



**ALGONQUIN**  
COLLEGE

**INTERNATIONAL  
CYBER SECURITY  
AWARENESS MONTH**

***CYBER SECURITY DAY***

**3 October 2014**  
**Algonquin College**



# Canadian Cyber Crime Statistics

**42% Adults experienced cybercrime the past year**

**68% Adults experienced cybercrime in their lifetime**

**7M Canadian Cybercrime victims (2013)**

**\$372 Average cost of cybercrime per user**

**\$3.5B Cost of Canadian cybercrime (2013)**

Norton Security Report, 2013



# ***Algonquin College Cyber Security Day*** ***3 October 2014***

**A unique, free, community participatory event in the nation's capital, in support of international cyber security month, to highlight the need for vigilant cyber security and data privacy.**

**All are welcome!**





**2014 Cyber Security Day Venue – AC's New 800 Seat Theatre**



# ***Algonquin College Cyber Security Day***

## Event Key Attributes:

- **Free! Inclusive! Variety! Engaging!**
- **Unique, thought provoking, and perhaps even ‘eye-opening’!**
- **Not your usual conference, however we are interested in industry players that want to participate in various ways.**
- **Themes/Goals:**
  - **Forward looking – what will cyber security look like in 2020?**
  - **Student involvement (High school, College, University)**
  - **Female involvement (We need to attract more females to InfoSec careers)**
  - **Bringing students and industry employers together for one day**
  - **What are the key events over the next while that will shape data privacy?**
  - **Canadian viewpoints and focus**
  - **Social and mobile interaction throughout**



# Algonquin College Cyber Security Day

**When is it?** Friday, 3 October 2014.

**Where is it?** In our beautiful new 800 person Student Association theatre.

**What is it?** One full day of thought leaders, 'expert' and 'non-expert' panels, student speakers, plays, authors, live-interviews, dark-side actors, technical demonstrations and discussions, the purpose of which is to bring awareness of the need for vigilant cyber security and data privacy, at work and at home.

**What is the cost?** Absolutely *100% free* for attendees. Algonquin's view is that education and learning shouldn't always cost money. Eventbrite will be used to provide free electronic tickets to ensure a seat.

*"Education is the most powerful weapon which you can use to change the world." - Nelson Mandela*



# Algonquin College Cyber Security Day

**Who should attend?** *Anyone* who is interested. We will be specifically inviting area college and university staff and students, high school students, InfoSec and Data Privacy practitioners and local media. Hopefully through our advertising we will attract interested business folks, concerned parents, government employees, researchers and many others. Spread the word!

**Who is putting this event on?** *Anyone* and *any organization* that has a genuine interest and wants to contribute in some way(s). This event is being driven by the AC Information Security and Data Privacy unit in collaboration with the AC InfoSec Academic area and the AC Student's Association. We have lots to do between now and then, and on the day itself. We will be soliciting our own InfoSec, ICT, Business, and Media Design schools among others for interested students that want to participate and gain 'conference' experiential learning opportunities.



# ***Algonquin College Cyber Security Day***

## **Presenter Solicitation (Suggestions and Food for Thought)**

- **Presenter: The Hacking of the Internet of Cars, 2020**
- **Presenter: The Ultimate Data Theft Target, 2020: Digital DNA. Insurance Companies Prepare!**
- **Presenter: Cyber Crime Syndication, 2020**
- **Educator: Canada's Future in Cyber Security Education**
- **Demo: Mobile data theft**
- **Presenter: The Privacy pitfalls with surveilling vehicle driving habits in exchange for insurance reduction**
- **Author: Recent Cyber Security Book - Reflections**
- **A Privacy Specialist: The Canadian challenges that lie ahead**
- **Play: High school comedic play on home cyber security**
- **Military Leader: What will military cyber security look like in 2020?**
- **Expert Panel: What are future career opportunities in InfoSec and Data Privacy?**
- **Live Interview: TV Reporter interviewing (obfuscated) cyber criminal over Skype, real time**
- **Presenter: What is Google really up to with recent purchase of Robots, Drones, Cars and Gesture Recognition?**





# ***Algonquin College Cyber Security Day***

## **Presenter Solicitation (Topic Ideas and Food for Thought)**

- **Demo: Near Field Communications (NFC) Hacking 101**
- **Presenter: What are the up and coming Digital Twin Towers, 2020?**
- **Presenter: The New Cartel Fight: Cyber Crime Entity Gang Wars, 2020**
- **Comedian: Identity Theft**
- **Presenter: Stealing BIG Data for BIGGER rewards!**
- **Presenter: What is the Real Privacy Skinny on Microsoft Kinect?**
- **Presenter: Fridges and TVs That Will Hack You to Bits**
- **Researcher: Real Canadian Cyber Criminals – Where do they actually do time and for what?**
- **Lawyer: Canada’s Cyber Crime Law Historical Timeline – Where do we go from here?**
- **High School Student: I want to be an Information Security practitioner. This is my story.**
- **InfoSec Services/Solutions Provider: Here are my future hiring needs**
- **Cyber criminal: Look, I am Sorry. Here is my story.**
- **Radio Spectrum Specialist: What Data will be ‘in the air’ for the taking 2020**



# ***Algonquin College Cyber Security Day***

## Presenter Solicitation (Topic Ideas and Food for Thought)

- **Demo and Product Pitches to Audience: Student developed InfoSec solutions**
- **Audience Participation: InfoSec Quiz via mobile**
- **A Well Known Entrepreneur: How to build a successful Canadian InfoSec Company**
- **A recent InfoSec Grad: How I spent my first year in Industry. Did I make the right choice?**
- **Other?**



# *Algonquin College Cyber Security Day*

## InfoSec Industry Participation Suggestions

- 1. Support your staff attending this event – be part of this!**
- 2. Offer your thought leaders on solution neutral, highly engaging, interesting topics, demos, etc.**
- 3. Offer a capable team member to help plan, coordinate and carry out the event**
- 4. Rent a low cost, simple desk booth in Commons area to help defray event costs and show your ‘stuff’**
- 5. Sponsor 1 student (HS, Higher Ed) who has an interest in InfoSec as a career**
  - 1. Invite them to your company for 1 day at work, show them the ropes, buy them lunch, teach them, excite them!**
  - 2. Parings will be announced throughout the day**
- 6. Donate \$10-\$25 to the Event’s social cause (TBA)**
- 7. Donate a prize in support of prize draws for attending students**
- 8. What else can you contribute?**



# How to Participate

- Contact Craig Delmage, CISO
  - [craig.delmage@algonquincollege.com](mailto:craig.delmage@algonquincollege.com)
  - 613-727-4723 X6491
- Suggest presentation or industry involvement
- Suggest something!



# ***Algonquin College Cyber Security Day***

<http://www.staysafeonline.org/ncsam/get-involved/>

<http://www.dhs.gov/national-cyber-security-awareness-month>

<http://www.algonquincollege.com/infosec>

