



KnowBe4

SECURITY • AWARENESS • CONFERENCE
KB4-CON
ORLANDO 2018

**AGENDA
IN DETAIL**

MAY 16 – 18, 2018

Wednesday, May 16

- 6:00p - 8:00p Early Registration
- 6:00p - 8:00p Welcome Meetup Drinks Reception

Thursday, May 17

- 8:00a - 9:00a Registration
- 8:00a - 9:00a Breakfast
- 9:00a - 9:30a **Conference Kickoff and Welcome**
Stu Sjouerman, CEO, KnowBe4

- 9:30a - 11:00a **KEYNOTE: Kevin Mitnick**
Social Engineering Methods and Tactics with Live Demo of Innovative Hacks

People are the weakest link. They can be manipulated or influenced into unknowingly helping hackers break into their organization's computers. You'll learn how easily you can be an unsuspecting victim who can be manipulated into handing over the keys the kingdom, if you haven't done so already. In this engaging and demonstration-rich experience, Kevin Mitnick illustrates how a hacker's thought process works and how they apply their tradecraft.

- 11:00a - 11:30a Break: Talk to your peers

Breakout Sessions

- 11:30a – 12:00p **Platform Knowledge: Phish & Tips**
Katie Brennan, Director of Phishing Design, KnowBe4

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.

- 11:30a – 12:00p **Introducing KnowBe4's Compliance Manager**
Gabe Santos, Compliance Product Manager, KnowBe4

Get an introduction to KnowBe4's Compliance Manager (KCM) platform that was specifically designed for managing compliance headaches. KCM is intuitive, easy to use, and backed with KnowBe4's exceptional service. See the features of KCM and how it can simplify the complexity of getting compliant and ease your burden of staying compliant year-round.

11:30a – 12:00p

Ask Me Anything with Stu Sjouerman

Stu Sjouerman, CEO, KnowBe4

Stu Sjouerman (pronounced “shower-man”) is the founder and CEO of KnowBe4. A serial entrepreneur and data security expert with more than 30 years in the IT industry and author of four books. Now is the perfect time to ask Stu anything you ever wanted to about himself or KnowBe4. So be ready with some questions!

12:00p - 1:00p

Lunch

1:00p - 5:00p

Security Awareness Lab

Throughout the conference, we will have an area setup where attendees can:

- Have hands-on time with the product
- Talk with Customer Success Representatives
- Give Feedback to our User Experience team on our product
- Make an appointment for your Data-driven Security Consultation

1:00p - 1:45p

How to Build a Security & Risk Conscious Culture

Perry Carpenter, Chief Evangelist & Strategy Officer, KnowBe4

What is your ultimate goal for security awareness and training? Is it just to have more people 'aware?' Or is it something bigger -- perhaps to change your employees' entire frame of thinking and values? During this session, Perry Carpenter, KnowBe4's Chief Evangelist and Strategy Officer, will outline the goals, benefits, and practical steps to move your program beyond simple awareness and toward the goal of proactive "security culture management" – an approach that contains aspects of security awareness, behavioral training/conditioning, marketing/messaging, systems of reinforcement, technology-based guardrails, and more.

Key takeaways include:

- Understanding the limits of security and risk 'awareness'
- Multifaceted approaches to influence security-related thinking and actions
- How to make security and risk thinking viral and sustainable

2:00p - 2:45p

Fix the Biggest Holes in Your Defense – by Using Your Own Data

Roger Grimes, Data-Driven Security Evangelist, KnowBe4

Most companies 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 session, you will:

- Learn what is VERY broken with most computer defenses
- Learn how it got that way
- Learn how to create a more efficient computer security defense
- You'll never think about computer security the same way again

2:45p - 3:15p

Break: Talk to your peers

3:15p - 4:00p

Customer Panel Discussion: Tips and Tricks for Security Awareness Training Success

Moderator Erich Kron, Security Awareness Advocate, KnowBe4

This moderated panel discussion is with KnowBe4 customers from different sized organizations and industries. Join us for an engaging conversation on a variety of customer success tips and tricks, along with lessons from the trenches in implementing and maintaining a successful security awareness training program. Points of discussion will include:

- Getting started with your own security awareness training program
- How to get buy-in from executive management to invest in simulated phishing and security awareness training
- Unique processes and approaches to using different KnowBe4 features and tools
- How to implement a multi-country, multi-language program with meaningful benchmarks

Breakout Sessions

4:15p - 5:00p

Details From a Data-Driven Defense

Roger Grimes, Data-Driven Security Evangelist, KnowBe4

Get real life examples of what other companies have done to get a better data-driven defense. You'll also be able to sign up for your own data-driven defense consultation.

4:15p - 5:00p

Compromised Credentials: Life's a Breach

Colin Murphy, Security Engineer, KnowBe4

In 2017 alone, there were 1,579 reported data breaches made public. From those breaches, there was an estimated 179 million records that are now publicly available. Do you know your organization's exposure? Find out and then take proactive steps to defend your organization. This session will dive into the threat landscape of data breaches, how breached data is really being used against you, and how to mitigate your risk using the Email Exposure Check Pro and KnowBe4's Platform.

4:15p - 5:00p

Smart Groups: Work Smarter, Not Harder

Lauren Ashley, Technical Writer, KnowBe4

This session will cover how you can use the Smart Groups feature to automate workflows in your KnowBe4 security awareness training platform. For example, how you can automatically train the users who need security training the most, without impacting your less phish-prone users. We'll also include how you can harness Smart Groups for powerful ad-hoc reporting, empowering you to stay informed about the progress and success of your security awareness program.

6:00p - 8:30p

Customer Appreciation Dinner and Ask Me Anything, Followed by Photo Ops

Friday, May 18

8:00a - 9:00a Registration

8:00a - 9:00a Breakfast

9:00a - 10:45a **KEYNOTE: Frank Abagnale, Catch Me If You Can**
Seminar: Stealing Your Life

In this unique seminar, con man turned crime stopper Frank Abagnale provides the latest information to protect institutions, associations, and corporations from embezzlement, forgery, counterfeit currency, check fraud, identity theft, and internet fraud.

10:45a - 11:15a Break: Talk to your peers

11:15a -12:00p **When Is a Vendor Your Problem? Managing Third Party Risk**
Blake Huebner, VP of Integrated Risk Management, KnowBe4

With more suppliers and providers having access to your sensitive data, breaches continue to rise. What can your organization do to mitigate risks associated with the supply chain ecosystem? In this session, we will cover recent high-profile supply chain breaches and steps to mitigate risks in your supply chain.

12:00p - 1:00p Lunch

1:00p - 2:45p **Security Awareness Lab**

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Breakout Sessions

1:00p - 1:30p **Singing the Security Tune**
Marc Vasquez, APR, Assistant Vice President/Security Awareness Program Manager, UMB Bank

Getting attention for security awareness can be tough, especially if you don't have a lot of budget or time. Whether you're a one person show or part of a team, this session is designed to give you tips and tools to help you tell your security story through a variety of mediums.

1:00p - 1:30p

Quantifying Employee Risk Within the Organization

Nick Cavallancia, Founder, Techvangelism

Security awareness training (SAT), as part of a larger security strategy, ultimately seeks to protect the organization's critical, sensitive, and protected data. But, not every employee presents the same level of risk to the organization. Their access to data, role within the organization, and many other factors determine – in the case of both SAT and your security strategy – whether their actions (or inactions) put the organization and its data at risk. So how do you assess and assign risk levels to ensure proper SAT and other security controls? In this interactive session, join cybersecurity expert and founder of Techvangelism, Nick Cavallancia, as he discusses:

- Sources of employee risk
- Identifying and quantifying employee risk
- Applying risk scoring to your security strategy

1:00p - 1:30p

Using Marketing Techniques to Engage Employees

Suzanne Gorman, VP of Enterprise, KnowBe4

Our security awareness training expert Suzanne Gorman will explore how to use marketing techniques through short, interactive videos to engage employees. When it comes to influencing security behavior, it's helpful to first look at effective marketing techniques. Strategies such as drip marketing campaigns can have similar influence on security if you do it right.

1:30p - 2:00p

Break: Talk to your peers

2:00p - 2:45p

Product Roadmap Panel: Lifting the Veil on Cool Upcoming Features

Stu Sjouwerman, CEO; Alin Irimie, CTO; Eric Sites, Chief Data Scientist; Perry Carpenter, Chief Evangelist & Strategy Officer, from KnowBe4

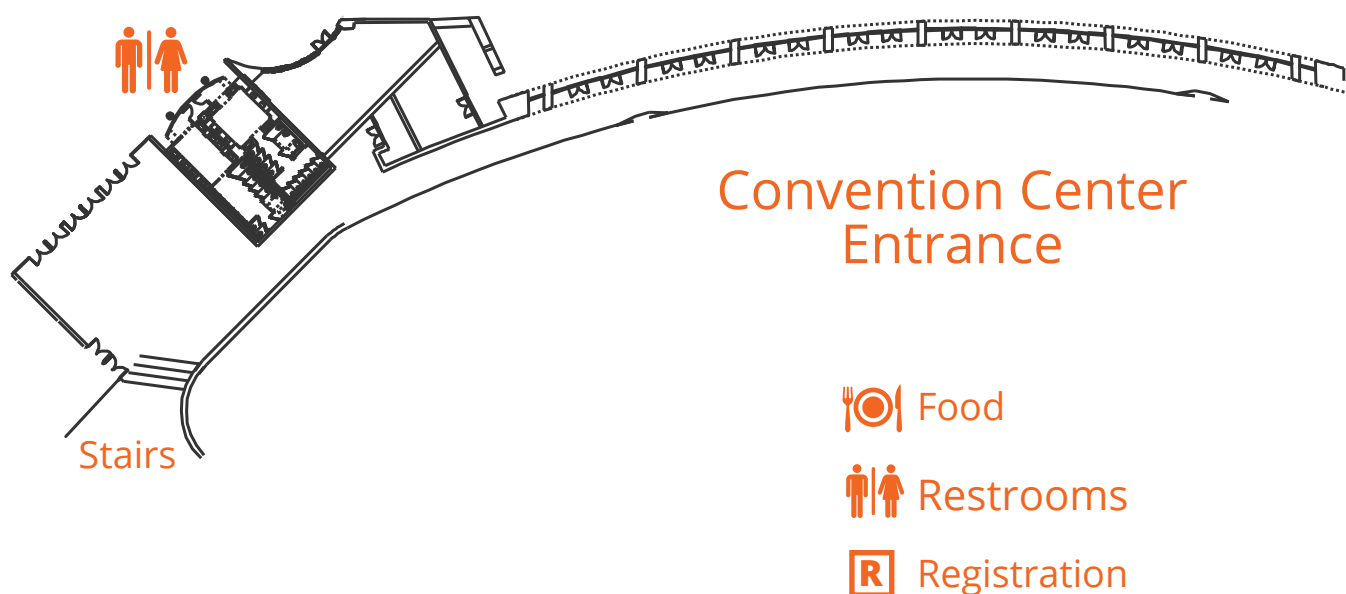
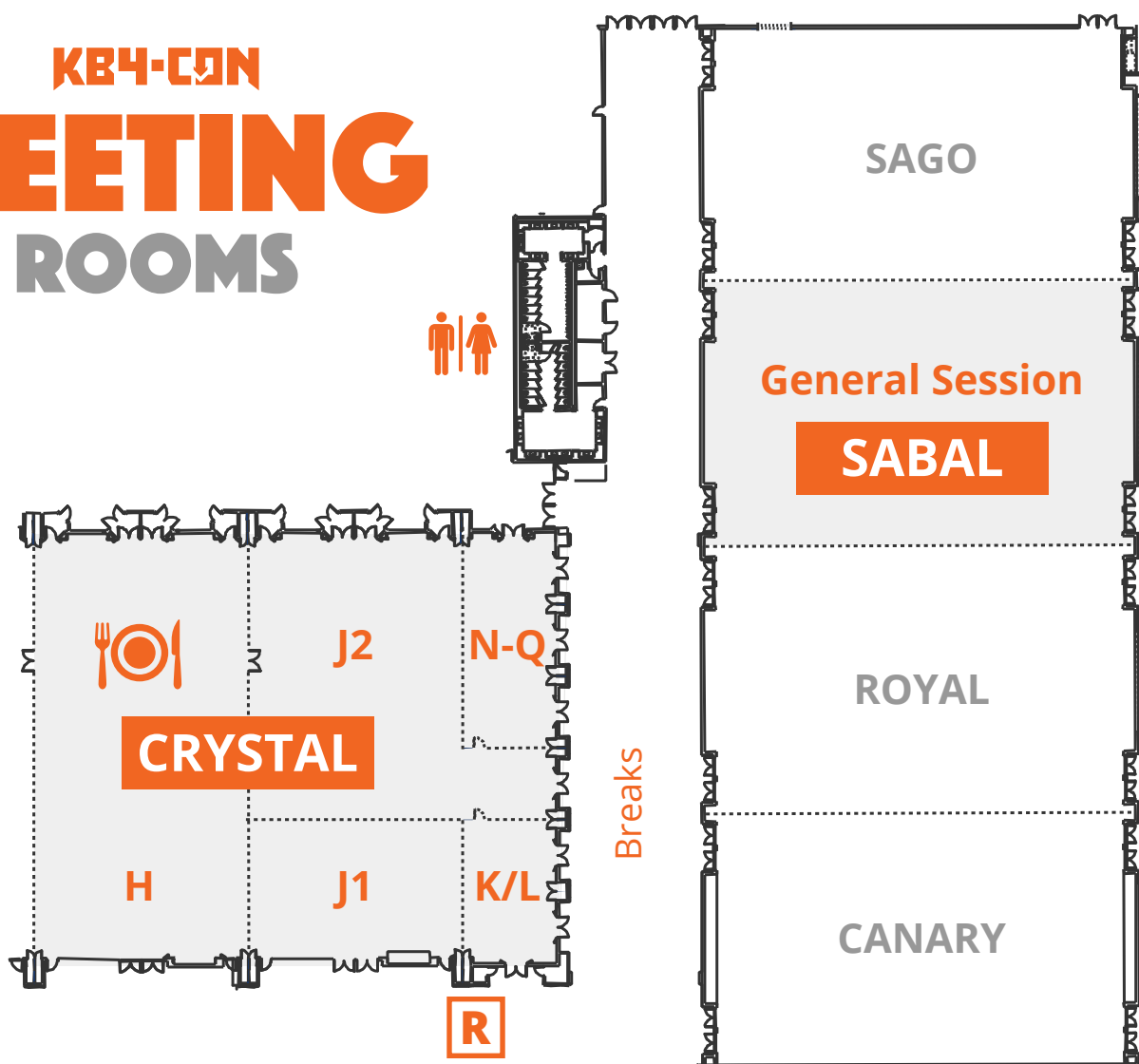
Get the latest info on new product features, and exciting plans for their release. We'll get a sneak peek at KnowBe4's soon-to-be-released Artificial Intelligence Driven Agent (AIDA).

2:45p - 3:00p

Closing Remarks & Prize Drawing

Say cheese! We will have top-notch photographers and videographers to document the fun at KB4Con. Look out for some of the best shots on our blog.

KB4-CON MEETING ROOMS



World Center Marriott • Orlando