

Security Insights Program, Perspectives on Security, and Exploring Security Solutions

59th ASIS International Annual Seminar, 2013

From Potions and Lotions to Tractors and Turbines: The Extent of Counterfeiting: Perspectives on Security (DVD)

The counterfeit goods market is a global, multi-billion dollar program that affects nearly every industry today and is growing rapidly. In this session, a panel of experts examine the ramifications of counterfeiting on brand equity, commerce, the health and safety of consumers, stock prices, company reputations, and the bottom line. Methods for combatting these issues while protecting the brand are discussed.



Recorded at the 59th Annual Seminar in Chicago, Illinois, September 27, 2013.
Format: DVD; 1 hour. [ASIS Store Item # 2174](#)

The Security Professional as a Trusted Advisor: Security Insights Program (DVD)

In this session, the panel presents diverse ways for security professionals to optimize and foster cooperation with the C-suite in order to obtain what they need and want. The panel also showcases strategies that can be used by security professionals to successfully deal with territorial challenges involving critical disciplines such as Risk Management, HR, Legal, Engineering, and Compliance. Moderated by Bonnie Michelman, CPP, Director, Police Security Outside Services, Massachusetts General Hospital.



Recorded at the 59th Annual Seminar in Chicago, Illinois, September 27, 2013.
Format: DVD; 1 hour. [ASIS Store Item #2173](#)

From Victims to Vigilantes: Cyber Security Strategies Going on the Offensive: Exploring Security Solutions (DVD)

Discussions surrounding policy of cyber “offensive” measures and the gurus of overall worldwide cyber was policy have dominated news headlines. We are at a point in time when global corporations and international governments are intensely reevaluating their organizations’ security strategies, no longer based on keeping hackers out, but on the assumption hackers WILL penetrate their systems. A roundtable of international experts discuss how offensive strategies around the world are evolving, opinions surrounding the greatest areas of debate, what is driving international policy development efforts, and what progress has been made to date. Moderated by W. Hord Tipton, Executive Director, (ISC)². Presented by the International Policy Roundtable. Sponsored by (ISC)².



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Format: DVD; 1 hour. [ASIS Store Item # 2172](#)