

A Whole Lotta BS (Behavioral Science) about Cybersecurity

The National Cybersecurity Alliance is excited to offer an interactive Cybersecurity Awareness Month presentation that lasts 45 minutes including time for audience Q&A. The talk is updated for Cybersecurity Awareness Month every October, but we offer this talk all year long.

- Session Title: A Whole Lotta BS (Behavioral Science) about Cybersecurity
- Alternate Session Title: It's Easy to Stay Safe Online

EVENT DESCRIPTION (TO USE WHEN PROMOTING THE SESSION TO YOUR ORGANIZATION)

Let's be honest: most of us find cybersecurity frustrating. Thinking up long complex passwords, trying to find our phones when we need a code to log in to an account... it's a pain! And if we believe the scary cybersecurity headlines about cyber-attacks and data breaches, none of it seems to be working. How do we make sense of it all?

If you find it confusing, you're not alone. New research from the National Cybersecurity Alliance reveals insights about the public's attitudes and beliefs about security. With your audience participation, we'll compare what you think to our research participants and cut through the confusion to give you easy, practical advice and tips on how to keep yourself, your family, and your organization safe and secure.

What to Expect

Our 30-minute or 60-minute talk (including time for Q&A) is based on our annual Oh Behave Report on Cybersecurity Attitudes and Behaviors, which is available to download from our website. The report is published in early October every year, and the presentation is updated shortly thereafter.

The talk begins with a short description of the behavioral science model:
Capability + Opportunity = Behavior.

A key part of the presentation is live polling of the audience during the presentation. This really keeps the audience engaged! We ask your audience some of the same questions we ask the general public in the Oh Behave Report on Cybersecurity Attitudes and Behaviors. After we all see how your audience votes, the next slide has the same question but with the data from the general public, so we have a point of comparison. In between the poll questions, we include relevant security advice. We always explain the why, and we don't use Fear, Uncertainty and Doubt (FUD). Instead, we lean into helping your people find peace of mind – to consider how much better they will feel just by making a few simple changes in their habits with technology.

We cover phishing in all its forms, password habits, MFA and keeping hardware and software up to date. We can work in other topics upon request, but we are less able to accommodate customization during Cybersecurity Awareness Month due to heavy demand for our services.

Topics Covered

- Passwords
- MFA
- Phishing
- Updating software
- Public trust in AI
- Backing up your personal data

What we Request of You

- Let us know if you have a 30-minute or 60-minute speaking session. We always end 10+ mins before the end of the session, because our sessions are frequently back-to-back, especially during Cybersecurity Awareness Month. This also means we will join your session 5-10 mins before the start time.
- Scheduling: Once we've found a date and time for your session, we will hold that time for one week. When you're ready to confirm, simply send us a calendar invite with the meeting link and we'll accept that as your confirmation. If we don't hear from you, that time will be released for someone else, unless you tell us you need a little more time. This is because of the high demand for our services, especially in October.
- Let us know if you want to use the alternate title, but we advise against it, and most people use the edgy title.
- You are responsible for running the poll using whatever polling app you'd like. I will control my slides while you run the poll. The poll results of each question need to be visible to me and to the audience.
- We will send you the poll questions in advance so that you can load them into your polling application. They should be loaded one at a time, meaning attendees won't need to answer all the questions before we can see the results. The results should display after each poll question. Most of the questions require respondents to pick one answer; if they can answer more than one, that will be noted on the poll question document we send you in advance.
- Tell us if you have a phishing reporting button and provide an image of it.
- Tell us if you have a password manager for corporate use.
- Tell us how you tell people in your organization to report things other than phishing emails.

Honorarium

As event host, we ask that you provide an honorarium and cover any costs associated with the event, such as travel to and from the event. All funds received from speaking engagements are used to further the mission of the National Cybersecurity Alliance.

- Minimum donation: \$2,500
- Typical donation: \$2,500 - \$4,000

Inability to pay honorariums should not discourage you from completing the application, as we are particularly sensitive to the needs of those with limited funds.