Department of Education

CYBERSECURITY SYMPOSIUM 2023

Get Your Knowledge #BoostED!

Awareness Website

In partnership with
#BoostED Participation for the Cybersecurity Symposium

- The Cybersecurity Symposium website was developed as the central hub for all things related to the U.S. Department of Education (ED)’s annual month-long event.

- As ED’s annual Cybersecurity Symposium aims to develop the Department's cybersecurity workforce and increase cybersecurity awareness, leveraging ED’s intranet site to build this page supports this goal by:
  - Ensuring all personnel have access to the page.
  - Cataloging the events in a central location as a lasting resource even after the live event comes to an end.
  - Connecting personnel to promotional and informational resources all in one place, including presentations and articles focused on key cybersecurity topics and best practices.

Targeted Featured Topics:
- Artificial Intelligence
- Internet of Things (IoT)
- Cloud Security
- Ransomware
- Zero Trust Architecture
- Trusted Internet Connections
- Encryption
- Multifactor Authentication
- Supply Chain Risk
- Phishing
- Cybersecurity Workforce Development
Event Website Branding & Promotion

• The website was designed to incorporate the event branding and theme to “Get Your Knowledge #BoostED!”

• The Symposium’s colorful, fun retro sci-fi graphics were used on the website to connect it to all other media and communications used to promote the event from presentation backdrops, email messages, attendance reminders, and game badges.

• ED personnel were directed to the Cybersecurity Symposium pages from Department-wide notification emails and by the featured article on the front page of ED’s intranet site.
The Cybersecurity Symposium Hub Page

- The Cybersecurity Symposium Hub page was the central navigation page for the month-long event.
- The page contained branded buttons, each leading visitors to the designated page – the registration form page, live event page, and on-demand session page.
- This page also provided visitors with a glimpse of the highly sought-after participation incentives: the Cybersecurity Symposium badges!
The Live Event Page

- Leading up to the kick-off of the Symposium, the “Live Event” page provided attendees with a sneak peek of each week's agenda.

- During the month-long event, attendees used this page to access the links to the virtual Speaker Sessions that were hosted via Zoom. Links to connect to the live streamed sessions were included with each session description.
The Symposium On-demand page was designed for participants to watch the sessions from throughout the month of October that they may have missed.

These sessions recorded via Zoom could also be viewed to fulfill role-based training credit for ED employees and contractors with significant security responsibilities.
The Speaker About Page

- As part of the Cybersecurity Symposium Speaker Series, the U.S. Department of Education (ED) hosted many dynamic speakers. The speakers were ED personnel, as well as leaders from industry and other federal agencies.

- The Speaker About page contained bios and headshots of all speakers from the event, so attendees could learn more about the featured experts.