



Crazy Does It: Brand Your Program As Fun



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Crazy Does It: Brand Your Program As Fun
April 28, 2008 2:45-3:45PM



Today's Objectives

- Why Security Awareness ?
- Review Steps For Creating A Security Awareness Program
- Discuss Interactive Examples
- Discussion of What Worked, Didn't Work In Your Companies

DISCLAIMER: The information contained in this presentation represents the opinion of Todd Fitzgerald and is not necessarily the view of Todd's employer. This presentation is provided to Computer Security Institute for educational purposes to distribute as they deem necessary.



- Don't write passwords down
- Don't make pet name, spouses name, SSN, sports team
- Don't share them with others
- Don't make them less than 8 characters
- Don't keep the same one past 60 days



- We have anti-virus software, so we are secure
- We have a firewall, so we are secure
- The most serious threats come from the outside
- Responsibility for security rests with the IT staff
- Security doesn't matter, because I backup my data daily



- Firewalls
- Intrusion Detection Software
- Antivirus Software
- Continual Education for staff and users
- User cooperation and compliance
 - Most critical component
 - Most difficult to achieve



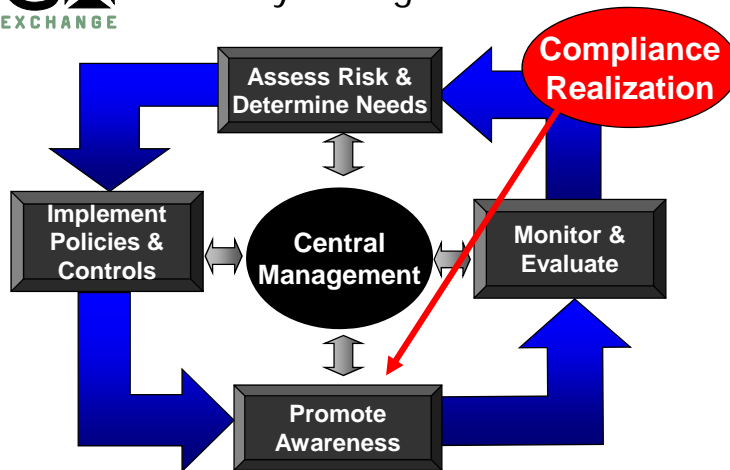
- Malware-
viruses, worms, trojans, spyware
- Security patches not applied
- Hacking and network scanning
- Social Engineering
- Chat and Messaging software
- Weak passwords
- Unawareness, carelessness





HELP !!

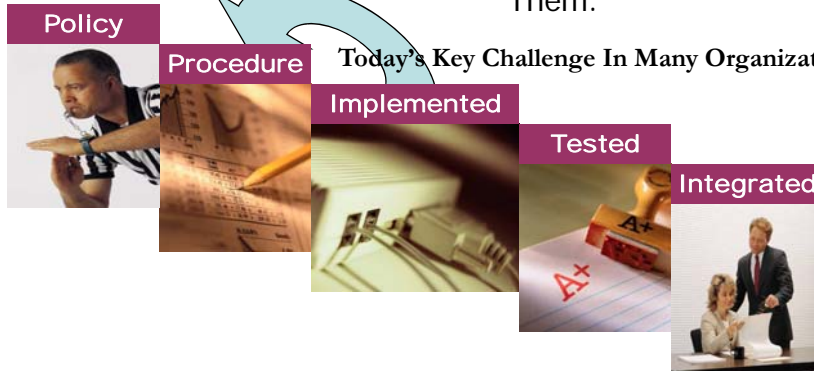
Security Management Best Practices



Source: "Learning from Leading Organizations" GAO/AIMD-98-68 Information Security Management



The End Game: Everyone follow The Policies. Period. Can't ? Change Them, Then Follow Them.



Finding Resolution To Integrated Business Process



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Industry Research Advises Security Awareness Is Essential



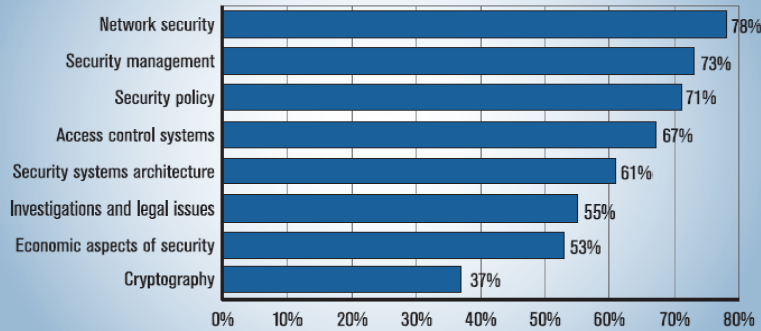
"An information security awareness training program is a tool that all companies, regardless of size, need to implement. Without one, serious IT risks may be overlooked"
- Gartner Group



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Figure 22. Importance of Security Awareness Training

By Percent of Respondents Identifying as Important



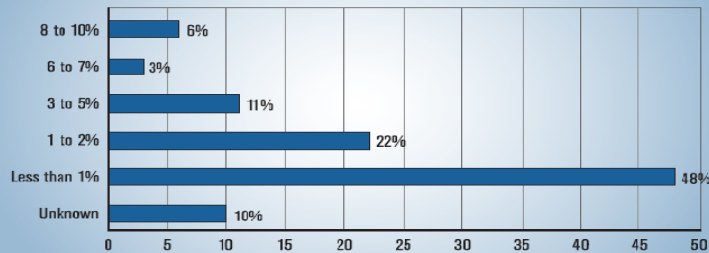
CSI 2007 Computer Crime and Security Survey
Source: Computer Security Institute

2007: 486 Respondents



Figure 7: Percentage of IT Security Budget Spent on Awareness Training

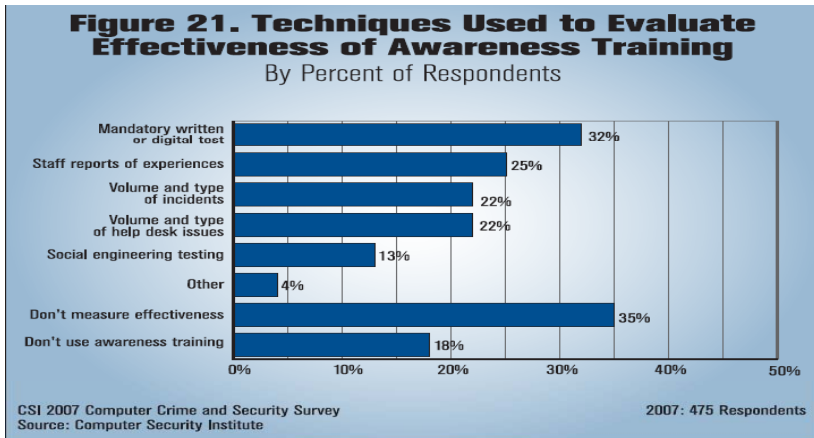
By Percent of Respondents



CSI 2007 Computer Crime and Security Survey
Source: Computer Security Institute

2007: 475 Respondents





- Relate Security Concepts To Life, The Business, News Events
- Make It Real For Them !
- Talk About Incidents
- Before Getting Into That, Lets Cover The Essentials...

Determine The Real Security Need



- New/changed policies
- Past security incidents
- Audit Findings
- Technical Infrastructure changes
- Management concerns
- Industry trends
- Organizational changes

Design An Effective Program



- Target Audience
- Frequency
- Number of Users
- Geographic Location
- Method of Delivery
- Resources Required
- Method for Feedback

Determine Training Scope



- Scope of Event
- Who Needs Training ?
 - Employees
 - Contractors
 - New Hires
- Timing
- All Users or Business Segments



Make Sure The Training Includes Everything About Security Possible...

- Security Architecture
- Network Security
- Application Security
- VPNs, Firewalls, Routers, Switches
- Identity Management
- Data Classification
- Encryption
- Regulatory Compliance
- Business Continuity/Disaster Recovery
- Segregation of Duties
- Hiring/Termination Procedures
- Vulnerability Assessments/ Pen Tests
- Patch Management
- Anti-Virus, Spyware
- Remote Access
- Backup, Recovery, Offsite Storage
- Environmental Controls
- Physical Security
- Logical Access Control
- Authentication/Identification
- Hacking Techniques
- Forensic Investigations
- Intrusion Detection/Prevention
- OS Hardening Procedures
- Background Investigations
- Standards, Best Practices
- Security Incident Handling/Response
- Internal/External Audit Resolution
- Security Policies, Procedures, Standards
- New Threats, vulnerabilities
- .. And The List Goes On...





..Or... We Could Select A "Theme"

- Appropriate internet usage
- Viruses, worms, trojans, malicious code
- Spyware
- Phishing Attacks
- Email security
- Identity theft
- Confidentiality, information sensitivity
- Spam
- Social engineering
- Incident response
- Shoulder surfing
- Use of system for personal use
- Government regulations
- Personal digital assistants
- Wireless security
- Laptop security
- Copyright protections
- Software licenses
- Need-to-know access
- Individual security responsibility
- Password management
- Identification badges, physical access
- Email etiquette
- Clean desk policy
- Home network usage



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Develop Impact Content



Be Creative



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- Have Fun
- Shop Toy/Party Stores
- Relate Security To Other Things
- Don't Worry About Being A Fool,,, We Are One For Getting Into This Business Anyway.. So Get Over It !!!
- FOCUS ON THE OBJECTIVE..

Be Creative



MANDATORY
SECURITY AWARENESS TRAINING



MANDATORY

SECURITY AWARENESS TRAINING



- Interactive Instructor-Led
- Awareness Trinkets
- Posters, checklists
- Brown bag sessions
- Award programs
- Videos
- Newsletters
- Web-Based Training
- Holiday “Dress-Up”



Logistics Are Very Important



- At least 6 weeks in advance
- Room sizes, # of sessions, # of participants
- Props give-away 3-4 week lead time
- Travel plans
- Coordination with offices
- Emails (2 week, 1 week)
- Signup sheets
- Plan 1 hour setup before session
- Scheduling sessions 30 min apart
- Evaluations, tracking
- Follow-up quizzes

And Now, Presenting...

This slide is intended to be blank
(Were you reading ahead ? Hmm?)

Security Officer (US)



CULTURE (THEM)





Music, Videos, And Clues



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The Aliens Are Coming...

Alien Newswire – Milwaukee, WI and Camarillo, CA – Aliens take over security desk and check into local hotel to steal Medicare Claims Information



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They Did Come For a Reason !!



..And Are Welcomed At The Marriott



Who Is The
REAL SANTA ?



Don't Share Your Candy
Cane Or Your **PASSWORD!**

**PROTECT YOUR IDENTITY
...PROTECT UGS**



2005 Security Awareness Training Presents...

**UGS CLEAN
DESK SWEEP**

KEEPING INFORMATION CONFIDENTIAL AND SECURE

For **UNITED GOVERNMENT SERVICES**



Mt. Vernon, IL
7/8/05 - 1 Session
Honolulu, HI (via Camarillo)
7/21/05 - 1 Session
Monona, WI
August (TBD) - 6 Sessions

UGS Systems Security Department
UGSSystemsSecurity@ugswip.com

White Plains, NY
5/16/05 - 1 Session
Richmond, VA
5/17/05 - 1 Session
Roanoke, VA
5/18/05 - 3 Sessions
Charleston, WV
5/19/05 - 1 Session
Ashland, WI
5/24/05 - 3 Sessions
Southfield, MI
5/25/05 - 1 Session
Lansing, MI
5/26/05 - 1 Session
Milwaukee, WI
5/31, 6/1 thru 6/3 - 13 Sessions
6/27 thru 6/30 - 15 Sessions
Oakland, CA
6/21/05 - 1 Session
Camarillo, CA
6/22 thru 6/23 - 6 Sessions
7/19 thru 7/21 - 8 Sessions





Paper Boys Help Move Office



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Cops, Criminals, and A laptop...

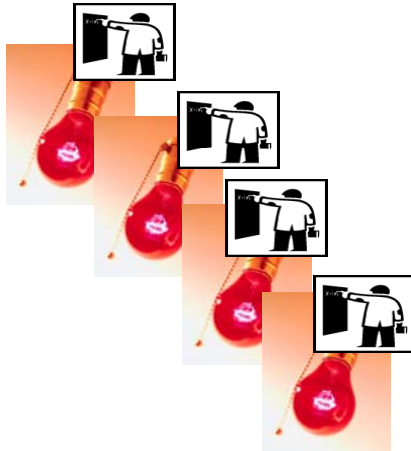


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Arrrgh... Hooked By Phishing



Questions ?



- Needs Assessment ?
- Design ?
- Scope ?
- Content Development ?
- Communications ?
- Logistics ?
- Delivery ?
- Evaluation ?

**Thank
You !!**



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