

How to Convince your Manager

This document is designed to help convince your management why they should send you or someone you manage to the training courses and conference at OWASP AppSec Day 2019.

Template Email

Dear **{INSERT MANAGERS NAME HERE}**,

I have discovered a great training and networking opportunity that I would like to share with you. [OWASP AppSec Day](#) conference and training courses are an opportunity to advance my security skills that will add great value to our organisation by reducing and preventing cyber security risks within our software. The conference is held on 1st November 2019 and the training courses between the 28th - 31st of October 2019.

[OWASP AppSec Day](#) is Australia's only conference dedicated to building and deploying secure web and mobile applications, including DevSecOps practices for fast Agile software delivery environments.

{INSERT PERSONALIZED TALKING POINTS - SEE BELOW}

While ticket pricing is reasonable considering the value this opportunity can provide, early-bird tickets are available.

Thank you for your consideration.

Sincerely,

{INSERT YOUR NAME HERE}

Suggested Talking Points

Generic

- Align your company's business goals with the conference – provide your manager with examples of how learning about software security including DevSecOps can solve existing risks and challenges within your organisation.
- Share knowledge learnt – Offer to summarise the key points to improve company processes and your products. Offer to present this summary to your colleagues and train them with the practical skills that you have learned.
- Budget constraints – Join links between how internal security knowledge and skills can minimise security costs and prevent extra project expenses with risk mitigation.
- Impact of a Data Breach - Articulate the extra costs, brand damage and other impacts to the business if a data breach or incident occurs, verse the costs of reducing these risks by investing in internal security knowledge and skills.

Specific

- AppSec Day is the only conference in Australia of its kind, offering training to design, build and deploy secure applications. Sending employees to AppSec Day allows the business to educate employees in a cost effective way and provide access to education and training courses that would normally only be available in the USA or Europe.
- The OWASP Foundation is a non-for-profit community that aims to empower developers and security professionals with the knowledge to help build secure software products. OWASP achieves this by holding conferences like AppSec Day, developing standards like the OWASP Top 10 and the Application Security Verification Standard (ASVS) and developing open source and free tools to enable software to be designed, developed and tested securely. These tools, standards and opportunities for knowledge-sharing can be directly used to help secure modern software development projects. Supporting OWASP by sending people to AppSec Day will help the OWASP Foundation grow and continue to contribute to the open source software security industry.

- Ten international and twelve local guests from the largest IT companies worldwide have been hand-selected to share their unique and valuable experience. AppSec Day have ensured that they are subject-matter experts and proficient presenters, with content specifically relevant to developers, devops engineers and quality assurance testers.
- Employees that attend AppSec Day will learn practical skills to:
 - Ensure customers' information is kept safe and away from malicious attackers,
 - Avoid vulnerabilities in their source code and cloud environments,
 - Prevent security issues reaching customer facing systems, and,
 - Prevent time and reputation costs required to mediate security incidents.
- Security skills within Australia and around the world are well-sought after and providing secure products is an important marketing advantage for businesses to build customers' confidence in their brand. Training existing employees in security skills can reduce costs by avoiding outsourcing security experts while empowering internal teams to implement security projects and scale security throughout the organisation.
- AppSec Day has four parallel talk streams throughout the day, so there will always be something to learn that is relevant to the individual and their team. These streams cover topics such as Secure Software Development Lifecycle, Secure Coding, Security Architecture, Web Application Security, DevSecOps, Blue team, Cloud Security, End User Security, Mobile Application Security, API security and more.
- AppSec Day also offers nine individual training courses over four additional days. These courses extend on content covered in the talk streams which is then directly actionable within your company.
- Employees that attend AppSec Day will network with like-minded, passionate people, share knowledge, and learn from each other. AppSec Day can facilitate business partnerships with security and technology employees and helps to build an effective security community.
- This years venue, the Melbourne Convention and Exhibition Centre, is a state of the art conference centre with exceptional Audiovisual (AV) that will provide all attendees with a clear and professional presentation experience, with plenty of space to network and complimentary food to keep everyone sustained throughout the day.