



CSO CENTER NEW MEMBER **RECRUITMENT**

OUR MISSION

In addition to the mission of ASIS International, the CSO Center is committed to improving the safety and security of the global community by strengthening professional networks, providing resource and thought leadership, and by providing executive development to current and future senior security leaders.

TARGET MARKET

- Fortune 500 to Fortune 5000
- Companies with \$300M USD in annual sales or subsidiary or business unit with same
- Companies in disruptive technologies or select target industries as determined by ASIS including, corporations, law enforcement, public entities and government agencies
- Current ASIS members that are CSOs or Deputy CSOs from qualifying organizations

MAJOR COMPETITORS

- ISMA
- Conference Board Security Executive Roundtable
- Sector specific groups (PSI – pharmaceutical, oil & gas, banking, manufacturing, etc.)

BUSINESS TRIGGERS

- Executive leadership change in organization
- New to CSO/Deputy CSO role or recent transition from government to private sector
- Adverse risk event within the organization
- World event bringing attention to internal security risks (breach, civil unrest, pandemic, etc.)
- Corporate expansion into emerging high threat international markets

MEMBER BENEFITS

- **Exchanging Knowledge:** Member-only meetings, emerging issue workshops, high level security leader sharing (CSO Center Huddles)
- **Meeting Strategic Challenges:** Relevant content, assessment, and mobile based tools
- **Benchmarking:** Benchmark requests and results within membership. Growing repository of relevant issues
- **World-Wide Networking:** Creating strategic partnerships across the globe.

ADVANTAGES OF CSO CENTER

- **Geographic Advantages:** Members do not need to be global. Regional, country or local companies can join, just need to meet GAR requirements
- **Deputy CSOs can join and access same benefits as CSO Center members.** CSO and deputy can experience benefits together and benefit together for the better of their organization
- **Value:** Member benefits match or exceed competitors at a lower annual price
- **A company can have up to five members (CSO + 4 Deputy)** May include the CISO or their deputy.

EDUCATION + TRAINING

- Twice monthly CSO Center Huddles (roundtable, open discussions on relevant topics)
- Ongoing education opportunities (leadership series, online sessions about a variety of topics)
- Blog posts, podcasts

STRATEGIC PARTNERSHIPS

- OSAC
- Aspen Institute | Cyber Risk Council
- Hostage US
- DSAC
- Other US government agencies: DHS, FBI, ODNI, etc.

NETWORKING

- Private member community/discussion board
- Member directory
- CSO Center member Lounge at ASIS events
- Mentor & mentee opportunities
- Private Telegram channel

RESOURCE LIBRARY

- Benchmark reports
- Samples of policies and procedures, guidelines, and other resources
- Easy access to ASIS research
- Previous meeting presentations

OTHER BENEFITS

- Early, exclusive access to new and revised standards and guidelines before other ASIS members
- Monthly newsletter
- Curated senior level security career postings, and a discount on CareerHQ to help recruit other security positions.

QUESTIONS TO ASK THE PROSPECT ↓

1. Are you the most senior security executive in your company, or are you that role's direct report (the equivalent to the CSO or the Deputy CSO)?
2. Does your organization have \$300M USD in annual sales? Are you part of a bigger corporation? Are you a provider of security services? Are you a non-profit that has locations across the globe or \$100M USD in revenue? Are you a CSO or Deputy for a government, law enforcement or public entity?
3. Are you a member of other professional associations? What are the benefits you get from those organizations?
4. How did you hear about the CSO Center? Colleague? Internet search? Etc.?
5. Do you have a staff? What type of career and professional development is in place for them?
6. Do you feel you have an adequate network in place when an incident occurs, or special request is made to respond in every part of the world?
7. Have you come across a situation where you needed some immediate data, information, or benchmark content for an executive request? How did that go?
8. Do you know any current or Emeritus Members? If so, whom and what have they told you about their experience?
9. Have you received a brochure and application information? Can I send one to you via email?

KEY CONTACTS

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