

Our Data's Been **Hacked!**

Privacy and Data Breach and Crisis Communications Workshop

Understanding, Preparing for, and Avoiding Cyber (and Other) Breaches of Privacy and the Resulting PR Disasters

Cyber threats. Privacy breaches. Social media hacks. How can this affect your share price, employees, business, brand and reputation? And how do you prevent, prepare and manage it if it happens?

This workshop brings together industry experts in privacy and data management, cybersecurity and corporate reputation and crisis communications to ensure you are ready for anything.

Privacy Breaches, Cyber Security and Crisis Communications Workshop – 4 hours

- Overview of current and new Canadian and global regulations regarding privacy & data management, including requirements such as GDPR (EU) and Canadian mandatory breach reporting
- Trends in privacy and data management, cybersecurity, crisis communications response
- Typical privacy and data management breaches and cyber threats
- How paper-based business practices lead to breaches
- Breach management process
- How to audit your organization's current practices, gaps and identify potential threats, and validate what is working
- Identify data management risks associated with your organization, be they related to privacy and records, IT, website, social media or e-business
- How to develop a program to mitigate these threats breaches
- How to do a cyber risk assessment
- Security testing and assessment
- Best practices for privacy and data management
- Core elements of an effective privacy program
- Corporate reputation management
- Crisis communications and planning
- Kick-start crisis communications protocol
- Social media and why your online reputation matters
- Case studies and recent lessons learned

Who Should Attend?

CEOs, COOs, CIOs, Board Chairs, HR, Marketing, Public Affairs, Communications, Finance, IT, Privacy Leads

What Will You Learn?

- How to work together as a team to prevent and manage these types of crises
- Understand your company's obligations and responsibilities as they relate to privacy and data management
- Learn how to protect your corporate reputation in a crisis
- Undertaking due diligence by better understanding the threats and the ways to avoid and deal with them

- Gain insights and updates into privacy and data management practices
 - Learn the language of privacy and data management and the key risks to your organization so you are better prepared to plan and manage
 - Learn best practices of cybersecurity
 - Learn best practices for communicating after a privacy breach or cyber attack
 - Develop or update your issues/risk matrix
 - Learn about your obligations in terms of compliance, the cost of privacy programs and breaches and learn how to evaluate the risk
 - Learn about the business side of privacy obligations
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After the workshop is there more to do? We can also help you ensure you are following all the best practices with additional support:

- Privacy program management
- CPO on demand (provides you with as-needed privacy advice and support)
- Cyber security officer on demand (provides you with as-needed privacy advice and support)
- Crisis communications preparedness audit
- Crisis communications plan development
- Crisis communications support in the event of a breach or any other incident that can negatively impact your reputation
- Media training

The Presenters (Contact Us: for more information, including scheduling and pricing.)

Tamara Little, Owner & Chief Client Advisor, Coast Communications and Public Affairs

Tamara is a senior corporate communications and public affairs professional and expert on corporate reputation management, issues management and crisis communications. During her 22-year career, Tamara has worked for and advised dozens of organizations on these topics, including political candidates, cabinet ministers, mayors, First Nations Chiefs, and CEOs and VPs in both the private sector and not-for-profit communities. Clients have included: UBC Medical School, UBC Faculty of Forestry, TransLink, Seaspans, FortisBC, TransLink, Tsawwassen First Nation, City of Vancouver. She has been a lead advisor on countless issues and major crises including privacy and cybersecurity breaches.



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Ale Brown, Founder & Principal Consultant, Kirke Management Consulting

Ale started her career as an IT professional working for large corporations such as Procter & Gamble and Johnson & Johnson. She also ventured into the entrepreneurial world working for boutique consulting firms when she moved to Vancouver. Her specialties at the time were the implementation and management of ERP systems and Customer Relationship Management (CRM) strategies.

During her last corporate job with J&J, she partnered with various commercial groups in the organization, providing IT solutions in the area of Sales Force Effectiveness and Digital Marketing. This is when she was thoroughly exposed to the world of Privacy management. Her area of expertise is operationalizing Privacy Programs in order for organizations to achieve compliance with the Privacy and Data Protection Regulations that they need to comply with.



She founded Kirke Management Consulting in 2014, with the goal to help organizations excel in their business objectives by finding opportunities for growth within a strong privacy framework, while at the same time managing risks that could prevent their success.

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Dominic Vogel, Principal & Chief Strategist, CyberSC

Dominic Vogel has an established track record as a business security leader, serving in critical roles on numerous projects including security strategy development and endpoint security management in various industries (financial services, government, telecommunications and critical infrastructure). Dominic is a skilled communicator having been the keynote speaker for BrightTALK Security Summits, NYIT Cyber Security Symposium, Vancouver Enterprise Forum, ISACA Cybersecurity Nexus 2016, among others. As Chief Strategist at Cyber.SC, Dominic focuses much of his energy on helping startups and small/midsize businesses with their cybersecurity challenges. His company also specializes in performing on-demand cybersecurity services for understaffed and overburdened larger enterprises.

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