RSA®Conference2019

San Francisco | March 4–8 | Moscone Center

BETTER.

Awareness at Scale: Creating Risk-Aware Cultures in Big Companies

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AmerisourceBergen

#RSAC

Listen for some next steps you'll take to strengthen your Awareness Program, such as:

- What are the four new ways you will extend your program message with informal communications?

- How would you build your internal network with "ambassadors" outside your team who can help you build your program? And how would you celebrate them?

- What key performance indicators could you report to stakeholders on the quantitative and qualitative metrics associated with your program?

AmerisourceBergen Cyber Escape Marketing Materials

Reinforce Secure User Behavior

Reward desired behavior

IMF Cyber Hall of Fame

Awarded to personnel who…

01

Were not susceptible to any phishing campaigns in the current fiscal year

02

Reported ALL phishing assessment emails in that fiscal year

03

Reported REAL phishing attacks (that bypassed our security tools)

Cyber Hall Of Fame

presented with appreciation to

Jane Doe

for demonstrating safe computing practices that made a positive impact on the Fund's information security posture.

June 15, 2018

John Doe
Director, Chief Information Officer

Impactful Annual Cyber Event

Guest speakers on the front lines of the most recent cyber attacks in the news
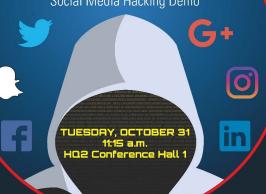
Interactive Exhibitions

Hacking Demonstrations

One-to-one sit down with a "hacker"

ANNUAL IMF CYBERSECURITY SUMMIT

Is Cyber Warfare also Economic Warfare?
Securing Our Interconnected World

ANNUAL IMF CYBERSECURITY SUMMIT

Enter the Hacker's World
Mobile Device Hacking Demo

Enter the Hacker's World
Social Media Hacking Demo

TUESDAY, OCTOBER 31
11:15 a.m.
HQ2 Conference Hall 1

Know Your Digital Footprint
What Can A Hacker Find About You Online?

Information Security Awareness Program

Reinforcing our human defense perimeter with...

- Targeted email communications and engagements
- Consistent digital drumbeat of broad InfoSec impressions
- High-touch café roadshows + employee giveaways
- Required ISA training + Security College offerings

Apply What You Have Learned Today

- Next week you should:
  - Identify four ways you can extend your program message with informal communications

- In the first three months following this presentation you should:
  - Build your internal network with "ambassadors" outside your team who can help build your program
  - Create 2-4 additional KPIs that you can use to identify program impact

- Within six months you should:
  - Report to stakeholders on the quantitative and qualitative metrics associated with your program
  - Celebrate the participation of "ambassadors" throughout your organization

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