



San Francisco | March 4–8 | Moscone Center

BETTER.

A large, abstract graphic in the background consists of numerous thin, curved lines in shades of blue, green, and yellow, radiating from a central point towards the edges of the frame, resembling a network or a burst of energy.

SESSION ID: LAB1-W11

Creating / Building a Phishing Training Program

Cheryl Conley

Title

Lockhead Martin

@conleychera

Tonia Dudley

Security Solutions Advisor

Cofense

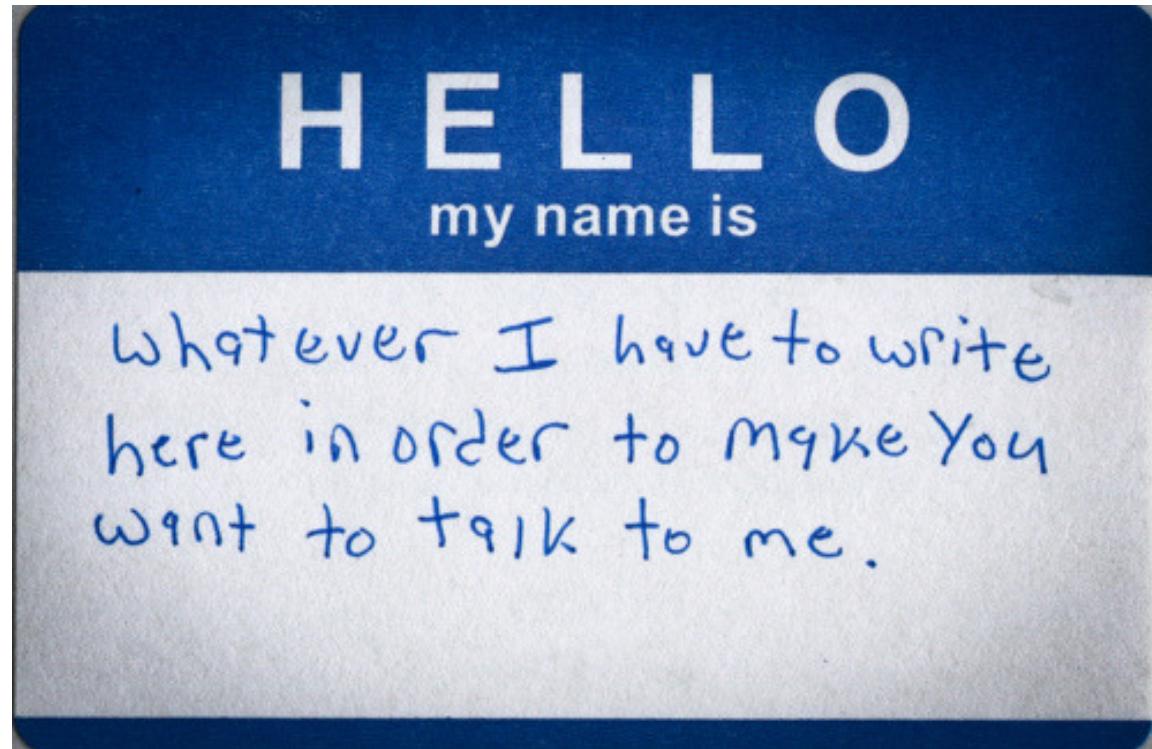
@_tdudley

#RSAC

AGENDA

- Introductions
 - Name, Company
 - Program Maturity (Beginner, Improving, Advanced)
- Expectations
- Building Your Program – Lab 1 & 2
- Framing Your Program – Lab 3
- Advancing Your Program – Lab 4

Introductions



NAME - COMPANY

What stage are you in for your Phishing Program?



10 Min

BUILDING YOUR PROGRAM



LAB #1



Demographics

- What is your Industry?
- What laws and regulations might impact how you execute a phishing program?
- Demographics: Current & Future Employee base
- Generational: Millennials, Gen X, Baby Boomers



20 Min

BUILDING YOUR PROGRAM



LAB #2



Support Teams

- How are your current support teams structured?
- And do they follow the sun with 7/24 support?
- Incident Reporting Process
- Creating User / Recipient Lists
- Technology considerations



20 Min

FRAMING: Define Your Program Goal



FRAMING: Run a Pilot

Windows is checking for memory problems..
This might take several minutes.

Running test pass 1 of 2: 10% complete
Overall test status: 05% complete



Status:
No problems have been detected yet.



FRAMING: Executive Support



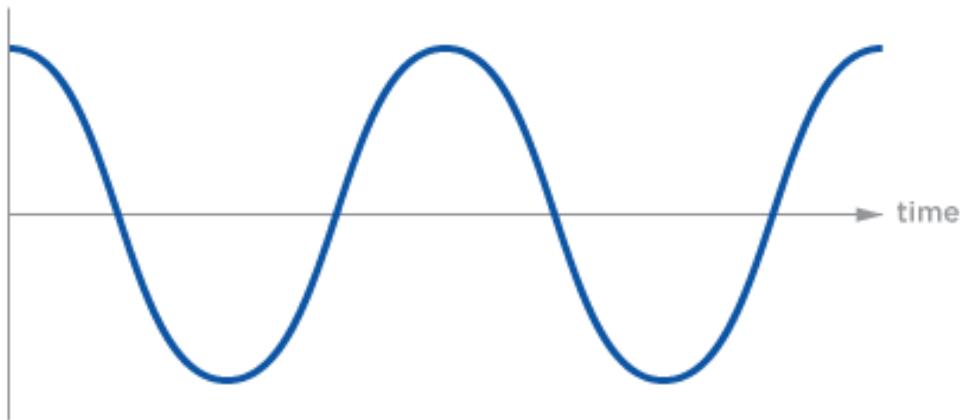
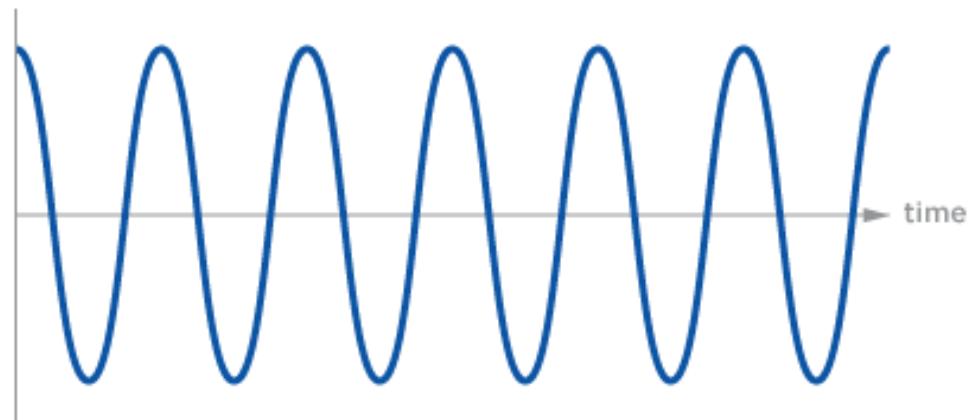
FRAMING: Communications



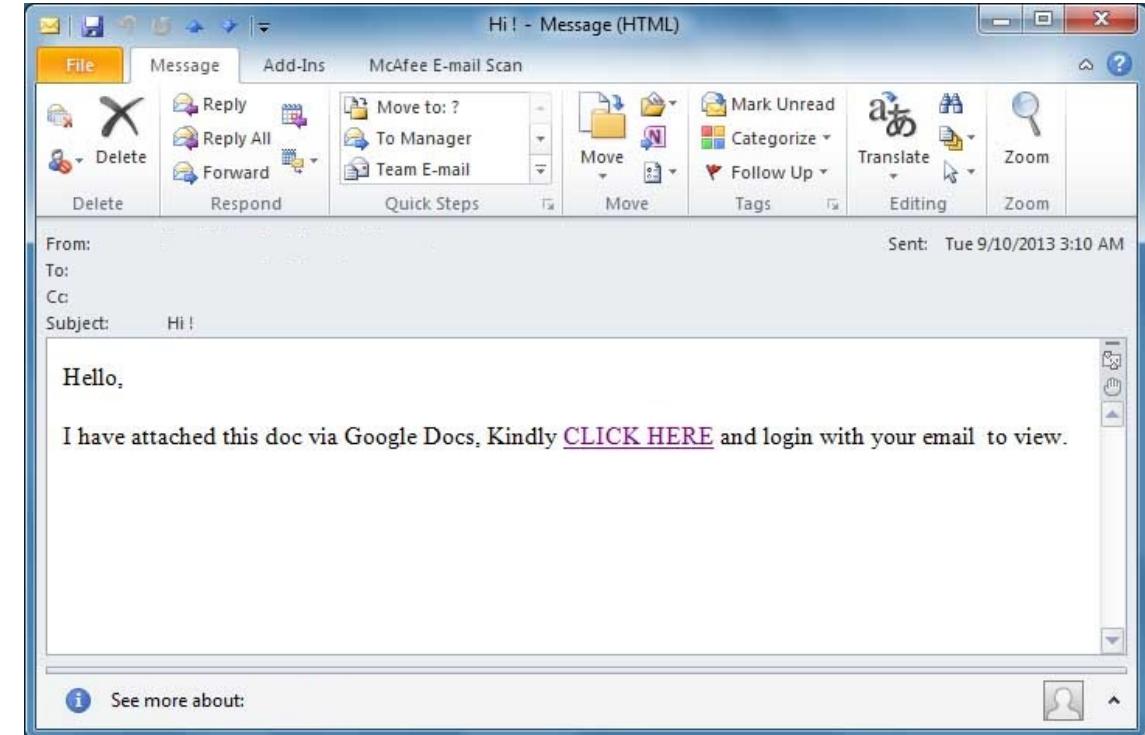
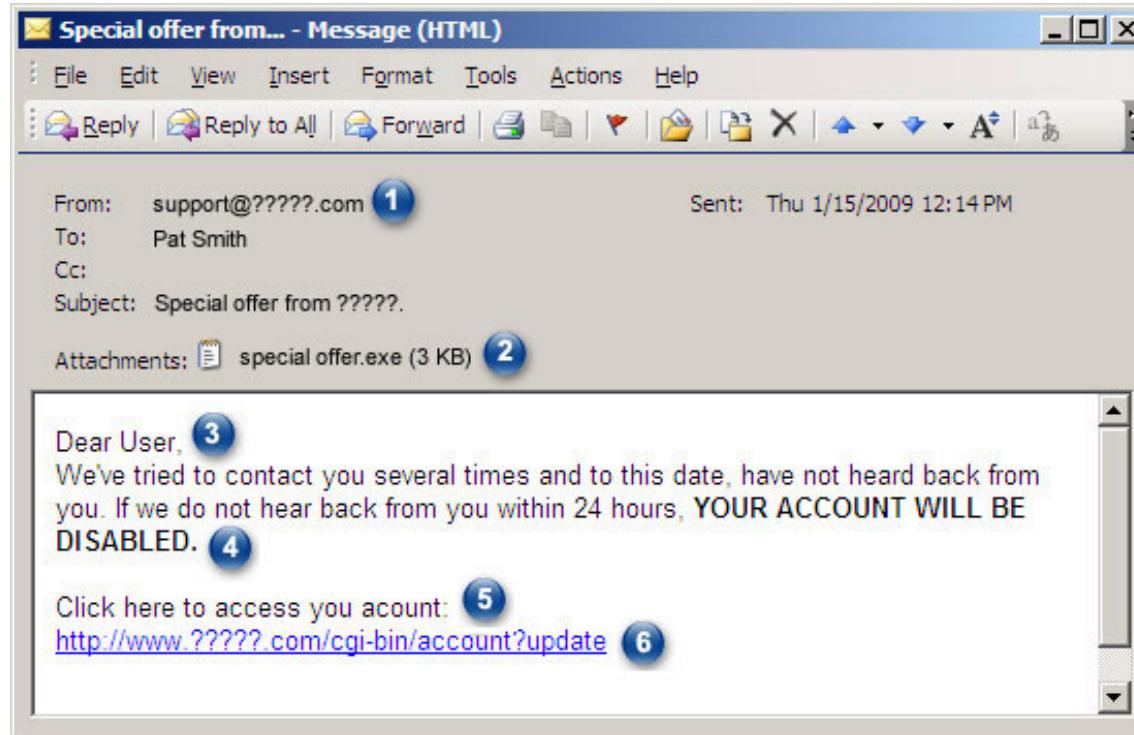
FRAMING: Planning Your First Campaign



FRAMING: Frequency



FRAMING: Scenario Creation



FRAMING: Education



LAB #3

Framing

- Program Goals
- Pilot Plan
- Executive sponsor
- Communications Plan
- Planning your first campaign
- Campaign Frequency
- Set up Scenarios
- Selecting your Education

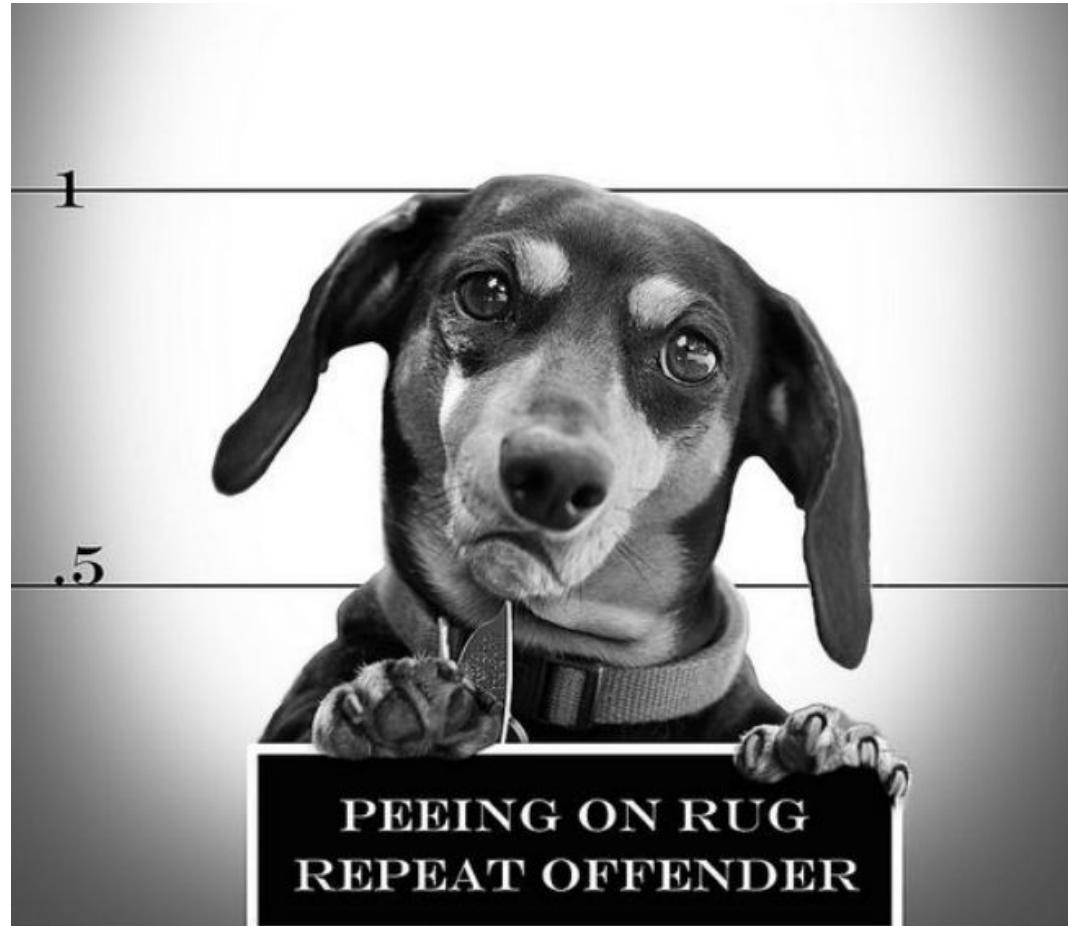


20 Min

ADVANCE: New Hire



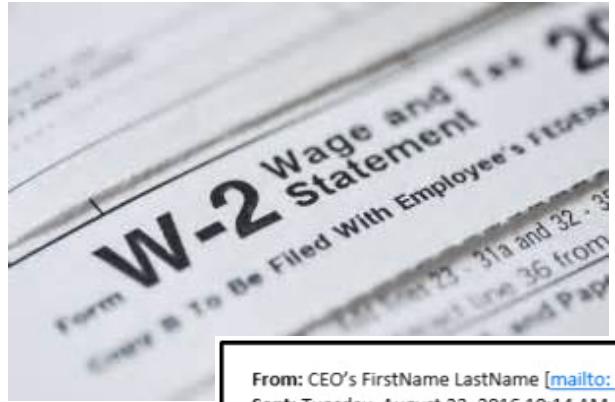
ADVANCE: Repeats



ADVANCE: Board Reporting



ADVANCE: Spearphishing



From: CEO's FirstName LastName [mailto:InitialLastName@mail.com] 1
 Sent: Tuesday, August 23, 2016 10:14 AM
 To: CFO's FirstName LastName <InitialLastName@CompanyDomain.Com>
 Subject: Payment

CFO FirstName,

I have an outgoing wire transfer request for a vendor payment. can you handle this today?
 Kindly advise.

Regards,

CEO's FirstName LastName 3
 Chief Executive Officer | Name of Company | www.CompanyDomain.com
 D: xxx-xxx-xxxx | P: xxx-xxx-xxxx | F: xxx-xxx-xxxx | CEO-InitialLastName@CompanyDomain.com

From: CEO's FirstName LastName [mailto:InitialLastName@MisspelledCompanyDomain.com] 5
 Sent: Friday, September 30, 2016 7:50 AM
 To: Finance Director's FName LastName <InitialLastName@CompanyDomain.com>
 Subject: PAYMENT

Can we setup payment to a new vendor today?

Subject: YourCompany Quotation (Ref SO010)
 Recipients: Followers of the document and Agrolait <agrolait@yourcompany.example.com> Add contacts to notify...

Hello Agrolait,
 Here is your quotation from YourCompany:

REFERENCES
 Order number: SO010
 Order total: 320.0 EUR
 Order date: 09/01/2015 21:53:00 (Europe/Brussels)
 Your contact: Administrator

You can access this document and pay online via our Customer Portal:

[View Quotation](#)

SO010_draft.pdf Kyocera 210.pdf

Attach a file

Send or **Cancel** Use template Sales Order - Send by Email (Portal)
[Save as new template](#)

LAB #4



Advanced

- Board Reporting
- New Hires
- Repeat Clickers
- Spearphishing Campaigns



20 Min



Thank You!

Cheryl Conley
email
twitter

Tonia Dudley
tonia.dudley@cofense.com
[@_tdudley](https://twitter.com/_tdudley)