



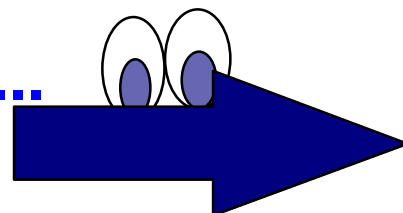
Customized to Meet Your Needs

- **Critical Infrastructure Organizations**
- **Financial Institutions**



- **Medical Companies**
- **Educational Institutions**
- **Civilian Government Agencies**
- **Military and Intelligence Groups**
- **Small Companies**

Take a look...



Awareness Program Components

Newsletter

A Security Newsletter designed specifically for your organization. Fun, colorful, interactive, educational. Getting regular information to you staff is a key component of any Security Awareness Program – but having them read it is even more important. News. Humor. Opinion. Interviews. Company specifics. Technical notes and references. Puzzles, cryptoquotes, and other familiar entertainment vehicles. Reader Feedback.



Pushing Awareness

Electronic newsletters distributed to your troops. (Commercial or military...) News, updates, events delivered 1, 2, or more times per week.

You Can Choose

On-Site Awareness & Training

To truly enhance a Corporate Security Awareness Program, quarterly training efforts are powerful mechanisms to reach out and touch staff, even those who may not be normally interested. These are sort of mini-conferences specifically tailored for you. Again, fun and entertainment are a prime component – as well as education. We do general sessions and executive sessions – whatever you need, at the technical level you choose.

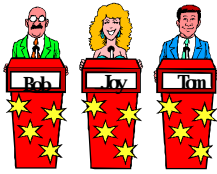
- Meet The Hackers! High Attendance Seminars
- CyberCops: FBI, CIA and Law Enforcement
- Espionage in the Information Age
- Protecting Your Privacy: 2000
- Videos *ie.* Hacking US military computers.
- Basic NT-Security Training (Unix, Linux)
- Vendor Days

Security Gaming

Security is no game, that's for sure. But by using Gaming techniques, staffers learn a whole lot about security and how your firm might be affected.

The Cyberwar Games, for example, put you directly in the middle of cyber-disasters and you and your associates have to figure out what the best course of action is. As each scenario unfolds, things just get worse and worse. Think it's easy? Think again. It's fun but it's tough. (No you do NOT need to be a technical maven to participate in Gaming.)





Jeopardy

We've been running private Jeopardy! contests for seminars, conventions and individual corporations and they are tremendous. The same familiar game format, brought to your location – and watch folks come running. 50/50 Security vs. General Trivia.

Contests

Contests build response and measure participation; a key to any success. Intriguing approaches include security trivia contests, electronic scavenger hunts, Cryptoquotes, and puzzles. But of course, we have a lot more to talk about with you.

Articles and Special Reports

We have a collection of some 500 or so articles on all different aspects of security. These are available to you for distribution, reprinting, or other appropriate internal use. In addition, we have access to thousands of articles by other experts in the field, at varying levels of technical complexity. As newsy security 'events' occur, putting out a special report to your staff via the familiar newsletter format will be a strong adjunct to our other efforts.

Web & Archives

If you don't have an internal Security Web site, you may want us to help you organize what you need. Put security-related news and information at your staff's fingertips. No more excuses: "the summer intern ate the security policy."

Video

If you have the bandwidth, you might want to have your own Security Video Server. Let staff watch and listen to security oriented videos at their leisure. This is surprisingly affordable!

Promotional Posters, Calendars, Etc.

Mouse pads, Cups, and buttons are all fine and dandy, but so...average. We've come up with a lot of other internal promotional techniques and giveaways that we believe are a lot more effective – and will actually save you a ton of scarce security \$\$\$.

Interactive

Visual Reinforcement



We tailor this program to fit YOUR needs...

Goals

- Put information security and its importance into the *forefront* of your staff's mind.
- Instill your infosec policy *throughout the top corporate ranks* and garner their support.
- Get folks to *think differently about security*: it's not just technology – it's people. There is no magic bullet and the risk is always changing. Get significant security 'buy-in' from the target audience.
- Having *fun is a must*. Our Security Awareness Programs are compelling and engaging for everyone. People *want* to participate. The old fashioned dictatorial lectures bore people to death. People retain more when they are having fun. Fun works.
- Build Security Identity. We glue all of the pieces together that builds a *single image* for your Corporate users.
- *Measure the effectiveness* of the Security Awareness Program.



C'mon, you're sold, right? Good.

Your Security Awareness Program can generally begin within 30 days, and should run for a minimum of one year. We will tailor them for specific departments, agencies, working groups or complete enterprises and agencies as you need.

To begin designing your Security Awareness program, give us a call and we'll get started right away.

Winn Schwartau

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