal activities that have occurred in participants 'backyards' helps to bring home the point that cybercrime is *everywhere*. The instructor will then move to the solution portion of the workshop where specific actionable items are discussed that participants can begin utilizing to protect themselves, their families and their places of employment immediately. At the conclusion of the educational portion of the workshop, participants will complete a post assessment using

the audience response system to determine what impact the workshop has had on their behavior.

Whom have you presented the workshop to?

To date we have been invited to speak with dozens of companies and organizations stretching from New York City to San Diego. Here's a listing of just a few:

- San Diego State University
- San Diego Chamber of Commerce
- UC San Diego Extension
- Chula Vista Police Department
- United Business Media (San Francisco & New York)
- San Diego Community Emergency Response Team
- San Diego Better Business Bureau's Consumer Protection Day
- Fry's Electronics
- San Diego County Office of Education
- Community Bible Church
- TechAmerica

What have they said?

"This class should be mandatory for all employees."

"I really like the interactive nature of the Q&A parts, and also the questions were very good. They put a fine point on making the audience realize some misconceived notions."

"The training made me aware of things that now seem logical and I question myself why I did not realize these before."

"This was relevant to both work and home and it was nice to see that my employer cared. "

"I went on-line for a survey for a friend's business and had to register a username and password and used the tip of alternating letters and numbers. Something I would never have done or thought of before."

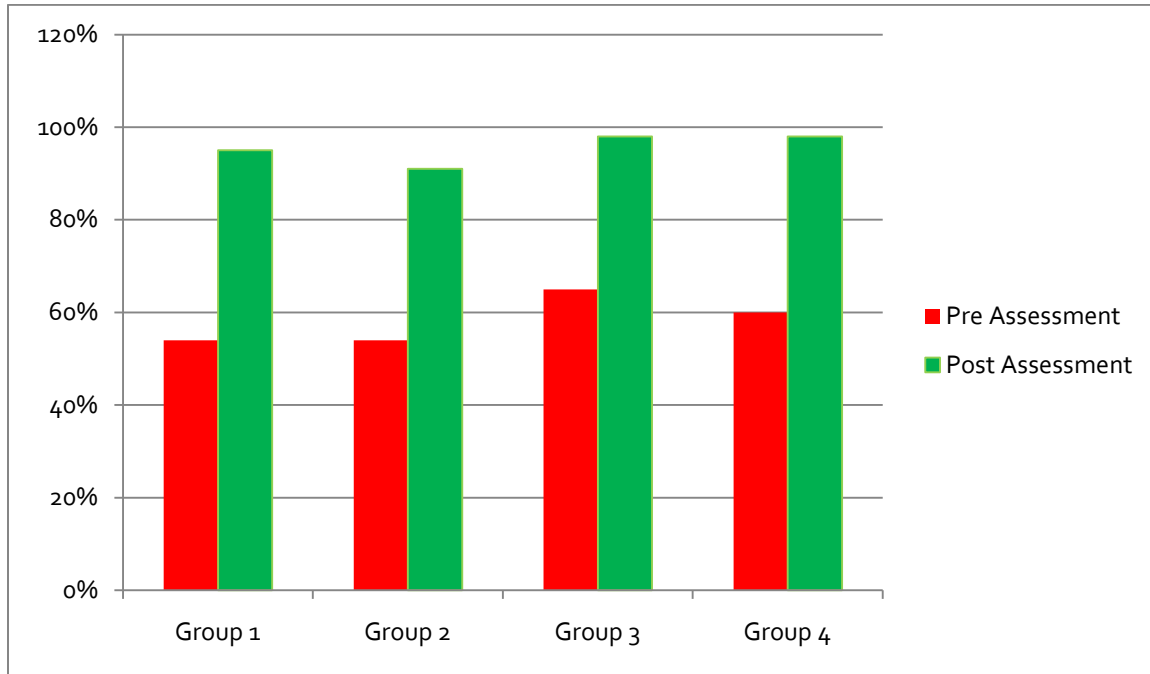
"The presenter was very engaging and made everything easy to understand using real life situations/stories to support ideas and themes."

"The trainer WANTED to be there. I could tell he knew exactly what he wanted to say, he was a great public speaker. Personal stories relating to the material were relevant and insightful, most importantly it didn't feel like tangent stories."

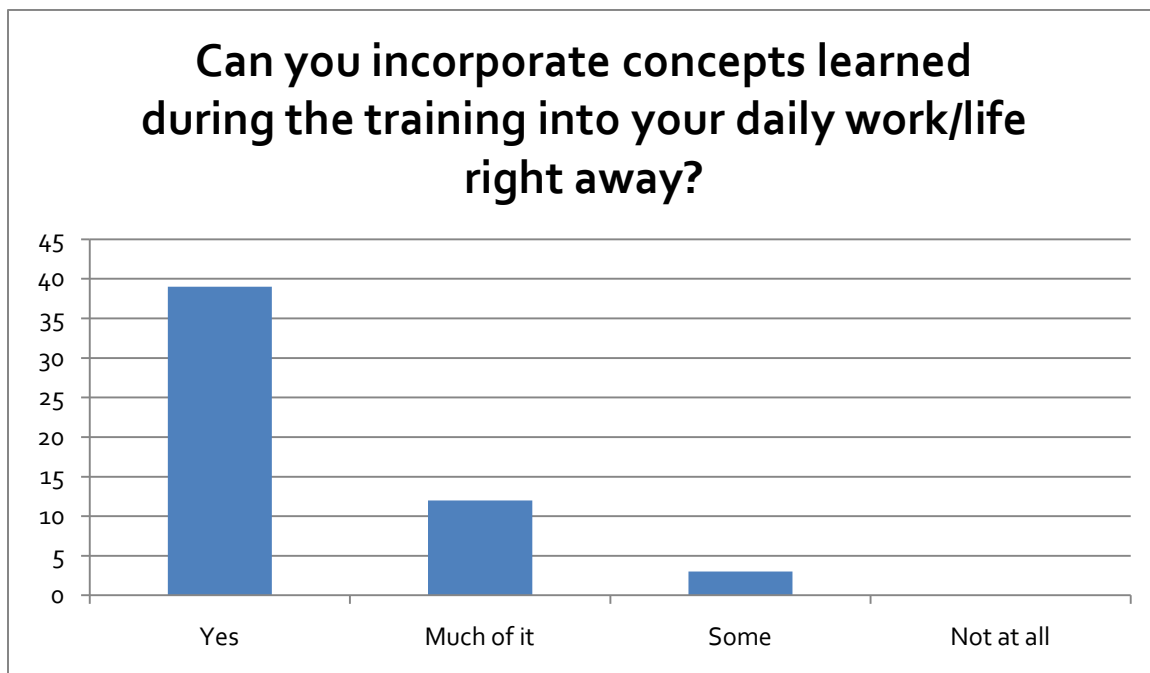
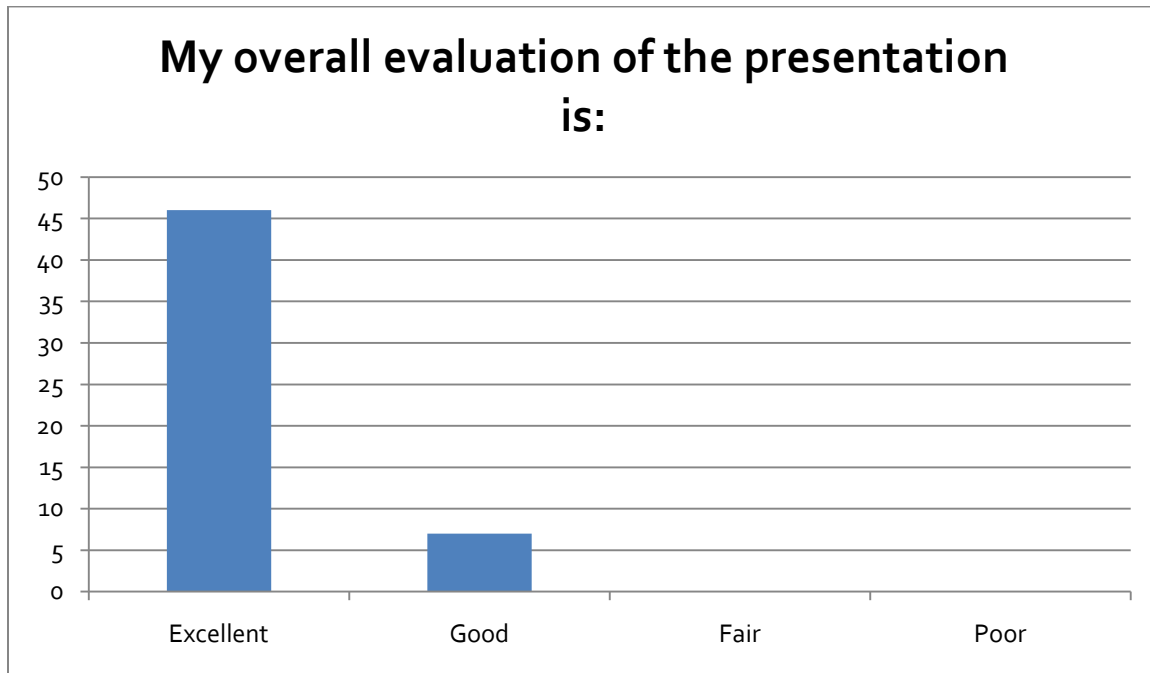
"It was very informative and an eye opener! It makes me realize how much I expose myself to online threats, now I more aware of what I should and should not do."

What statistics do you have to share?

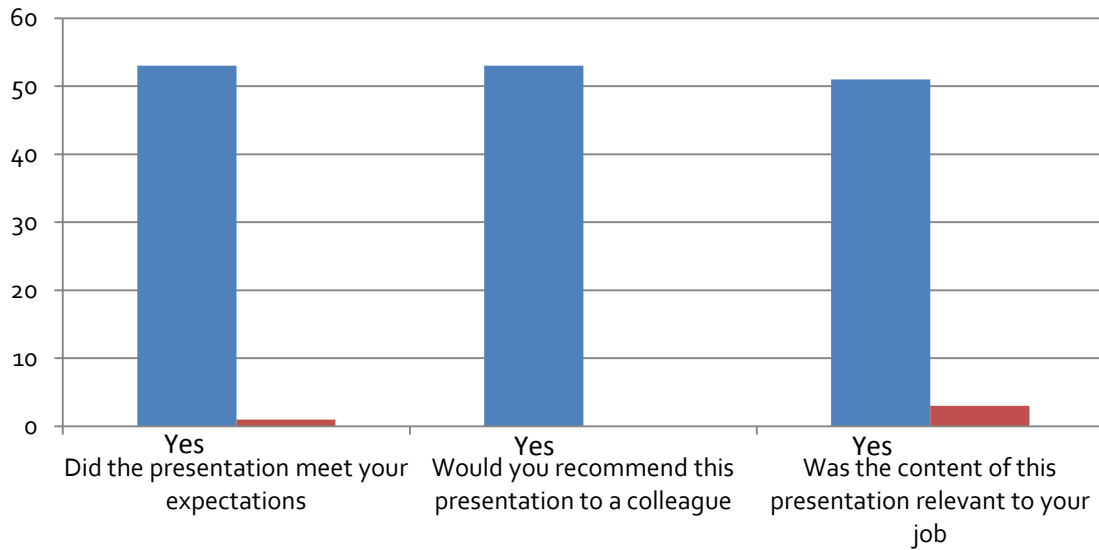
Participants are asked to answer a set of 5 questions at the beginning of the session. At the conclusion of the educational portion of the program participants are again asked a set of 5 questions that mirror the first 5. It is the goal of the workshop to “move the needle” to a level that indicates participants will take what they have learned and apply it outside the classroom. Below is a snapshot of the results from 4 recent workshops. The average increase between pre and post assessments is 37%.



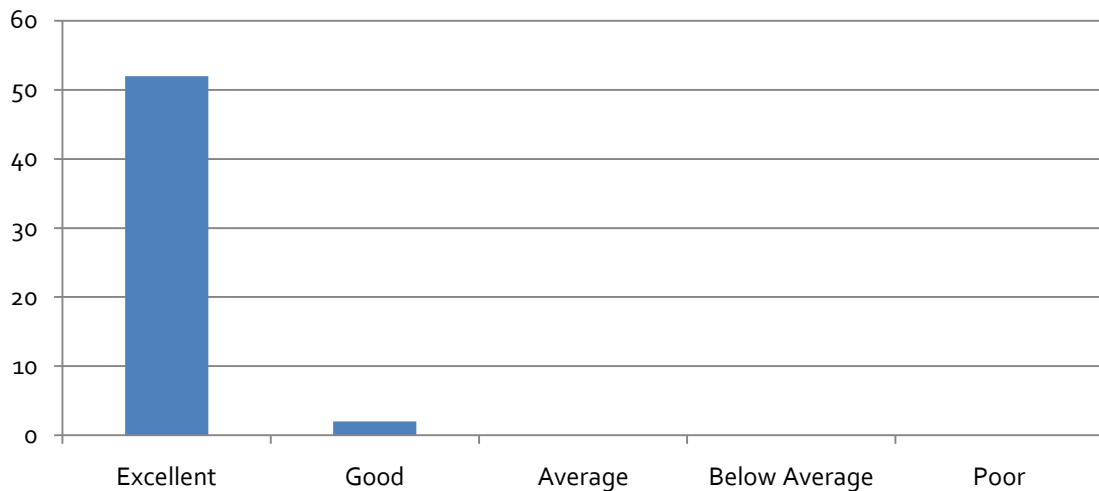
In addition to the pre & post assessment scores all participants are invited to provide feedback via an anonymous survey. Below is a look at the compiled scores and feedback from 54 respondents:



Answer Yes or No to each of the following:



Trainer Evaluation: Rate your trainer using the scale below:



What are the topics that are covered in the training?

The educational curriculum consists of topics that will impact participants both at work and at home. Some of the topics we will discuss include:

- What motivates a cyber criminal?
- Case studies of San Diego cyber crimes and victims.
- Identifying the #1 risk factor: Employees
- Corporate & personal data breaches (*the loss of confidential or proprietary information*)
- Social Networking risks
- Phishing
- Virus dissemination
- Hacking
- Piracy
- Cyber bullying
- Sexting (the sending of explicit images by a minor via text message)

How do I request a session for my company or organization?

You can request a session by completing the Workshop Request form located at <http://securingourecity.org/request.php> or by contacting Liz Fraumann, Director of Cyber Security Awareness & Education at 1.619.876.5436 or by email at lfraumann@eset.com

Will you try to sell me anything?

No. The intent of the workshop is to educate, enlighten and empower, not to sell products or promote a company or brand. Those who attend a workshop will be provided with a free 1 year license of ESET's NOD32 Antivirus software. Additionally participants will have the opportunity to win prizes and take home materials that cover easy steps to secure their home, workplace and family right away.

Who will be presenting to my organization?



Brandon Stigers is the Director of Learning and Development at ESET. He is originally from Colorado. Prior to working for ESET, Brandon spent 10 years as the Director of Training for Z57 Inc., an Internet solutions firm. In his role with ESET Brandon is responsible for developing curriculum to support ESET's staff, consumers and partners. An accomplished speaker and presenter, Brandon has contributed at many events around the world focused on cyber security and cyber safety. He is a member of the American Society for Training & Development and the e-Learning Guild. Brandon has studied at The New School for Social Research, Arizona State University, Southern Utah University, and The American Musical & Dramatic Academy.



Securing Our eCity® Vision

Our vision is to create a safe digital neighborhood that is both resistant to cyber-threats and resilient to man-made or natural disasters, where our citizens, businesses, organizations and government can effectively and securely navigate, collaborate and compete in today's fast-changing technological environment. The secure cyber city model we establish in San Diego will empower our citizens and serve as a beacon for cities across North America and the world.

Securing Our eCity® Mission

Our mission is to enable every San Diegan to live, work and play safely in the cyber world.

www.securingourecity.org | www.eset.com