

# Agenda

Friday, October 20, 2023



7:45 - 8:00am Registration & Breakfast

8:00 - 8:45am Session 01:  
**Scalability – The 30,000 Foot View**  
What you need to consider as you develop each step along the way.

9:00 - 9:45am Workshop 01:  
**The Scalability of YOUR Processes**  
Examine the scalability of processes you have in place and begin your revamp accordingly.

9:45 - 10:00am Snack Break

10:00 - 10:45am Session 02:  
**Targeting Prospects**  
How to find the right prospects and start the dialog.

11:00 - 11:45am Special Session:  
**vCSO Sales LIVE!**

12:00 - 12:45pm Lunch

1:00 - 1:45pm Workshop 02:  
**Assess, Narrow and Reach Your Targets**  
Assess and narrow your targets, then take the first step in reaching out with a customized plan.

2:00 - 2:45pm Session 03:  
**Engaging Prospects**  
Draw in your prospects using questionnaires and targeted questions.

2:45 - 3:30pm Workshop 03:  
**Targeting Cover Letters**  
Prep the cover letter for different categories of targets.

3:30 - 3:45pm Snack Break

4:00 - 4:45pm Session 04:  
**Present Like a CEO**  
Use ClientWatch's automated quarterly audits in your QBRs to leverage your vCSO offering.

5:00 - 5:45pm Workshop 04:  
**Presentation, Prep & Practice**  
Prep a vertical specific phone & in person first steps 3-5 min and present at the table

6:15 - 8:15pm Happy Hour

# Saturday, October 21, 2023

7:45 - 8:00am	Breakfast
8:00 - 8:45am	Bonus Power Session: <b>Assessing Threats to Organizations</b> Applying threat modeling to organizations and identifying gaps that lead to incidents.
9:00 - 9:45am	Session 05: <b>Security Plan and Review</b> How to build out a written security plan with security review cadence.
10:00 - 10:45am	Workshop 05: <b>Making a Plan</b> Develop one customized plan and enter it into the Portal
10:45 - 11:00am	Snack Break
11:00 - 11:45am	Session 06: <b>Incident Response</b> Policies, Procedures, Planning... Learn the keys to building out an effective Incident Response Plan. We'll cover the unique challenges and pitfalls of building an IR.
12:00 - 12:45pm	Workshop 06: <b>Create YOUR Incident Response Template</b> Build your vCSO's Incident Response Plan. We'll walk through creating the Policy and Procedure so you walk away with a modular version that can apply to nearly every situation.
1:00 - 1:45pm	Lunch Q&A
2:00 - 2:45pm	Session 07: <b>Remediation &amp; Tabletop Mania!</b> Launch your tabletops to the next level—what should be in them and what should we target? Using table tops to test the organization's policies and procedures while rolling for initiative.
3:00 - 3:45pm	Workshop 07: <b>Develop a Tabletop for your Arsenal</b> We'll create a new crowdsourced tabletop, then it's time to run one live. You'll walk away with the experience needed to run an engagement and some exciting stories to share.
4:00 - 4:45pm	Wrap Up