Spam- and Scam-Proof Your Workforce!

Email Safety 101

Everything Spammers and Scammers Don't Want Email Users To Know

Every Email User Must Be On Guard

Even if your organization deploys the most advanced spam-fighting technologies available today, unwanted and malicious electronic messages still sneak their way into the inboxes of employees. Your staff is vulnerable to attacks via email and instant messaging (IM)—hackers tricking them into installing malware, phishers trolling for personal identity data or corporate passwords, scammers selling worthless junk.

Attackers change techniques frequently to get around technological barriers, but a workforce well-trained to be on the lookout for scammers is your company's most vital line of defense. In one 90-minute fast-paced and engaging session with your staff at your site, the **Email Safety 101** course demonstrates precisely the types of tricks that attackers use to get electronic message recipients to act. Attendees are also shown the dangerous consequences of risky behavior if they respond in any way to unknown incoming messages.

cnet **NEWS.COM** http://www.news

Report: Targeted e-mail attacks increas

BBC NEWS

Many net users 'not safety-aware'

TREASURY INSPECTOR GENERAL FOR TAX ADMINISTRATION

Employees Continue to Be Susceptible to Social Engineering Attempts That Could Be Used by Hackers

THE **Daily Telegraph**

Aussie loses $1.7m in Nigerian scam

eMarketer. THE FIRST PLACE TO LOOK

Spam and Virus Partnership Still Strong

MAY 29, 2007

spamwars.com

Email Safety 101

Because Bad Guys *Really Are* Out to Get Us

Course Highlights
- ❖ Who is sending this junk
- ❖ What the Bad Guys are looking for
- ❖ Tricks that senders use to get past defenses
- ❖ Eight human traits that scammers exploit
- ❖ What happens to an infected PC
- ❖ How innocent user actions unwittingly contribute to the spam economy
- ❖ How to build email safety into daily practice

Course Methodology
Email Safety 101 teaches by example. Attendees are exposed to dozens of real examples of recent fraudulent and deceptive email messages, complete with plain-language descriptions of the tricks being used and explanations of the scams behind each campaign. The goal is for each attendee to be able to spot trouble *before* it's too late—and know what to do when a question arises.

Customization
At your request, the course can be customized to blend with, and reinforce, your organization's existing email security policies and software. All communication with your IT department and personnel are held in strictest confidence.

Training Beyond the Workplace
Not many corporate training courses have an impact on employees outside of working hours. But **Email Safety 101** will equip your staff to be vigilant with their home computing security, too.

Cost Effective
Email Safety 101 is priced to be affordable for organizations of all sizes. For sessions held in your training or conference room facilities, the cost per attendee is US$50.00 (minimum 10 attendees). Please ask about quantity discounts for sessions with more than 50 attendees. Travel expenses are waived for the San Francisco Bay Area.

Your Trainer
Email Safety 101 is designed and delivered by veteran technology author, **Danny Goodman**. One of the 45 books he has published since 1983 is *Spam Wars*, for which he researched all sides of the spam universe—senders and blockers—while also carrying on his own twelve-year battle against spammers targeting his widely distributed email addresses at dannyg.com.

Danny believes that technological and legal efforts against spammers and scammers can't do the whole job. The crucial missing element is proactively educating the world's email users to strangle the economy that drives today's unsolicited email and malicious activity. With so much emphasis today on the technical side of the battle, he developed **Email Safety 101** to address the often-forgotten needs of non-technical email users.

Schedule Your Training Today!
To learn more about **Email Safety 101** and schedule a date for your training, fill out the contact form at:
http://spamwars.com/contact.html
You will receive a prompt and personal response.

spamwars.com, El Granada, CA 94018-1076, USA