

CHAPTER SPOTLIGHT

LATIN AMERICAN CHAPTERS HOST SUCCESSFUL SECURITY SUMMIT

Six chapters—Argentina, Chile, Costa Rica, Guatemala, Perú and São Paulo—combine efforts to stage CYBERSEC TALKS

BY FELIPE CASTRO, CISSP, PRESIDENT, (ISC)² CHILE CHAPTER

CYBERSEC TALKS 2020 took place live in mid-October, with 745 registrations hailing from 21 countries, including more than 100 visitors from countries without an (ISC)² chapter. We were excited to virtually welcome more than 170 simultaneous viewers at some point, more than at any of our previous events. There were issues, of course, such as losing a host in mid-sentence, open mic incidents, family on screen, or guests arriving late. However, by the time the dust settled, we remained on schedule throughout the entire program.

12 Hours, Two Days, Four Time Zones

Chapter members were split into four teams: content, technical, marketing and sponsors. We settled on a six-hour daily, two-day format targeting four time zones.

The program would include eight sessions, three keynotes and two panels. We ran a Call for Papers to fill session slots; lined up our keynotes; and

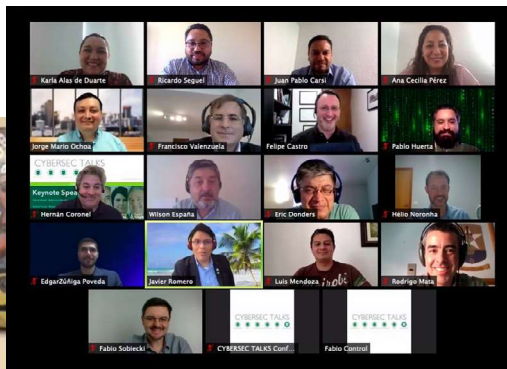
reached out to our governments, (ISC)² headquarters and local universities for panel presentations—22 guests in total, plus nine hosts. Art, branding, website and broadcasts were centralized, with marketing and communications carried out by each chapter in whichever way was most effective locally. And to top it all, the week before the event, the then-incoming CEO of (ISC)², Clar Rosso, agreed to speak at the opening.

One of the major design considerations was the event being a showcase for individual chapters. Each chapter contributed experts, hosts and official logos that were featured during each chapter-sponsored session. We wanted local members to find their own flag on our shoulder patches, if you will, and feel that this was their own event, just bigger.

Some Challenges

The three greatest challenges we encountered revolved around time, capability and team-building. Our volunteers' day jobs sometimes

CEO Clar Rosso helped open the first virtual (ISC)² cybersecurity summit in Latin America, which featured video chats with fellow members and sessions with regional cybersecurity leaders.



justly interfered with timelines, hurting event promotion. That loss, however, was offset by improved visibility from holding the event during Cybersecurity Awareness Month.

Getting resources and capabilities in place was a bigger challenge. We went for low-cost, in-house implementation, with individuals contributing as they could with domains, hosting and conferencing software, in addition to their own talent and tools for art, streaming and video editing. This helped us put on an event for minimal costs, but it also was an intense learning experience in getting everything to work as intended.

Finally, differences did arise within the team—cultural differences, lack of familiarity, working styles—yet everyone had the same enthusiasm. The early everything-by-consensus approach was tested and became more direct. This was an adaptive leadership challenge for everyone, and I am glad to say that everything worked out as, ultimately, we focused on our shared end goal.

Where to Go From Here

We continue to monitor impacts on each chapter's growth with metrics such as increases in social media followers, website visits and additional membership. Just a week after the event, there was clear evidence of such growth, though it wasn't consistent across all chapters.

Our first enthusiast-run online regional event was successful! If you are wondering whether to try something like this, I'd say go for it. If you need some insight, any of our chapters involved in the event would be thrilled to help. You can find us, and the session recordings, at cybersectalks.org. Email me at fcastro@isc2chapter-chile.org.

We already are planning for this year's summit, based on lasting relations with speakers and local professional communities, and using lessons learned from the inaugural event.

We look forward to having newly formed chapters in Latin America join us for the next edition of CYBERSEC TALKS. •

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