

One day workshop on:

Social Media Risk

Date: 26th August 2011 (1 day) From 9.30 am to 5.30 pm

Introduction:

Social Media has slowly but surely become an integral part of our lives in one way or the other. And it is also becoming a key part of every organization's marketing, customer care, PR and many other functions. While Social Media is indeed extremely powerful and its potential is immense, it is also fraught with risks. It is important to understand these risks so that the same can be addressed effectively and be aware of some of the ways and means in which these can be mitigated.

Objectives:

To give participants an overview of Risks and Vulnerabilities associated with Social Media and how to address & mitigate these.

Course Contents:

Setting the context – an overview of Social Media

Categories of Risks:

- IT risks
- Brand and Reputational Risks
- Usage Risks
- Legal & Compliance Risks
- Privacy Risks
- Intellectual Property (IP) related Risks

Measures to address these risks

Running a Social Media Risk Management Program

Who Should Attend?

Information Security and Risk Management Practitioners, Marketing / PR/ Corp Communication / Customer Care team members, Senior Business & Product Managers who use/deploy Social Media in their business operations, Finance/ Legal / Compliance personnel and IT team members.

Facilitator / Faculty Profile:

Shivangi Nadkarni

Shivangi Nadkarni has over 18 years of experience in the domains of Information Security, Risk Management & E-Business. She specializes in Identity Management, Authentication & Access Control, PKI, Digital Signatures, Certifying Authority Services, Data Protection & Privacy and related areas with an emphasis on application of the above to specific business situations and regulatory contexts.

She has also had extensive experience on the regulatory aspect of the above domains, having led India's first licensed Certifying Authority through a lengthy licensing and regulatory process and managed its ongoing regulatory compliance process for five years. She has also worked with a senior advocate from India in framing suggested modifications to the Indian Information Technology Act and served on the PKI Advisory Committee of the Ministry of IT.

Shivangi is a PGDM from the Indian Institute of Management (IIM), Calcutta and a BE(Hons) Electrical & Electronics from the Birla Institute of Technology & Science (BITS), Pilani. She is also a CISSP (Certified Information Systems Security Professional) and a CISA (Certified Information Systems Auditor). She is currently the co-founder & CEO of Arrka e-Security Solutions Pvt Ltd.

Binal Shah:

Binal Shah is a professional with over 10 years of experience spread across various roles in the domains of Information Security, Card Payments and Financial Services. She has worked in various verticals including IT Security and Risk Management, Payment and Transaction Processing, e-Governance,

Banking, Mutual funds, Insurance, Mortgage and Financial services in India.

Binal has done extensive awareness and training programs on PKI based technologies, encryption and digital signatures. She has also been a regular speaker at various seminars, workshops and road-shows on this topic across the country.

Binal has a Post graduate degree in Management, with specialization in Systems. She is also a certified Internal Auditor for ISO 27001 and has successfully conducted several internal audits. She is currently Senior Consultant at Arrka e-Security Solutions Pvt Ltd.

Registration Fees:

- CSI Member - **Rs. 5000/-** Per Participant, Non CSI Member **Rs. 6000/-** Per Participant
- The cheque / DD in favour of "**CSI Mumbai Chapter**" Payable at Mumbai.
- The mentioned fees is inclusive of all taxes and charges.
- Registration fees covers courseware, lunch, Tea/Coffee and CSI Certificate.
- Group discount is available for minimum 4 number of registration.
- Non CSI Member can avail discount in fees by becoming member of the society for details visit <http://www.csi-india.org>

Venue & For Registration Contact:

Harshvardhan Mane / Santosh Hebbale
CSI Mumbai Chapter,
E-217, Floral Deck Plaza, Near Seepz, Andheri East, Mumbai - 400 093., Landmark – Near Seepz Gate No.1,
Tel:022 28235476 / 28235548, 42292358, 28314298 (Mobile) 9819089527, 9664926800, Fax: 022 28235546
Email: info@csimumbai.org , csimumbai@vsnl.com, <http://www.csimumbai.org>

Participation only through advance registration, (Batch size : 20 participants only)
Note – Out station participants need to confirm atleast 2 days prior to the commencement of the training

Disclaimer:

This mail is not spam mail and is a genuine communication from Computer Society of India (CSI) Mumbai Chapter to its members and other IT Professionals to inform them about the forthcoming event. If you feel that this mail should not have been sent to you or you want similar communication to be sent to your different e-mail address, please reply to this mail and specify it in the message.