

Sample Template: Group Live Promotional Material for an Internal Audience

All sponsors must submit a copy of their promotional materials. Some examples include:

- Invitation
- Brochure
- Catalog of course
- Web site screen shots
- Postcards
- Email
- Announcement letters

When submitting the promotional materials with your application, label all required elements as shown in the following sample template:

1. Learning objectives
2. Instructional delivery methods
3. Recommend CPE credit and recommended field of study
4. Prerequisites
5. Advance preparation
6. Program level (for optional internal courses only)
7. Program description (for optional internal courses only)

Learning objectives can be addressed in a variety of ways from a descriptive paragraph to a bulleted list.

Instructional delivery method should be specifically identified as the NASBA-approved delivery methods: Group Live, Group Internet Based, QAS Self Study, Nano Learning and Blended Learning.

Prerequisites must be specific. If there are no prerequisites, state “none” on the promotional materials. Programs classified as intermediate, advanced and update inherently build upon a prerequisite experience or education.

Advance preparation should be specifically stated. If there is none, state “none” on the promotional materials.



Promotional Materials (Internal Only)

Cybercrime and Malware-Advanced Persistent Threats (APTs) October 21, 2015

Advanced persistent threats (APTs) are designed to establish and maintain long-term access to IT infrastructure for purposes of: exfiltration of confidential and/or proprietary information, undermining or impeding critical aspects of the organization, or positioning threat actors to carry out these objectives in the future. As APT targeting of the financial industry continues, institutions and their service providers are increasingly adapting their information security programs to combat the threat. Join Sandra Dee and Paul Newman from the Federal Reserve Bank of Illinois as they discuss APT characteristics, risks, tools and techniques, emerging control practices, and the implications for financial institutions.

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Participants will:

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- Recognize the characteristics of APTs.
- Identify threats APTs pose to the banking industry.
- Identify tools and techniques used by APTs.

To reserve your seat call Jenny at 615-867-5309.

Participants will earn 5.0 CPE credits

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Field of Study: Specialized Knowledge

Additional Information

Prerequisites: There are no prerequisites for this session.

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Advanced Preparation: None

5

Program Level: Basic

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Delivery Method: Group Internet Based

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Best of the Best is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBARegistry.org.