



Open House Invitation Tips

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When developing your National Cybersecurity Career Awareness Week Open House invitation list, please consider reaching out to the following groups and stakeholders and ask them to spread word to family and friends:

- Local Chambers of Commerce – request list of local member business contacts
- Local high schools, colleges, and universities
- Government officials, including legislators, county boards members, and city council members
- Local networking and professional groups
- Local industry groups
- Local cybersecurity clubs and associations
- Employees
- Customers and clients
- Suppliers and business partners

Keep in mind that you can use existing communication channels, including company newsletters, employee communications, company Intranet sites and other resources to help increase awareness about your upcoming event.

NATIONAL CYBERSECURITY CAREER AWARENESS WEEK

Open House Checklist

To assist stakeholders in their preparation to plan and host National Cybersecurity Career Awareness Week activities, we've developed a quick checklist timeline to help ensure your event is a success.

FIVE WEEKS OUT

- Determine date and time of event
- Assign roles to event team and recruit volunteers (publicity, food, invitations, registration table, set up, etc.)
- Book room for event and coordinate A/V and staffing needs
- Create an agenda and schedule for the event
- Invite speakers to participate
- Send personal invitations to key stakeholders (government officials, important customers, etc.)
- Develop invitation list and determine registration process

FOUR WEEKS OUT

- Distribute invitation to attendees
- Develop agenda talking points and PowerPoint presentations for event
- Distribute news release to local media
- Track event registrations
- Post event to online community calendars
- Post about event on social media, include #cybercareerweek or #mycyberjob

THREE WEEKS OUT

- Plan food and beverage needs for event
- Develop agenda for event, including talking points and PowerPoint presentations, if needed
- Post about event on social media, include #cybercareerweek or #mycyberjob
- Monitor registration system or process

TWO WEEKS OUT

- Send invitation reminder to attendees who have not responded
- Post about event on social media, include #cybercareerweek or #mycyberjob
- Finalize attendee list

ONE WEEK OUT

- Finalize plan for who will welcome attendees and staff registration table
- Run through presentations/event agenda
- Plan/run through facility tour
- Post about event on social media, include #cybercareerweek or #mycyberjob
- Finalize food/beverage needs

THREE DAYS OUT

- Re-distribute news release to local media
- Confirm details and logistics with speakers
- Print and organize handouts, name tags, program, etc.

DAY BEFORE

- Set up room
- Final run-through of program
- Post about event on social media, include #cybercareerweek or #mycyberjob

DAY OF EVENT

- Host event!

1-3 DAYS POST-EVENT

- Send thank you to attendees and presenters
- Follow up on any questions
- Post photos of event on social media, include #cybercareerweek or #mycyberjob
- Evaluate the event

NATIONAL CYBERSECURITY CAREER AWARENESS WEEK
Follow Up/Thank You Note

Dear X,

Thank you for attending our National Cybersecurity Career Awareness Week Open House event on _____. We hope you found the event informative and helpful, and we would welcome any feedback you would like to share.

For more resources on National Cybersecurity Career Awareness Week and information about the cybersecurity workforce, visit _____ or contact _____. Additional information can be found at the National Initiative for Cybersecurity Education (NICE) website at nist.gov/nice.

For more information on National Cybersecurity Career Awareness Week and other upcoming career awareness events, [visit nist.gov/nice/nccaw](https://nist.gov/nice/nccaw).

Thank you again,

NAME
COMPANY
PHONE

NATIONAL CYBERSECURITY CAREER AWARENESS WEEK

Open House Sample Agenda

7:30 – 8:00 a.m. – Registration and networking

**Coffee, juice and light breakfast can be served*

8:00 – 8:15 a.m. – Welcome and Opening Remarks

**Could be business leader, local government official, educational program leader, etc.*

8:15 – 8:45 a.m. – Opening Presentation

**Share a PowerPoint presentation or short video about company's cybersecurity program, tips for other businesses, community stakeholders, future employees, etc.*

8:45 – 9:15 a.m. – Cybersecurity Employer Panel with Q+A

**Panel of 1-2 cybersecurity professionals and 1-2 employers who can share experiences and answer group questions*

9:15 – 9:45 a.m. – Facility Tour, if applicable

9:45 – 10:00 a.m. – Closing Remarks

News Release

Contact Name: _____

Phone Number: _____

Email: _____

COMPANY NAME to Host Cybersecurity Careers Open House on _____

Event is part of National Cybersecurity Career Awareness Week

XXXXXXXXXX — COMPANY NAME, in cooperation with the National Initiative for Cybersecurity Education led by the National Institute of Standards and Technology in the U.S. Department of Commerce, announced today that it will host a Cybersecurity Careers Open House event on _____ at _____ as part of the annual National Cybersecurity Career Awareness Week.

The event will feature a presentation about COMPANY NAME’s successful cybersecurity program, as well as a facility tour, and a panel presentation where attendees can hear from _____, _____ and several cybersecurity practitioners. The event is free and open to the public and business community.

[Insert overview of company]

The need for cybersecurity professionals over the past decade has increased throughout the government and corporate America. Today, people and organizations are more concerned about data breaches, identify theft, security and maintenance of classified documents, and management of personally identifiable information (PII) than ever before. The U.S. currently has over 300,000 unfilled cybersecurity job openings. The demand for cybersecurity analysts is projected to grow 18 percent from 2014 to 2024, much faster than the average for all occupations according to a report by the Bureau of Labor Statistics. The annual National Cybersecurity Career Awareness Week is one initiative aimed at increasing awareness around the multiple career options and pathways within the field of cybersecurity to help grow a skilled cybersecurity workforce.

Dozens of NCCAW supporters and stakeholders have committed to participating and hosting events in support of National Cybersecurity Career Awareness Week. For information on all events taking place and to find an open house near you, visit _____.

ABOUT NATIONAL CYBERSECURITY CAREER AWARENESS WEEK

The National Cybersecurity Career Awareness Week (NCCAW) focuses local, regional, and national interest to inspire, educate and engage children through adults to pursue careers in cybersecurity. National Cybersecurity Career Awareness Week takes place during November’s National Career Development Month, and each day of the week provides for learning about the contributions and innovations, as well as the plethora of job opportunities that can be found by exploring cybersecurity as a field of study or career choice. During the week, learners of all ages, educators, parents, employers, and the community will participate in a national recognition of how cybersecurity plays a vital role in the lives of Americans and how building a national cybersecurity workforce enhances America’s national security and promotes economic prosperity.

ABOUT COMPANY NAME

Information/company boilerplate