**C768/D339 Task 3 Template**

**Section A: Email**

Write an email to your peers inviting them to a meeting where you will present a multimedia presentation based on your White Paper.

**To**: [employees@ebay.com](mailto:employees@ebay.com)

**From**: [matt.lorenzen@ebay.com](mailto:matt.lorenzen@ebay.com)

**Subject**: Introducing Zero Trust Architecture at eBay

**Body:**

The Information Security team at eBay would like to formally invite you to attend a brown bag presentation on Zero Trust Architecture. On Thursday August 11, 2022, between 10:30 and 11:30AM PT we will be discussing the following in the Grand Courtyard:

* Security beyond the network edge
* Security between on-prem and cloud infrastructure
* Increased trust stability of internal and external applications

We look forward to your attendance, in normal eBay fashion, food, drink, and prizes will be available. We are excited for you and your teams to learn about Zero Trust Architecture.

**A1. Tone & Diction**

This email uses informal diction to drive excitement. The tone of the email is informal, and is written to drive curiosity and engagement.

**A2. Industry Jargon**

The jargon used keeps the email light on technical details while driving the interest of those that may be more technical. I avoided using more technical terms to assist in driving by non-technical employees and departments.

**A3. Message Timing**

This should be released at 10:00 AM PT on a Monday. These times are chosen to drive the continued conversation while individuals and teams break for lunch and afternoon meetings.

Message Sensitivity

The is a public email as it is being provided to all of eBay. There is nothing in the message that would violate any compliance or regulatory checks.

Message Classification

The information related to Zero Trust Architecture and eBay is not sensitive, and does not need to be classified. The information related to Zero Trust is publicly accessible.

**Section B: PowerPoint Presentation**

ZTA - Presentation

**B1. Slides & B2. Visual Elements** (this checklist will help you determine that you are meeting sections B1 and B2 in the rubric)

**Checklist for the PowerPoint Slides**

* Do you have at least 5 slides?
* Do you have a title slide?
* Do you have a preview of the main points (an agenda slide) that tells the audience what you will be talking about?
* Do at least 2 of the slides have visual elements (such as charts, graph, or photographs)?
* Did you include appropriate references and citations for any information that should be attributed to an outside source?
* Do you have enough material to cover a presentation that will be at least 5 minutes but not over 10 minutes?

**After you finish the PowerPoint Presentation, complete the following:**

**B3. Audience and Tone**

Explain how the audience for your presentation affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your presentation.

The audience for my presentation is the entire eBay technical staff, I chose a casual diction as I am familiar with a good majority of the individuals, I also chose to present this in a more casual manner as the topic is rather dry.

As for tonality, I chose to be more informal and enthusiastic in order to draw the attention toward the over-all big picture and hopefully reduce the thought process of technical details that go into the configuration of Zero Trust Architecture.

**B4. Audience and Jargon**

Explain how the audience for your email affects your use of industry jargon and technical information in the email. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

This presentation is for all of the technical staff at eBay. We are all familiar with basic modes of authentication and have at minimum high-level understanding of information security. Because we all have this high-level understanding, we are able to efficiently communicate without express definitions of jargon that is used. Additionally, the presentation is kept to an overview as the technical details are not as important as the over-all buy in needed to push Zero Trust Architecture through to deployment.

**Section C: Panopto Presentation** (Make a Panopto video that shows you delivering the PowerPoint presentation based on your White Paper.)

**Checklist for Panopto Recording**

* Discuss **all** key arguments in your white paper
* Include all the slides from Part C (minimum of 5 slides)
* Verbally discuss your visuals and give credit to the source
* Verbally cite all sources when used: “According to Smith in 2022...”
* Make sure your microphone works before recording
* Make sure you and your slides are part of the video recording.
* Check the length of your presentation (5 to 10 mins)
* Submit the **viewing link** for your Panopto URL
* Verify the link you submitted goes directly to your Panopto video
* Include all references used in Task 3 in Section D of this document
* Upload this document to the submission space too!

**Section D: Sources**

Rose, S., Borchert, O., Mitchell, S., and Connelly, S., 2020. Zero Trust Architecture. [online] NIST. Available at: <https://www.nist.gov/publications/zero-trust-architecture>.

Rose, S., Borchert, O., Mitchell, S., and Connelly, S., 2020. NIST Special Publication 800-207 - Zero Trust Architecture. [online] https://nvlpubs.nist.gov/. Available at: <https://nvlpubs.nist.gov/nistpubs/SpecialPublications/NIST.SP.800-207.pdf>.

Raina, K., 2021. What is Zero Trust Security? Principles of the Zero Trust Model. [online] crowdstrike.com. Available at: <https://www.crowdstrike.com/cybersecurity-101/zero-trust-security/>.

Dean, E., Fonyi, S., Morrell, C., Lanham, M., & Teague, E. (2021). Toward a Zero Trust Architecture Implementation in a University Environment. The Cyber Defense Review, 6(4), 37–48. https://www.jstor.org/stable/48631305

Davis, J., Simos, M. and Skoniecki, J., 2020. Back to the future: What the Jericho Forum taught us about modern security - Microsoft Security Blog. [online] Microsoft Security Blog. Available at: <https://www.microsoft.com/security/blog/2020/10/28/back-to-the-future-what-the-jericho-forum-taught-us-about-modern-security/>.

**Section E: Professional Communication**