What's In it For me? (WIIFM)
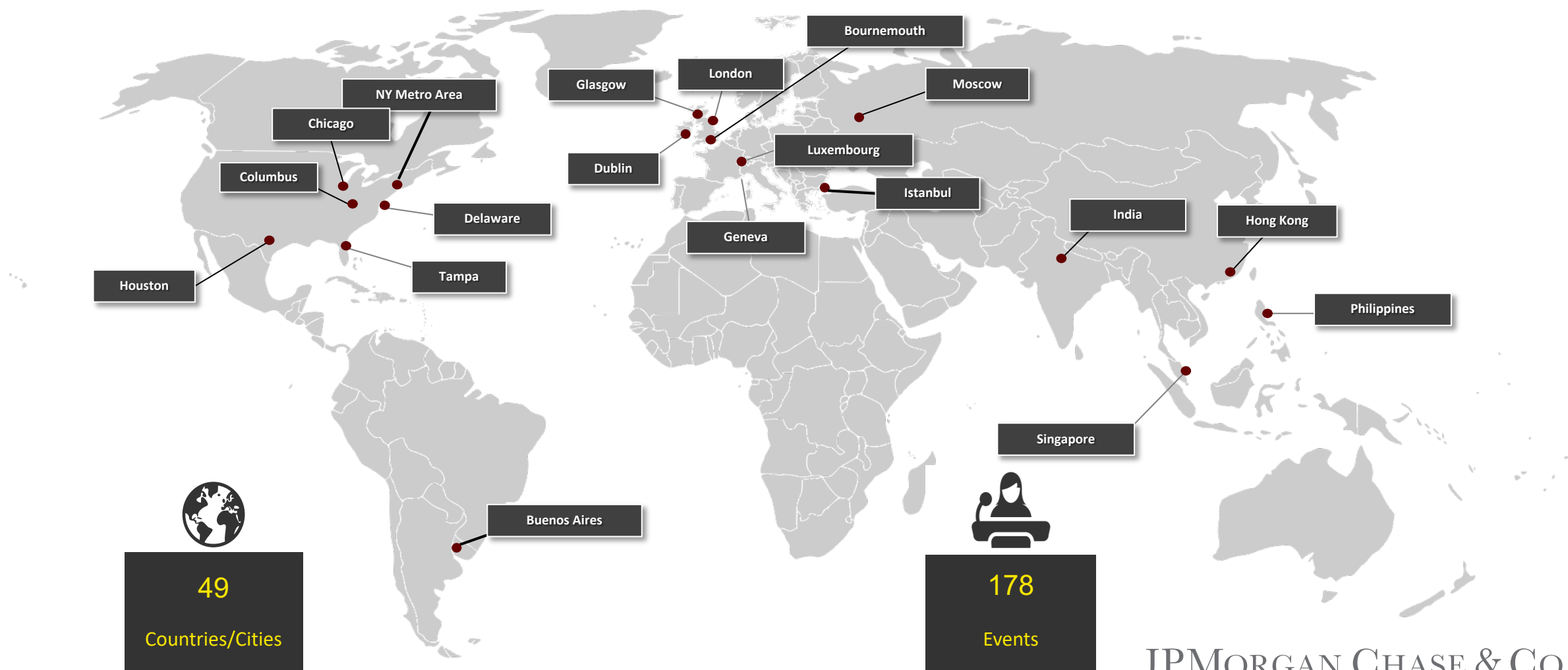## Delivering a Positive User Experience, Virtually

Jonelle Burns

Global Lead, Cybersecurity Education & Awareness

Cybersecurity
we can't do it without you.

2019: Cybersecurity Awareness Month

Bournemouth
Glasgow
London
Moscow
NY Metro Area
Chicago
Luxembourg
Columbus
Dublin
Istanbul
Delaware
India
Hong Kong
Houston
Geneva
Tampa
Philippines
Singapore
Buenos Aires

49
Countries/Cities

178
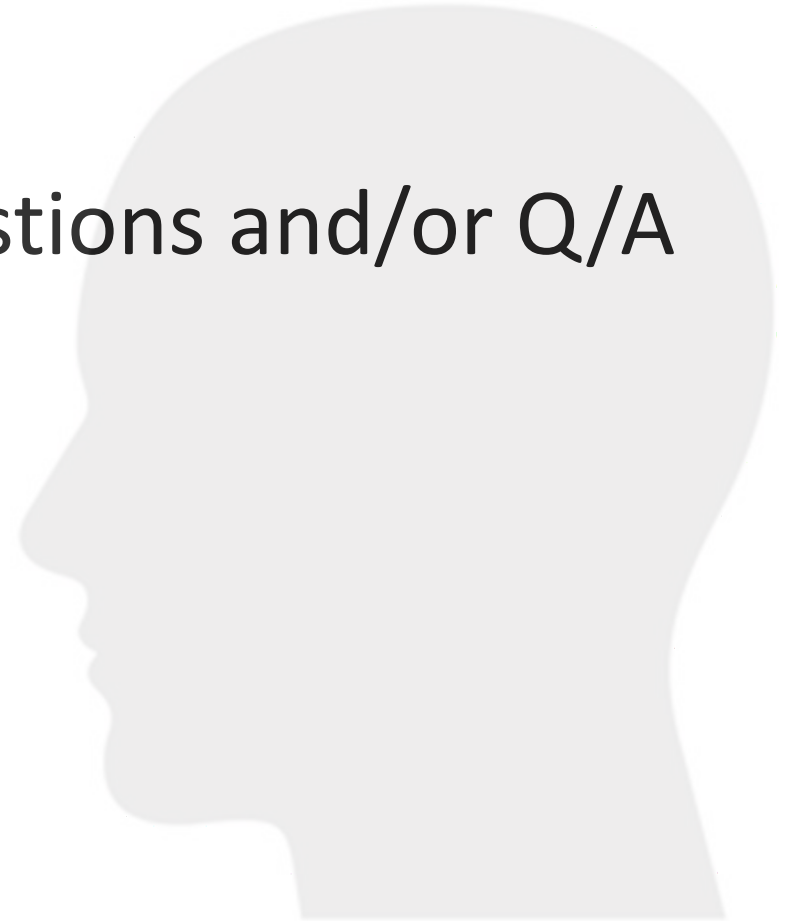Events

JPMorgan Chase & Co.

2020: Cybersecurity Awareness Week (CAW)

- 5 Days

- 59 Sessions

- 28k+ Attendees

- 45% Registration/Attendance Conversion

- 78 Net Promoter Score (NPS)

What We Did...

- Live chat rooms, Trivia, Poll Questions and/or Q/A

- Trivia Games

- Prizes!

- Help Desk Monitoring

- Team Mailbox OOO

How We Did it…

- Thorough planning & communication

- Well-equipped moderators & volunteers

- Personalized consultations for presenters

- Strong help desk & volunteers

- Existing online store

2 Days After The Event

- Recorded Sessions, FAQ Doc & Survey
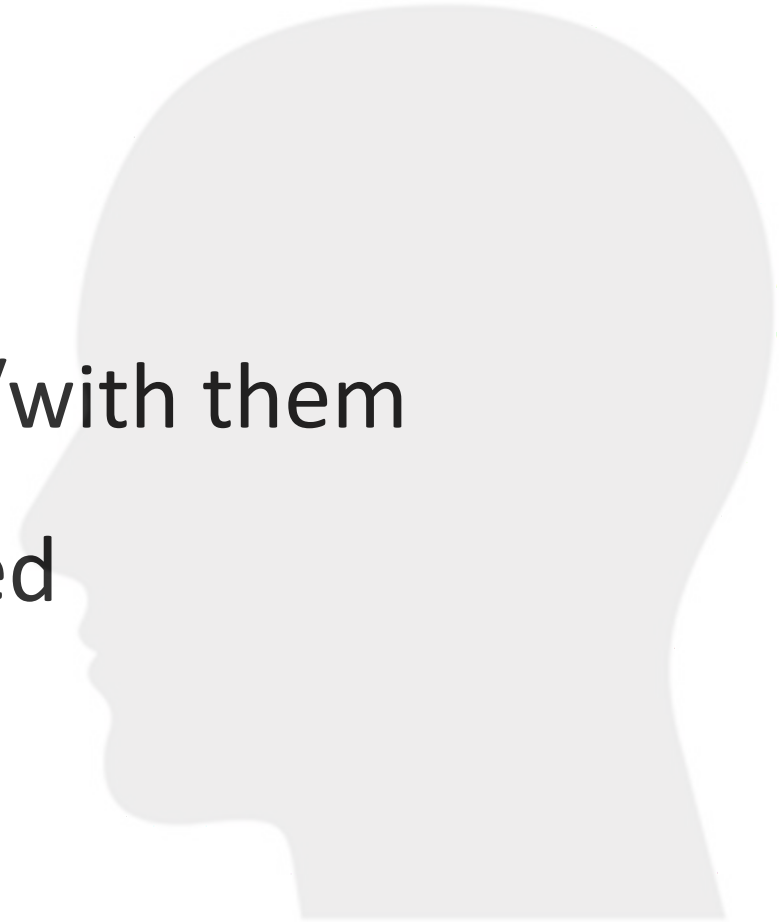
- Swag Store

2+ Weeks After The Event

- Debrief as group

    - Review & summarize evaluation data

    - Hear from our volunteers

Remember:

- You need to build trust

- Make "it" for them/about them/with them

- Overestimate the help you'll need

- Deliver on your promises