



The Security Awareness Special Interest Group
(In association with the Information Security Awareness Forum)

Information Security Awareness Masterclass Thursday 9th September 2010

The Security Awareness Special Interest Group (SASIG) would like to invite you to a one day Masterclass on the subject of 'Information Security Awareness', kindly hosted by Shoosmiths at their offices in Northampton on 9th September 2010. Join the inaugural SASIG Masterclass to learn how and why an integrated, ongoing awareness programme can help protect your organisation and its assets from a damaging security breach.

This will be the first in a series of Masterclasses being organised by The Security Awareness Special Interest Group to raise money for Leukaemia & Lymphoma Research. The Information Security Awareness Masterclass offers a unique opportunity to benefit from expert knowledge on the needs, drivers and approaches for a successful security awareness programme.

Leading information security expert, Martin Smith (Chairman & Founder, The Security Awareness Special Interest Group (SASIG) will facilitate the interactive one day Masterclass with a combination of short presentations, audience discussions and group exercises.

A minimum donation of £75 - all of which will go to Leukaemia & Lymphoma Research - will be required to secure your place. (This charge will be waived for those attending on behalf of any registered charity).

With places limited to 50 delegates - be sure to register your interest in attending today! For further information and to book your place, please contact lisa.spriggs@thesecurityco.com or call +44 1234 708456.

What is a SASIG Masterclass?

The SASIG Masterclass series comprises a number of one day, intensive learning opportunities for security professionals on key industry trends and issues. Presented by subject matter experts and delivered in open and interactive environments, the Masterclasses aim to educate, inspire and share security knowledge.

The Masterclasses will be organised for a limited audience to provide valuable networking opportunities and structured to include thought-provoking presentations, open discussions and group exercises with leading security experts.



shoosmiths

Run by The Security Awareness Special Interest Group (SASIG), the Masterclasses will raise money for Leukaemia & Lymphoma Research.

Why attend the 'Information Security Awareness' Masterclass?

With the increased regularity of high profile data security breaches, increased public attention to the threats posed by mishandling personal information and the newly enforced powers of the Information Commissioners' Office (ICO), it would be naïve of any organisation to think they can continue to 'get away' with tackling information security half-heartedly.

The loss of public trust, damage to your reputation and high cost of rectifying data loss problems following a breach can be crippling. To date, investment in technical solutions to mitigate security incidents has been the prevailing approach to protection. But despite the vast sums of money spent on technical security solutions, organisations still remain inherently vulnerable to the most basic security weaknesses because they have generally addressed - without any real seriousness or investment - the human element of information security.

What will you learn?

Martin Smith will guide you through the key steps required to develop a successful awareness programme to ensure and measure real behavioural change among your employees.

You will:

- Discuss the need for an ongoing, targeted security awareness programme and assess how this fits in with the overall strategic direction of your organisation
- Gather advice on how to achieve senior management buy-in for security awareness initiatives
- Discuss current awareness methods - including what has worked and what hasn't
- Learn how to implement a successful security awareness programme that fosters real behavioural change
- Identify methods for measuring your awareness activities

About Leukaemia & Lymphoma Research

Leukaemia & Lymphoma Research is focussed on finding causes, improving diagnosis and treatments, and running groundbreaking clinical trials for all blood cancer patients. Blood cancers including leukaemia, lymphoma and myeloma affect people of all ages from newborns to grandparents.

Following 50 years' investment, Leukaemia & Lymphoma Research is now leading in the field of blood cancer research. Their expertise and focus allows them to invest in only the best UK research that is delivering better treatments and cures. Leukaemia & Lymphoma Research need to raise £120million over the next five years to continue their life-saving research into better diagnosis, treatments and cures for all those with blood cancers.

For Further Information...

For further information about Leukaemia & Lymphoma Research or the Security Awareness Special Interest Group please visit: www.llresearch.org.uk / www.thesasig.com