

KnowBe4

KB4-CON

ORLANDO 2019

AGENDA IN DETAIL

MAY 8 – 10, 2019

Wednesday, May 8

4:00p – 8:00p	Early Registration	<i>Location: Palms Registration</i>
4:30p – 5:30p	Early-bird Breakout: Data-Driven Defense <i>Roger Grimes, Data-Driven Defense Evangelist, KnowBe4</i> Most organizations today are either completely hacked or could easily be hacked. Traditional defenses are operating under an "assumed breach" expectation. The truth is, most companies are not doing the right things in the right places, making it easier for hackers and malware to infiltrate an organization than it needs to be. Most companies are highly inefficient at computer security defense, and wonder why they are so easily hackable while at the same time throwing ever-growing amounts of capital, resources, and people at the problem. It doesn't have to be this way. During this talk, you will learn what is VERY broken with most computer defenses, learn how it got that way, and learn how to create a more efficient computer security defense.	<i>Location: Canary 3/4</i>
4:30p – 5:30p	Security Awareness Lab Have hands-on time with the products; Talk with customer success; Get your tech support questions answered; Bring your product 'deep dive' questions; Make an appointment for your data-driven security consultation; Managed services questions	<i>Location: Canary 1/2</i>
6:00p – 8:00p	Welcome Meetup, Drinks Reception	<i>Location: Palms Foyer</i>

Thursday, May 9

8:00a – 9:00a	Registration Open	<i>Location: Palms Registration</i>
8:00a – 9:00a	Breakfast	<i>Location: Royal</i>
9:00a – 9:30a	Conference Kickoff and Welcome <i>Stu Sjouwerman, CEO, KnowBe4</i>	<i>Location: Sabal</i>
9:30a – 10:45a	Keynote: Social Engineering and Deception <i>Apollo Robbins, One of the world's leading experts on pickpockets, confidence crimes and deception</i> As a famed deception specialist and security consultant, Apollo will demonstrate his version of "artful manipulation of awareness". Prepare to be amazed.	<i>Location: Sabal</i>
10:45a – 11:15a	BREAK: Chat with your peers	<i>Location: Palms Foyer</i>
Breakout Sessions	11:15a – 12:00p	
	Risky Business – Managing Risk Simplified with KCM GRC Live Demo <i>Gabe Santos, KCM Product Manager, KnowBe4 and Dino Contento, KCM Specialist, KnowBe4</i>	<i>Location: Canary 3/4</i>
	Platform Knowledge: Phish & Tips <i>Katie Brennan, Technical Content Director, KnowBe4</i> See KnowBe4's resident phishing template expert go over best practices for phishing your users. After that, we'll present the most interesting phishes of the past year that were used to bait your users. We'll even uncover the latest tactics the bad guys are using to try to catch your organization hook, line, and sinker.	<i>Location: Cypress 1A</i>
	PhishER – Get in position to disposition <i>Greg Kras, Chief Product Officer, KnowBe4</i> Get a thorough look at the way PhishER utilizes YARA rules to disposition email threats, good email and questionable items.	<i>Location: Cypress 1B</i>

12:00p – 1:00p	Lunch	<i>Location: Royal</i>
1:00p – 5:00p	Security Awareness Lab Have hands-on time with the products; Talk with customer success; Get your tech support questions answered; Bring your product 'deep dive' questions; Make an appointment for your data-driven security consultation; Managed services questions	<i>Location: Canary 1/2</i>
1:00p – 1:45p	Cyberwire Podcast 'Hacking the Human' LIVE <i>Interview with Kevin Mitnick, Chief Hacking Officer, KnowBe4 and Stu Sjouwerman, CEO, KnowBe4</i>	<i>Location: Sabal</i>
2:00p – 2:45p	Keynote: Deepfakes: A World of New Realities <i>Dr. Lydia Kostopoulos, Disruptive Technology Educator</i> With each day deepfakes become more convincing, accessible and easier to create and distribute. In parallel to this, other emerging technologies are developing such as augmented reality and virtual reality. This talk highlights some of the challenges we will face with sophisticated deepfakes.	<i>Location: Sabal</i>
2:45p – 3:15p	BREAK: Chat with your peers	<i>Location: Palms Foyer</i>
3:15p – 4:15p	Keynote: The Future of AI-Driven Education <i>Thomas Frey, Futurist, DaVinci Institute</i> Find out from Google's top futurist speaker where AI is headed and how it will be used to educate users.	<i>Location: Sabal</i>

Breakout Sessions 4:30p – 5:00p**Measuring Security Culture***Location: Cypress 1A**Kai Roer, Co-Founder and CEO of CLTRe*

Find out how you can measure and manage security culture within your organization, such as attitudes, behaviors, cognition, communication, compliance, norms and responsibilities.

What's New on the Dark Web*Location: Canary 3/4**Colin Murphy, Security Engineer, KnowBe4*

Find out methods for open source intelligence gathering, how to beat hackers at their own game, legally and more.

Partner Session Breakout:

Leveraging KnowBe4 to Enhance a Company's Security Culture

*Location: Cypress 1B**Erich Kron, Security Awareness Advocate, KnowBe4 and Sarina Rose, Director of Channel Account Management, KnowBe4*

In this session for KnowBe4 partners, we'll discuss how to set the stage for why security awareness training is needed and how to integrate it into your security offerings. You'll also learn how KnowBe4 can help you convey risk to your clients and how it can help you expose more security issues to expand your security business and more.

6:00p – 7:00p

Networking Happy Hour*Location: Cypress Foyer*

7:00p – 9:30p

Customer Appreciation Dinner, Special Awards*Location: Cypress 2*

Friday, May 10

8:00a – 9:00a	Registration Open	<i>Location: Palms Registration</i>
8:00a – 9:00a	Breakfast	<i>Location: Royal</i>
8:00a – 9:00a	Partner Ask Me Anything Breakfast <i>Stu Sjouwerman, CEO, KnowBe4 and Sara Valtin, VP of Channel, KnowBe4</i> Join the KnowBe4 team and fellow KnowBe4 partners for breakfast and an “Ask Me Anything”.	<i>Location: Atlanta</i>
9:00a – 10:45a	Keynote: Advanced Hacking Techniques <i>Kevin Mitnick, Chief Hacking Officer, KnowBe4</i> Kevin will bring you the latest and greatest hacking techniques and do a live demonstration with several surprises in store.	<i>Location: Sabal</i>
10:45a – 11:15a	BREAK: Talk to your peers	<i>Location: Palms Foyer</i>
Breakout Sessions	11:15a – 12:00p	
	The Many Ways to Hack 2FA <i>Roger Grimes, Data-Driven Defense Evangelist, KnowBe4</i> Everyone knows that two-factor authentication (2FA) is more secure than a simple login name and password, but too many people think that 2FA is a perfect, unhackable solution. It isn't! We will explore multiple ways hackers can and do get around your favorite 2FA solution.	<i>Location: Cypress 1A</i>
	Best Practices for Using the KnowBe4 Platform to Develop a Security Awareness Program <i>Jasmine Rodriguez, Managed Services Engineer, KnowBe4</i> This will include use of the advanced features, carving out the reports you need to manage your security awareness training and phishing to maximize results.	<i>Location: Cypress 1B</i>
	Risk Management and Third-Party Risk <i>Brian Jack, CISO KnowBe4 and Lecio DePaula Jr., Security Operations, KnowBe4</i> Vendor Offenders, risks you shouldn't have to take and how to fortify your organization against risk.	<i>Location: Canary 3/4</i>

12:00p – 1:00p	Lunch	<i>Location: Royal</i>
	Partner Roundtable Lunch Join the KnowBe4 team and fellow partners for roundtable discussions during lunch to weigh in on key topics that are important to you.	<i>Location: Atlanta</i>
1:00p – 3:15p	Security Awareness Lab Have hands-on time with the products; Talk with customer success; Get your tech support questions answered; Bring your product 'deep dive' questions; Make an appointment for your data-driven security consultation; Managed services questions	<i>Location: Canary 1/2</i>
1:00p – 2:00p	Keynote: The Right Way and the Wrong Way to Drive Secure Behaviors <i>Perry Carpenter, Chief Evangelist and Strategy Officer, KnowBe4</i> So you've collected up a bunch of information, now what? This session will help you define what matters most and what you can do to create a secure human firewall.	<i>Location: Sabal</i>
2:00p – 2:30p	BREAK: Talk to your peers	<i>Location: Palms Foyer</i>
2:30p – 3:15p	Product Roadmap: Lifting the Veil on Cool Upcoming Features <i>Stu Sjouwerman, CEO, KnowBe4 and Greg Kras, Chief Product Officer, KnowBe4</i> Get the latest info on new products, features, and exciting plans for their release.	<i>Location: Sabal</i>
3:15p – 3:45p	Closing Remarks and Prize Drawing <i>*Must be present to win</i>	<i>Location: Sabal</i>

KB4-CON SESSION ROOMS

