



# CYBERSECURITY EXCELLENCE AT TD BANK: EMPOWERING OUR EMPLOYEES



*Presented to*  
TD Bank

*Presented by*  
Puneet Sandher

# TABLE OF CONTENTS

<b>03</b>	Project Scope	<b>25</b>	Scope Verification Process
<b>04</b>	Deliverables	<b>26</b>	Scope Control Process
<b>07</b>	Milestone Timeline	<b>27</b>	Acceptance Criteria
<b>08</b>	Gantt Chart	<b>30</b>	Project Agreement
<b>09</b>	Resources & Budget	<b>31</b>	Change Request Form
<b>11</b>	Risk Management Plan	<b>32</b>	Large Work Breakdown Structure
<b>13</b>	Risk Breakdown Structure		
<b>14</b>	Risk Impact Scale		
<b>17</b>	Risk Severity Matrix		
<b>18</b>	Limitations & Exclusions		
<b>19</b>	Assumptions		
<b>20</b>	Work Breakdown Structure		
<b>20</b>	WBS Dictionary		

# PROJECT SCOPE

*Cybersecurity Excellence at TD Bank: Empowering our Employees* is a one-day seminar developed for TD Bank employees. The event is scheduled for April 17, 2024 and will take place at the auditorium in TD Bank's Downtown Toronto office, which can accommodate a maximum of 400 attendees. The seminar will have two components, an instructional and an application section, with a catered lunch in between. The morning portion will feature experienced speakers from cybersecurity who will share foundational knowledge and insight on cyber threats and defence measures. The afternoon will be a hands-on approach where attendees work in groups to complete practical cybersecurity exercises designed around daily operational tasks. To effectively promote the event, email invitations will be sent to all TD employees, announcements will be shared across TD Bank's Slack channels and event posters in the building. The focus for the event is to reach at least 80 percent capacity, provide a foundational understanding of cybersecurity, encourage practical cyber-safe practices in everyday tasks, and allow employees to share concerns and seek clarification.



# DELIVERABLES

## **Project Proposal**

**No. 01 –**

Present the project proposal to stakeholders that offers a comprehensive overview, including event objectives, budget analysis, risk management strategies, key milestones, and detailed implementation plans.

## **Food and Beverage Menu**

Finalize the lunch and beverage menu with the caterer, discuss expectations and standards, and ensure attendees' dietary restrictions are accommodated.

## **Financial Plan**

A comprehensive breakdown outlining costs associated with all services and products for the event.

## **Vendor contracts**

Secure and finalize contracts with vendors, ensuring deposits are paid and contracts outline service expectations and specifications.

## **Venue contract**

Sign the venue contract that must outline expectations, rules and other relevant information related to the venue.

## **Security Arrangement**

Arrange security services, including the deposit payment and signing the contract with the security company that specifies service expectations and event security requirements.

## **Event Insurance contract**

Obtain an event insurance policy so the event is insured and protected from potential risks.

## **Guest Speaker Agreements**

Ensure all guest speakers have signed contracts detailing their presentations, limitations, expectations and schedule.

**No. 09 – Volunteer Agreements**

Signed contracts outlining their role, expectations, and other relevant details.

**No. 10 – Volunteer Coordination**

Develop a comprehensive plan for volunteer coordination and task assignment throughout the event.

**No. 11 – Promotional Materials**

Develop promotional materials for the event, including email invitations, engaging event announcements and posters.

**No. 12 – Execute Marketing Campaign**

Implement a marketing campaign, with consistent Slack announcements, distributing email invitations to TD Bank employees and display posters at TD Bank offices.

**No. 13 – Event Registration**

Open event registration through Eventbrite.

**No. 14 – Event Itinerary**

Develop an event schedule outlining all event activities, including opening remarks, guest speakers, lunch, collaborative activities, and closing remarks.

**No. 15 – Security Plan**

Develop a plan to secure the venue and the well-being of all attendees with security guards.

**No. 16 – Cybersecurity Exercises Insight Interview**

Interview five people in different departments from TD Bank and gain insight into their daily tasks to identify potential cybersecurity breaches.

**No. 17 – Development of Cybersecurity Exercises**

Design seven real-world cybersecurity activities for attendees to complete collaboratively. These activities must be made based on the insights collected through employee interviews.

**No. 18 – Consultation of Cybersecurity Exercises**

Connect with cybersecurity specialists in the industry and at TD Bank to ensure the quality and accuracy of the event's cybersecurity exercises.

**No. 19 – Venue Setup**

Organize the venue for the event, such as setting up furniture and technical equipment.

**No. 20 – Leading Event**

Complete all the tasks and activities outlined on the event itinerary such as, speakers, lunch, and cybersecurity activities.

**No. 21 – Post-Event Cleanup**

Organize the return of rented and borrowed resources back to vendors and clean up the venue.

**No. 22 – Post-Event Report**

Develop a debrief report for stakeholders outlining the successes and future improvements of the event. Send thank-you notes to attendees and all vendors for their participation and contribution.

# MILESTONE TIMELINE



# GANTT CHART

ID#	Name	Feb 1	Feb 8	Feb 15	Feb 22	Feb 29	Mar 7	Mar 14	Mar 21	Mar 28	Apr 4	Apr 11	Apr 18
1	<b>Project Kickoff</b>												
1	Project Proposal		█										
2	<b>Logistical Arrangements</b>	█	█										
3	Financial Plan	█	█										
2	Food and Beverage Menu			█									
4	Vendor contracts												
5	Venue contract												
7	Event Insurance contract												
6	Security Arrangement					█							
8	Guest Speaker Agreements					█							
9	Volunteer Agreements					█							
3	<b>Cybersecurity Activity Planning</b>					█							
16	Cybersecurity Exercises Insight Interview					█							
17	Development of Cybersecurity Exercises						█						
18	Consultation of Cybersecurity Exercises							█					
4	<b>Pre-Event Planning</b>							█					
11	Promotional Materials							█					
15	Security Plan							█					
10	Volunteer Coordination							█					
14	Event Itinerary								█				
5	<b>Marketing Campaign</b>								█				
12	Execute Marketing Campaign								█				
13	Event Registration								█				
6	Event Setup									█			
19	Venue Setup									█			
7	<b>Event Execution</b>									█			
20	Leading Event									█			
8	<b>Event Follow-Up</b>									█			
21	Post-Event Cleanup									█			
22	Post-Event Report									█			

### Timeline key

- █ Complete
- █ In progress
- █ In trouble
- █ Needs attention
- ◆ Milestone
- █ To be completed

# RESOURCES & BUDGET

## Materials

Material	Vendor	Associated Cost (\$)
Printed Informational Pamphlets	Staples	30
Audio/Visual Equipment (6 Speakers & 4 microphones)	Toronto Audio Visual Rental	700
Furniture and Decor Rental (400 chairs, 67 tables, & 67 tablecloths)	Toronto Event Rental	1000
Total		1730

Note: Venue is provided for free by the client TD Bank.

## Services

Service	Vendor	Associated Cost (\$)
Event Registration System	Eventbrite	7
Event Insurance	Netsurance Canada	600
Security Services (3 security guards)	Onyx Guard Services	500
Catering Services (Lunch for ~300 people)	Encore Catering	1500
Speaker Fees	Found through social network	300 (100 per speaker)
Total		2907

# Marketing Campaign

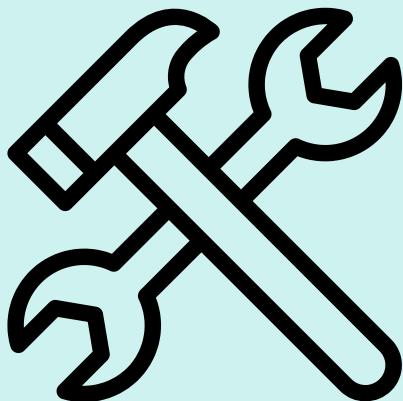
Material	Vendor	Associated Cost (\$)
Posters	Staples	100
Total		1730

## Total

Estimated Budget	4737
Budget	5100

# RISK MANAGEMENT PLAN

## Technical



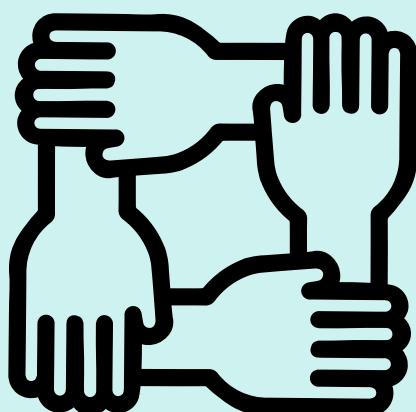
**Audio Visual Technology Issues:** The audio and visual equipment used for presenting has unresolvable issues.

**Cybersecurity Threats on Technology:** The technology used to facilitate the event receives cybersecurity threats that prevent or hinder the event execution.

**Poorly Designed Cybersecurity Activities:** Attendees are unable to engage with the events because it is too difficult or too easy.

**Inaccurate Cybersecurity Activities:** Activities have errors that undermine cybersecurity activities and teach attendees poor practices.

## External



**Vendor Cancellation:** Vendors unexpectedly cancel and there is not enough time to find a replacement.

**Speaker Availability:** Speakers are unavailable for the event and there is not enough time to find a replacement. This leads to gaps in the schedule and reduces event quality.

**Regulatory Compliance:** The event is unable to meet the City of Toronto bylaws and regulations such as health and safety standards.

**Security Incidents:** The security guards are unable to keep the attendees of the event safe or unauthorized people enter the event and cause a disruption.

# Organizational



**Resource and Budget Allocation:** Unforeseen expenses that exceed the event's budget. Resources are poorly allocated and hinder the success of the event, as well as, lower quality.

**Project Dependency:** The project is delayed due to challenges and delays in dependent tasks or resources.

**Stakeholder Expectations:** The event does not meet the expectations and standards of the stakeholders.

**Venue logistics:** The venue is overbooked and there is not enough time to find a new venue, resulting in event cancellation.

# Customer

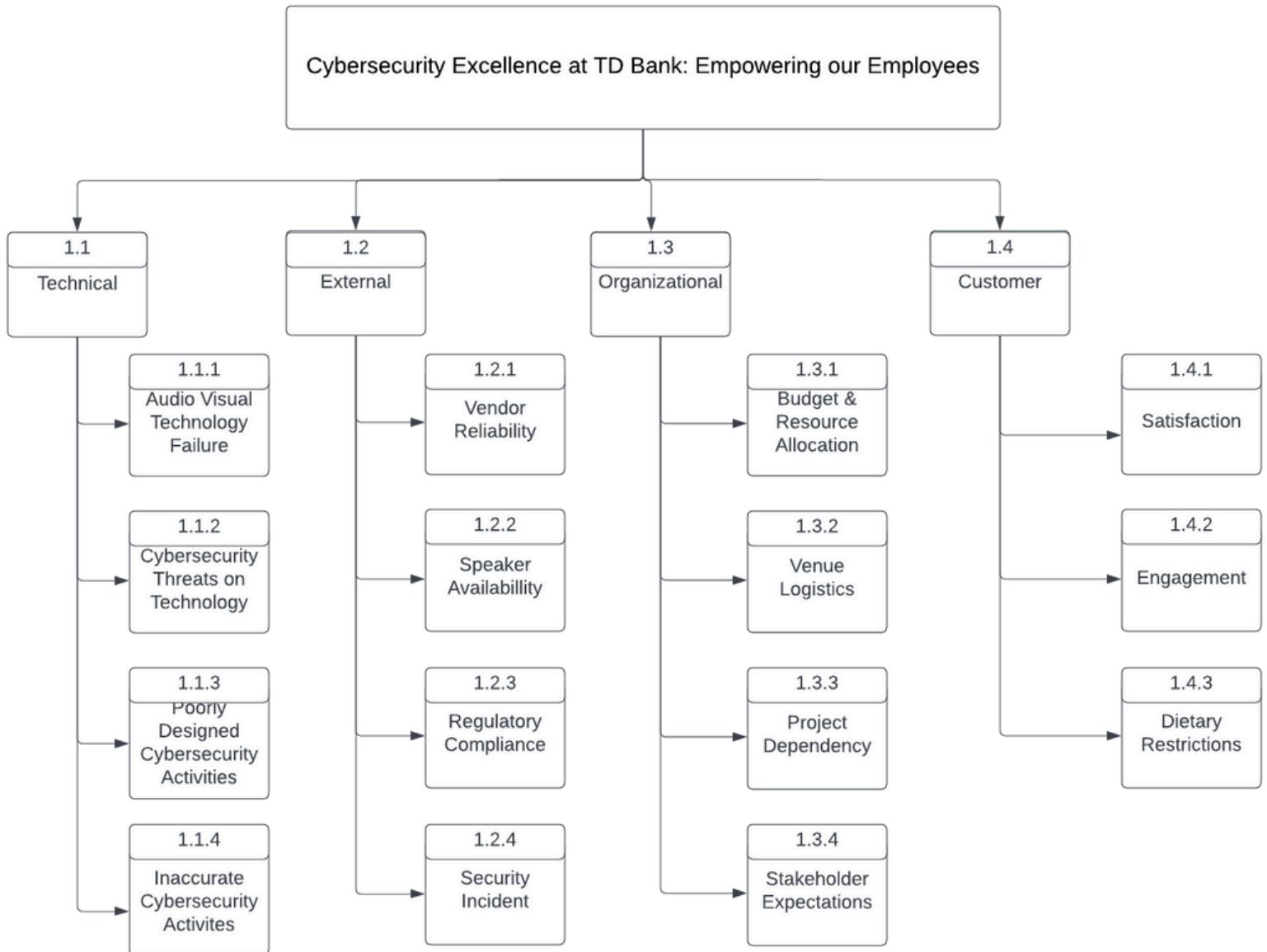


**Satisfaction:** The attendees are not satisfied with the overall event.

**Engagement:** The attendees are not engaged in the seminar due to the level of difficulty, content quality, or content relevance.

**Dietary Restrictions:** The attendees are unsatisfied with lunch due to unaccommodated dietary restrictions.

# RISK BREAKDOWN STRUCTURE (RBS)



# RISK IMPACT SCALE

Project Objective	Very Low (1)	Low (2)	Moderate (3)	High (4)	Critical (5)
Quality	Insignificant change in quality	Minor reduction in quality	Noticeable reduction in quality	Significant reduction in quality. Unacceptable to stakeholders	The end product is useless
Cost	< 5% (within cost contingency)	5%-10%	10-20%	20%-40%	> 40%
Time	< 1 month (within schedule contingency)	1 month	1 to 2 months	3 to 5 months	> 5 months
Scope	Insignificant change in scope	Minor reduction in scope	Impactful reduction in scope	Scope reduction is unacceptable to stakeholders	The end product is useless

# Risk Analysis

15

## Scaling Legend

Probability Scale: 5 = no warning, 1 = significant time to react

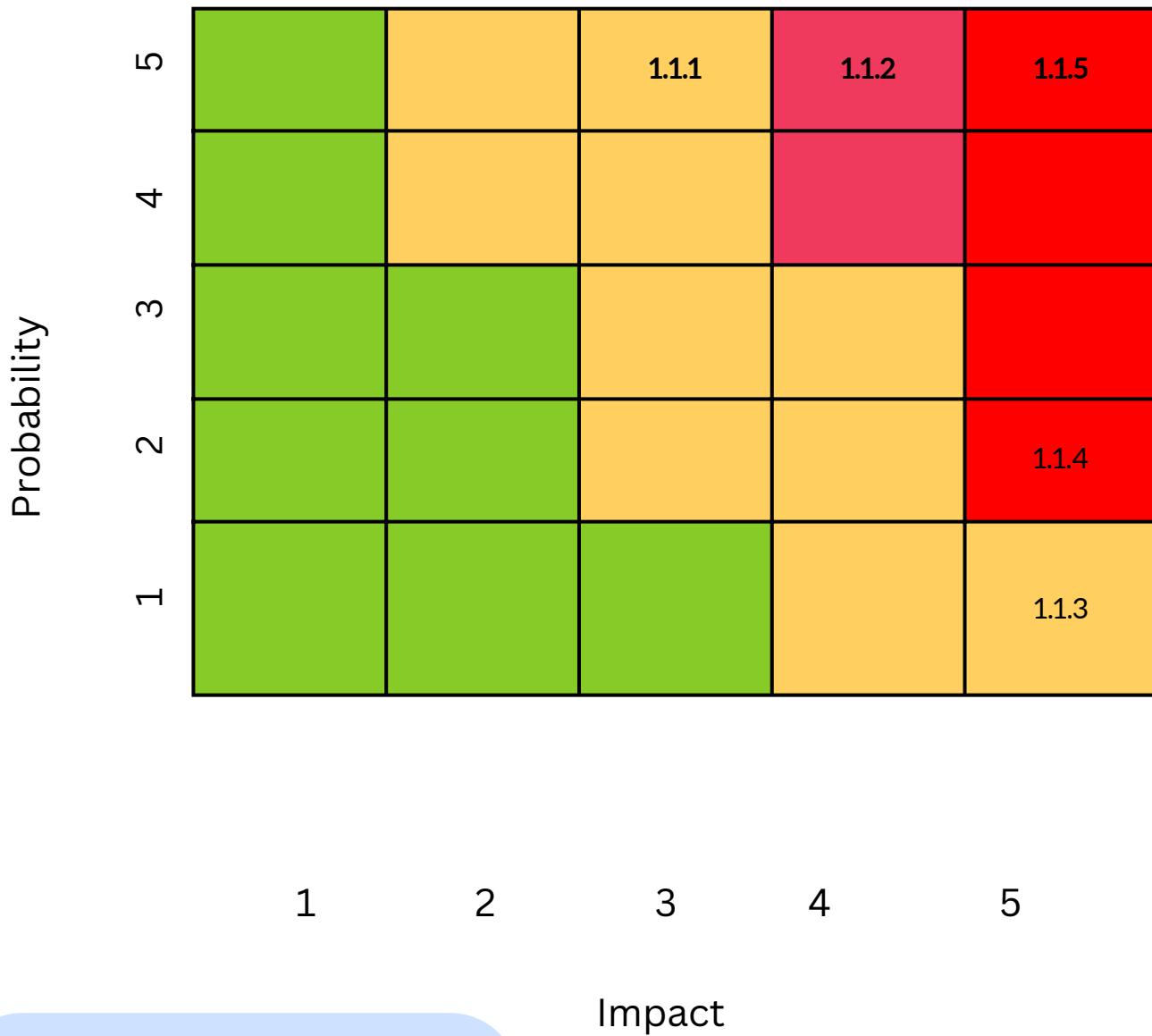
Impact Scale: 5 = high impact, 1 = low impact

Detection Difficulty Scale: 5 = high difficulty, 1 = low difficulty

Code	Risk	Probability	Impact	Detection Difficulty	Objective	Project Phase
1.1.1	Audio Visual Technology Issues	5	4	2	Time	Executing
1.1.2	Cybersecurity Threats on Technology	5	3	2	Time	Executing
1.1.3	Poorly Designed Cybersecurity Activities	4	4	2	Quality	Planning
1.1.4	Inaccurate Cybersecurity Activities	3	4	3	Quality	Planning
1.2.1	Vendor Cancellation	5	3	5	Quality	Executing
1.2.2	Speaker(s) unavailable	5	4	5	Scope	Executing
1.2.3	Regulatory Compliance	2	4	2	Quality	Executing
1.2.4	Security Incidents	5	3	3	Quality	Executing
1.2.5	Venue Cancellation	5	5	5	Scope	Executing

	Code	Risk	Probability	Impact	Detection Difficulty	Objective	Project Phase
Organizational	1.3.1	Budget & Resource Allocation (> 30%)	3	4	2	Cost	Planning
	1.3.2	Stakeholder Expectations	3	5	2	Quality	Planning
	1.3.3	Project Dependency	3	3	2	Time	Planning
Customer	1.4.1	Customer Satisfaction	4	4	3	Scope	Executive
	1.4.2	Customer Engagement	2	5	3	Scope	Executive
	1.4.3	Adhering to Customer's Dietary Restrictions	3	3	4	Quality	Planning

# RISK SEVERITY MATRIX



## Legend



Green zone (minor risk)



Yellow zone (moderate risk)



Red zone (major risk)

Impact

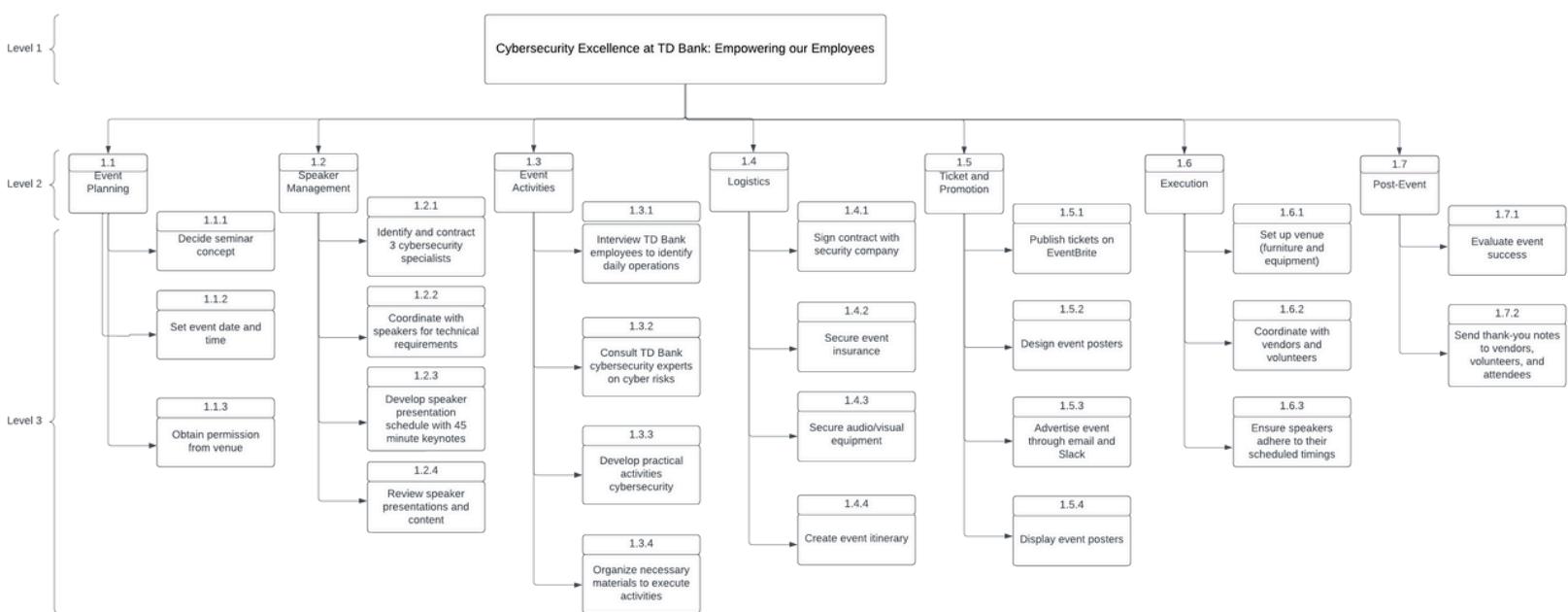
# LIMIT & EXCLUSIONS

- 1** The seminar is limited to a budget of \$5000 from the client TD Bank.
- 2** The quality of the expert speakers selected and activities are limited and constrained due to the budget. A greater budget would allow for more comprehensive and hands-on activities than the currently planned case studies.
- 3** This event will be restricted to full-time employees at TD Bank as the content and activities may obtain company-sensitive information, as well as, the seminar is focused on company objectives.
- 4** All seminar content is limited to foundational knowledge of cybersecurity, as the primary audience is employees who do not work in cybersecurity.
- 5** Each TD employee is obligated to work from 9:00 AM to 5:00 PM, thus the event will be constrained to this timeframe.
- 6** Any delays to the schedule, such as technical issues, will be shortened following planned events to ensure the event ends promptly.
- 7** The project timeline excludes any delays and extensions that may occur such as, the possibility that speakers and vendors unexpectedly cancel the event.
- 8** The event is limited to a maximum capacity of 500 attendees due to the venue's capacity and budget.
- 9** Seminar speakers' participation is limited to their presentation and are not expected to interact with the attendees outside of their allocated time, due to budget constraints.

# ASSUMPTIONS

- 1** All volunteers assisting attendees in cybersecurity activities have training in the field and are capable of taking a mentorship role.
- 2** The venue will be available for the selected date and time.
- 3** All vendors will fulfill their responsibility with the highest degree of quality, as outlined in their contract.
- 4** The marketing promotion efforts will drive attendee participation, and the event will have sufficient attendance.
- 5** All attendees have intermediate technological literacy skills.
- 6** All security measures will be sufficient and ensure the safety of everyone during the seminar.
- 7** All speakers will be available for the event and complete their presentation as outlined in their contract.
- 8** It is assumed TD Bank will share potential security risks, however, through the consultations with employees the content direction of seminars and activities.

# WORK BREAKDOWN STRUCTURE



Note: A larger version of the WBS is available in the appendix.

## WBS Dictionary

WBS Level	Item	Description
1.1	Event Planning	An initial planning stage to conceptualize main details of the seminar.
1.1.1	Decide Seminar Concept	Determine key cybersecurity concepts that are most important to TD Bank.
1.1.2	Set Event Date and Time	Select the event date and time, considering speaker and venue availability.

<b>WBS Level</b>	<b>Item</b>	<b>Description</b>
1.1.3	Obtain Permission from Venue	Secure permission from the venue to host an event on the specified date.
1.2	Speaker Management	Management of all aspects related to the event's speakers.
1.2.1	Find 3 Cybersecurity Specialists to Speak	Select three cybersecurity specialists in the industry to deliver a presentation for the seminar.
1.2	Speaker Management	Management of all aspects related to the event's speakers.
1.2.1	Find 3 Cybersecurity Specialists to Speak	Select three cybersecurity specialists in the industry to deliver a presentation for the seminar.
1.2.2	Coordinate speakers' technical requirements	Ensure that every speaker's technical requirements are accounted for.
1.2.3	Develop Speaker Presentation Schedule	Schedule 45 minutes for each speaker in the event itinerary.
1.2.4	Review Speaker Presentations	Ensure that the speaker's presentations align with the goals of the event and are accurate.
1.3	Event Activities	Development of cybersecurity activities for the event.
1.3.1	Interview 4 TD Bank Employees to identify daily operations	Conduct interviews with the TD Bank employees to understand the daily operations. This will be used to develop company applicable activities.

<b>WBS Level</b>	<b>Item</b>	<b>Description</b>
1.3.2	Consult with TD Bank Cybersecurity Experts	Conduct consultations with TD Bank cybersecurity experts to identify common cyber risks in the company.
1.3.3	Develop Cybersecurity Activities	Design 8 hands-on cybersecurity activities related to company operations.
1.3.4	Organize Necessary Materials to Execute Activities	Ensure required resources to conduct activities for the event are gathered.
1.4	Logistics	Management of all logistical aspects of the seminar.
1.4.1	Sign Contract with Security Company	Sign legally binding contract with Onyx Guard Services for security guards to ensure safety for the event.
1.4.2	Secure Event Insurance	Obtain event insurance with Netsurance Canada to insure all aspects of the event.
1.4.3	Secure Audio/Visual Equipment	Obtain audio/visual equipment required for event.
1.4.4	Create Event Itinerary	Design an event itinerary that is a detailed schedule of all event activities.
1.5	Ticket and Promotion	Management of all ticketing and promotion activities.
1.5.1	Publish Tickets on EventBrite	Manage the registration process of tickets through EventBrite.

<b>WBS Level</b>	<b>Item</b>	<b>Description</b>
1.5.2	Design Event Posters	Design promotional seminar posters, advertising the activities and speakers.
1.5.3	Advertise Event through Email and Slack	Share event details through email and Slack.
1.5.4	Display Event Posters	Display event posters through the TD Bank offices to increase visibility.
1.6	Execution	Management of all aspects of event execution.
1.6.1	Set Up Venue	Arrange and setup all venue furniture and audio-visual equipment for the venue.
1.6.2	Coordinate with Vendors and Volunteers	Ensure all vendors and volunteers are coordinated for the event and aware of their responsibilities.
1.6.3	Ensure Speakers Adhere to the Schedule	Ensure seminar speakers present within their allocated time slot.
1.7	Post-Event	Management of all post-event activities.
1.7.1	Evaluate Event Success	Create a debrief report for stakeholders outlining event's success and other findings.
1.7.2	Send Thank-You Notes to Vendors, Volunteers, and Attendees	Distribute thank-you notes to all parties involved in the event's success.

<b>WBS Level</b>	<b>Item</b>	<b>Description</b>
1.5.2	Design Event Posters	Design promotional seminar posters, advertising the activities and speakers.
1.5.3	Advertise Event through Email and Slack	Share event details through email and Slack.
1.5.4	Display Event Posters	Display event posters through the TD Bank offices to increase visibility.
1.6	Execution	Management of all aspects of event execution.
1.6.1	Set Up Venue	Arrange and setup all venue furniture and audio-visual equipment for the venue.
1.6.2	Coordinate with Vendors and Volunteers	Ensure all vendors and volunteers are coordinated for the event and aware of their responsibilities.
1.6.3	Ensure Speakers Adhere to the Schedule	Ensure seminar speakers present within their allocated time slot.
1.7	Post-Event	Management of all post-event activities.
1.7.1	Evaluate Event Success	Create a debrief report for stakeholders outlining event's success and other findings.
1.7.2	Send Thank-You Notes to Vendors, Volunteers, and Attendees	Distribute thank-you notes to all parties involved in the event's success.

# SCOPE VERIFICATION PROCESS

**Expected Number of Attendees:** The seminar has at least 300 attendees, as outlined as the expectation for the event.

**Catered Lunch Expectations:** Encore Catering provides a quality catered lunch for 410 attendees that is appropriate for a corporate event. The lunch options accommodate the dietary restrictions of all attendees.

**Review Venue Setup:** The venue is set up with the necessary furniture, decor and technical equipment to execute the event.

**Event Itinerary:** Confirm the event itinerary includes all tasks and activities outlined in the scope specifically, lunch, three cybersecurity speakers that teach foundational knowledge, collaborative application activities, opening remarks, and closing remarks. In

**Review Speaker Presentations:** Through all the speaker presentations, attendees have a foundational knowledge of cybersecurity that meets the expectations of the client and the cybersecurity specialists at TD Bank.

**Review Promotional Strategy:** The event is promoted with the methods outlined in the scope specifically, posters, emails, and Slack announcements.



# SCOPE CONTROL PROCESS

## Identification

Identify necessary changes for the event's scope. This can occur for a variety of reasons such as, due to unforeseen circumstances and stakeholder feedback.

## Change Request Form Submission

A change request form is submitted and provides information on proposed changes, their impact on the project, actions for change, and justification for change.

## Change Request Review

A change request form is received and a thorough analysis is done to determine if it's approved or rejected. The justification of the decision is well-documented as it may be necessary for the future. The review process is thorough and considers many factors especially, time, cost, and available resources.

## Decision

Based on the analysis conducted, the change request is rejected or approved.

## Communicate

These changes are documented and shared among all stakeholders.

## Monitoring Approved Requests

Change requests that are approved must be monitored to ensure that it is planned and executed well, address any concerns that may arise, and monitor its impact on the project.

# ACCEPTANCE CRITERIA

## Educational and Awareness Goals

**Criteria:** The required foundational cybersecurity practices outlined by the client are achieved, specifically threat awareness, best practices and prevention.

**Measurement:** Each attendee successfully completes majority of the cybersecurity activities demonstrating their comprehension and understanding of the subject.

## Speaker Presentations and Quality

**Criteria:** Each speaker presents a keynote is accurate, aligned with the educational goals of the event, and communicated specifically for the background of the audience.

**Measurement:** Attendees are engaged throughout their presentations and successfully able to apply their knowledge to activities.

## Attendance

**Criteria:** For this event to be considered successful, must be at 80% venue capacity which means a minimum of 300 attendees must register and attend the event.

**Measurement:** Confirm the number of attendees on Eventbrite, if the attendee count is greater than 300 and less than 500 (venue maximum) it is deemed a successful event.

## Budget Adherence

**Criteria:** All costs for the event is deemed necessary for its execution and well estimated, staying within the budget of \$5000.

**Measurement:** After the event execution and all vendors are paid, calculate how much money is left in the \$5000.

## Marketing Campaign

**Criteria:** The outlined marketing campaign has reached the desired audience creating event awareness and persuading employees to attend the seminar.

**Measurement:** Calculate the walking traffic of where each poster is located and how many people opened their email invitations to determine visibility.

## Attendee Satisfaction

**Criteria:** Attendees stay for the entire seminar and are thoughtfully engaged throughout.

**Measurement:** At the end of the seminar, have attendees review and rate their satisfaction for the event.

## Technical Equipment Met Event Needs

**Criteria:** The technical equipment for the event meet the operational needs and there no technical difficulties arise.

**Measurement:** The technical equipment needed for the event is of quality and there are no technical difficulties that disrupt the seminar's itinerary.

## Effective Ticketing Process

**Criteria:** Attendees are able register for the event with ease.

**Measurement:** The amount emails the project team receives on in event registration difficulties.

## Adherence to City of Toronto Bylaws and Regulations

**Criteria:** The event complies with the venue's fire code and the City of Toronto bylaws.

**Measurement:** The number of people in the venue does not go over maximum capacity and the safety of others is not compromised. There are no issues with local authorities regarding the event's safety.

## Post-Event Analysis Report

**Criteria:** Acknowledge the efforts from volunteers, vendors, and guest speakers. Review the feedback received from attendees and their experiences.

**Measurement:** A post-event analysis report is shared with the client and stakeholders regarding their event, as well as, their gratitude for their involvement.

# PROJECT AGREEMENT

By signing below, you acknowledge and agree to participate in and support Cybersecurity Excellence at TD Bank: Empowering our Employees as outlined above. This document is a non-legal binding contract and only demonstrates a commitment to support the Cybersecurity Excellence at TD Bank: Empowering our Employees objectives.

*Signature:*

*Date:*

# CHANGE REQUEST FORM

31

## Section 1: Project Information

Project Name		Request Number	
Priority	High/Medium/Low	Date	

## Section 2: Requester Information

Requested By		Contact Information	
--------------	--	---------------------	--

## Section 3: Proposed Change

Description of Proposed Change	
Reason for Change	
Date Needed	

## Section 4: Change Impact Analysis

Scope Impact	
Budget Evaluation	
Risk Evaluation	
Proposed Action	
Associated Cost	
Misc.	

## Section 5: Change Request Approval

Requester Signature(s)		Date Signed	
Approval Signature(s)		Date Signed	

