

GALACTIC vCSO WORKSHOP AGENDA

JUNE 2 5-6pm EST	INTRODUCTION	BUILDING A vCSO OFFERING INTO YOUR CYBERSECURITY WAR CHEST Chief Security Officers are in high demand in our current marketplace
JUNE 9 5-6pm EST	SESSION ONE	RISK-BASED DECISION MAKING AND COMMUNICATION Showing and putting cybersecurity risk in the right context for decisionmakers is NOT an easy task!
JUNE 16 5-6pm EST	SESSION TWO	STORYTELLING AS A vCSO How to communicate to high-level C-Suite decisionmakers without their eyes glazing over
JUNE 23 5-6pm EST	SPECIAL SALES SESSION	vCSO SALES Let's chat about the best way to sell vCSO services. How can we use the Galactic process to talk to existing clients and prospects to communicate value and educate them on why they should be on your vCSO program?
JUNE 30 5-6pm EST	SESSION THREE	INCIDENT RESPONSE: WORKING THROUGH THE WORST-CASE SCENARIO Your clients may have never thought many scenarios would come to fruition
JULY 7 5-6pm EST	SESSION FOUR	BUTTONING-DOWN ASSET MANAGEMENT How/why their asset management is not buttoned down, and how to make the change
JULY 14 5-6pm EST	SESSION FIVE	MAKING SURE MAINTENANCE IS HAPPENING AND PRIORITIZED It is exceptionally hard to make sure everything is happening when it should
JULY 21 5-6pm EST	SESSION SIX	THEIR PHYSICAL SECURITY MATTERS MORE THAN YOU THINK Securing premises and devices from physical attacks can be just as challenging as defending against cyber threats
JULY 28 5-6pm EST	SESSION SEVEN	CREATING/MAINTAINING POLICIES AND PROCEDURES THAT WILL ACTUALLY STICK How do you devise policies that will actually help users understand WHY they are in place?
AUGUST 4 5-6pm EST	SESSION EIGHT	DEFINING YOUR CLIENTS' SECURITY BUDGET AND NEEDS You are the expert they need to guide what they're spending their security dollars on
AUGUST 11 5-6pm EST	SESSION NINE	WOWING DECISION MAKERS: MAKE SURE YOU ARE THEIR TRUSTED ADVISOR AND GET MORE BUSINESS How do you lay out a cadence to your vCSO offering?
AUGUST 18 5-6pm EST	SESSION TEN	PACKAGING YOUR vCSO SOLUTION TO MAKE CLIENTS UNDERSTAND WHY THEY NEED YOU AS THEIR CHIEF SECURITY OFFICER Trust me. Communicating a CSO engagement to someone who has never thought of the position before isn't the easiest task—BUT it doesn't have to be that way!
AUGUST 25 5-6pm EST	SESSION ELEVEN	TAILORING YOUR vCSO SOLUTION TO YOUR CLIENTS At this point you have all the tools you need to successfully market, implement and run your own vCSO program