

# Invitation for the Bern Symposium on Global Cybersecurity Awareness Messaging

**1.&2. September 2016 12:00-18:00 , University Bern, Schanzeneckstrasse 1**

The impact of the Internet on our daily life is increasing day by day. Keeping the Internet a safe place is more important as we rely on digital devices for work and our private life.

Internet users are the weakest points but, at the same time, the key to a safe internet. Raising awareness is a challenge that many of us face. We need to educate our customers, citizens, students and employees to cope with the digital transformation.

To unify stakeholders and to enable a unique and sustainable message to Internet users in Switzerland, the Swiss Internet Security Alliance (SISA) adopted the STOP. THINK. CONNECT. campaign for Switzerland in 2015 and have contributed to the campaign's asset base.

The STOP. THINK. CONNECT public cybersecurity awareness campaign is the first-ever globally coordinated message suite to help all digital citizens stay safer and more secure online. The slogan, logo and initial advisory suite, today managed by the non-profit STOP. THINK. CONNECT. Messaging Convention, were created by an unprecedented coalition of private companies, nonprofits and government agencies in 2009 and 2010 who recognized the power of a unified cybersecurity awareness messaging campaign.

**The STOP. THINK. CONNECT. Messaging Convention, the APWG and SISA invite you to the Bern Symposium on Global Cybersecurity Awareness Messaging on September 1 & 2 to discuss the cooperation on a unified Awareness campaign in Switzerland - and beyond.**

We will focus on the launch of a national campaign on September 1 and on international cooperation on September 2.

No matter if you are already planning an awareness campaign or just want to participate in campaigns other organizations have developed, join us in Bern. Together - and with a unified message - we can multiply the success of raising internet users' awareness.

The meeting will be held in english, you can find a draft Agenda here:

<https://apwg.eu/apwg-events/cyberawareness2016/>

Please register here: <https://apwg.eu/apwg-events/cyberawareness2016/register>

If you have any questions, let me know at [michael.hausding@swiss-isa.ch](mailto:michael.hausding@swiss-isa.ch)

Hope to see you in Bern.

Michael Hausding, Swiss Internet Security Alliance  
Aimee Larsen Kirkpatrick, APWG.eu  
Peter Cassidy, STOP. THINK. CONNECT.