ISC WEST

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FOR A SAFER, CONNECTED WORLD

ISC WEST 2022

SIA EDUCATION at ISC

PLATINUM SPONSORS: AXIS COMMUNICATIONS, 3S, TELGUARD THE ALARM COMMUNICATION EXPERTS

EDUCATION BROCHURE

SIA EDUCATION@ISC:
MARCH 22-24, 2022

EXHIBIT HALL:
MARCH 23-25, 2022

VENETIAN EXPO,
LAS VEGAS, NV

Learn more at: iscwest.com

ISC WEST

Taking place March 22-25 at the Venetian Expo in Las Vegas, the International Security Conference & Exposition – also known as ISC West – is the leading comprehensive & converged security trade event in the U.S. At ISC West, you will have the chance to network and connect with thousands of security & public safety professionals, learn from the dynamic SIA Education@ISC program, plus explore the latest technologies in Access Control, Alarms & Monitoring, and Video Surveillance, while discovering emerging trends in Drones & Robotics, IT & IoT Security, Smart Home Solutions, and more. Offering the combination of products, educational programming, and networking opportunities all in one place truly makes ISC West the premier destination to showcase innovation and discover what is new and next in the industry.

Education is an important part of ISC West and our inspiring education program provides critical information on the newest and most relevant technologies in the security industry. Featuring 65+ sessions from over 145 confirmed speakers, the SIA Education@ISC West Program brings you all new content on the most current business trends, technologies and latest developments. Learn from experts, keep up-to-date and take your security to the next level – Attend SIA Education@ISC West!

GET CREDIT FOR YOUR TIME! SIA Education@ISC qualifies for CE hours with many relevant industry accreditation bodies. Certificates of attendance will be distributed to all conferees after the Show. You may use this document to self-report your education hours to relevant industry bodies that award continuing education and professional development credit. Participants completing sessions through SIA Education@ISC may be eligible to receive:

ALOA - Education Credits (AEU)
ASIS - Continuing Professional Education Credits (CPE)
NICET- Continuing Professional Development Points (CPD)

DATES & TIMES

SIA EDUCATION@ISC

Tuesday, March 22 | *10:00 AM – 4:30 PM*
Wednesday, March 23 | *10:00 AM – 4:30 PM*
Thursday, March 24 | *10:00 AM – 3:30 PM*

EXHIBIT HALL

Wednesday, March 23 | *10:00 AM - 5:00 PM*
Thursday, March 24 | *10:00 AM - 5:00 PM*
Friday, March 25 | *10:00 AM - 3:00 PM*

TUESDAY | MARCH 22

SIA EDUCATION at ISC

TITLE	TRACK	ROOM
10:00AM - 11:00AM		
Artificial Intelligence + Access Control Alarms: Amplifying the Signal While Suppressing the Noise	New Technology & Automation	Venetian 302
Data Informed Decision Making for the Security Professional	Strategic Management	Venetian 309
Proper Planning for a Security Improvement Project	Security Project Management	Venetian 307
Onboarding Sales Teams to Sell Recurring Monthly Revenue	TEC@ISC Presented by PSA	Venetian 304
10:30AM - 12:00PM		
Active Shooter/Stop the Bleed Workshop	Workshops	Venetian 202
11:15AM - 12:15PM		
New Technologies and Insights for Security Project Managers	Security Project Management	Venetian 307
Transforming your Company for Success in Today's Competitive Environment-Lessons from the Trenches	Strategic Management	Venetian 309
Vetting Technology Partners Based on Cybersecurity Hardness	TEC@ISC Presented by PSA	Venetian 304
We Were Promised Flying Cars & Jet Packs. But We Did Get Security Robots.	New Technology & Automation	Venetian 302
1:00PM - 2:00PM		
Achieving Profitability & Growth in Systems Integration Depends on These Key Factors	Strategic Management	Venetian 309
Developing a Mindset of Inclusion	TEC@ISC Presented by PSA	Venetian 304
Redefining Cameras: How to Use Business Intelligence Metrics to Drive Additional Value from Surveillance	New Technology & Automation	Venetian 302
There's a Drone in My Airspace! Now What?	Unmanned Systems, Drones & Robotics	Venetian 307
1:30PM - 3:30PM		
Cyber Workshop for Basic Pen Testing, System Hardening, & Ransomware Assessments	Workshops	Venetian 202
2:15PM - 3:15PM		
Analytics & Public Safety – Know Your Customer	New Technology & Automation	Venetian 302
Drone Detection & Airspace Management for Stadiums & Event Locations	Unmanned Systems, Drones & Robotics	Venetian 307
Hire the Best & Avoid the Rest	Strategic Management	Venetian 309
New Partnerships Between Sales & Services	TEC@ISC Presented by PSA	Venetian 304
3:30PM - 4:30PM		
Pivot to a Service Model to Sell Security as a Service and Build More RMR	Strategic Management	Venetian 309
Creating Life-Saving Connections: Bridging the Gap Between Security Emergencies & 911	New Technology & Automation	Venetian 302
From Distant Boss to Engaged Leader	TEC@ISC Presented by PSA	Venetian 304
How Practical Is It to Add Drone Services To Your Company?	Unmanned Systems, Drones & Robotics	Venetian 307

SIA EDUCATION at ISC SCHEDULE

PLATINUM SPONSORS: AXIS COMMUNICATIONS, 3S, TELGUARD THE ALARM COMMUNICATION EXPERTS

WEDNESDAY | MARCH 23

SIA EDUCATION at ISC

TIME	TITLE	TRACK	ROOM
10:00AM - 11:00AM			
	AI & the Crime Analyst – How Cities are Using Technology & Data as a Force Multiplier	Risk Management and Public Safety	Venetian 309
	How 5G Will Change IoT Security & What You Can Do to Prepare	Connected Security and IoT Security	Venetian 202
	Improving Assessment, Design, and Project Communication Through 360-degree Imagery - A Case Study	Security Design/Business Development	Venetian 307
	Security Program Management: An Approach For A Secure Tomorrow	Physical Security	Venetian 302
11:15AM - 12:15PM			
	An Integrator's Guide to Understanding & Implementing OSDP	Access Control & Identity Management	Venetian 304
	Converged Technology How to Build a Bridge Between Expectations & Implementation	Connected Security and IoT Security	Venetian 202
	Overlooked Vulnerabilities: Understanding the Frequency & Impacts of Threats Posed by Physical Goods Entering Your Facility	Physical Security	Venetian 302
	Successful CPTED Applications of Touchless & Frictionless Access Control	Security Design/Business Development	Venetian 307
	Maintaining a Skilled Security Workforce	Risk Management and Public Safety	Venetian 309
1:00PM - 2:00PM			
	How to Become a Trusted Advisor for Your K12 Clients Utilizing the PASS Guidelines	Security Design/Business Development	Venetian 307
	Access Control and Identity Management in Cyber-Physical Systems	Access Control & Identity Management	Venetian 304
	High-Risk Facilities & Logistics: Mitigating Risk from Threat Vectors Historically Considered Benign	Physical Security	Venetian 302
	Emerging Standards and Guidance on Threat, Risk, and Vulnerability Assessments (TRVA)	Risk Management and Public Safety	Venetian 309
	When to Cloud & When to On-Prem?	Connected Security and IoT Security	Venetian 202
2:15PM - 3:15PM			
	Get Ready for Attribute-based Physical Access Control	Access Control & Identity Management	Venetian 304
	Cloud or Server-based? Which Offers the Best TCO? "An End User's Perspective of How to Determine the Best Total Cost of Ownership?"	Security Design/Business Development	Venetian 307
	Getting to Zero Trust in the World of Operational Technology	Connected Security and IoT Security	Venetian 202
	How to Design, Implement & Secure Physical Security Infrastructure	Physical Security	Venetian 302
	Rethinking How Investigations Are Conducted	Risk Management and Public Safety	Venetian 309
3:30PM - 4:30PM			
	How Sound is Transforming Security: Examining The Uses of Audio for Intelligent Security & Communications	Physical Security	Venetian 302
	How to Design, Sell & Price Service Agreements	Security Design/Business Development	Venetian 307
	Reenergized Smart Home Market Presents Organic Growth Opportunities	Connected Security and IoT Security	Venetian 202
	The Big 5: Key Security Strategies for Preventing Domestic Violence in the Workplace	Risk Management and Public Safety	Venetian 309
	Why Digital Transformation and Security Are the Only Ways Forward	Access Control & Identity Management	Venetian 304

THURSDAY | MARCH 24

SIA EDUCATION at ISC

TIME	TITLE	TRACK	ROOM
10:00AM - 11:00AM			
	Next Generation Video Analytics Algorithms: Edge vs. Cloud & Other Lessons	Video Surveillance	Venetian 304
	How the 2022 SIA Security Megatrends Will Impact Your Business	Security Megatrends	Venetian 307
	Rapid Escalation-Enabling Situational Awareness: Interoperability Networking for Frontline Response	Detection & Response/End-User	Venetian 302
	The Current Landscape of Cyber Security & Its Effects on the Security Industry	Cybersecurity & IT	Venetian 202
	Uber Essential (and Successful) Lead Generation Strategies That Drive Dealer/Integrator Success	Dealer, Installer, Integrator	Venetian 309
11:15AM - 12:15PM			
	Balancing Privacy with Effective Security – An Overview on Redaction	Video Surveillance	Venetian 304
	Cloud Migration: Key Considerations in a Shifting Regulatory Environment	Security Megatrends	Venetian 307
	Proposals & Presentations that Sell for You: Key Elements to Excellent Presentations that Separate You From the Competition	Dealer, Installer, Integrator	Venetian 309
	Real World Cybersecurity for Secure Installations	Cybersecurity & IT	Venetian 202
	What's Next? Improving Safety & Incident Resolution with Gunshot Detection & Integrated Solutions	Detection & Response/End-User	Venetian 302
1:00PM - 2:00PM			
	Cloud Video Surveillance Makes Cities Smarter: Smart City Lessons for Resellers in Enterprise, Multi-Site and SMB Applications	Video Surveillance	Venetian 304
	How to Select a Security Integration Company with Cybersecurity in Mind	Cybersecurity & IT	Venetian 202
	Redeem Your Time: 7 Principles to Focus & Produce Your Best Work	Dealer, Installer, Integrator	Venetian 309
	Smart Choices: Navigating the Exploding AI Market	Security Megatrends	Venetian 307
	The Evolution of Security in Gaming	Detection & Response/End-User	Venetian 302
2:15PM - 3:15PM			
	Ready. IaM. Fire: Extending Zero Trust with Identity Management	Cybersecurity & IT	Venetian 202
	Solving Safety and Regulatory Compliance Issues with the Most Resilient Physical Security Infrastructure	Video Surveillance	Venetian 304
	Top Security Executives on the Trends They're Watching	Security Megatrends	Venetian 307
	Video Content Analytics: The Secret to Enhanced Operations & Customer Experiences	Detection & Response/End-User	Venetian 302
3:30PM - 4:30PM			
	Assuring Systems Meet Their Intended Objectives	security specifiers	Venetian 304

2022 PRICING OPTIONS

2022 RATES	EARLY BIRD RATE NOW - FEB 4	STANDARD RATE FEB 5 - MARCH 21	ONSITE RATE MARCH 22 - 25
3 Day Package (BEST VALUE!)	$900	$1000	$1100
2 Day Package	$700	$800	$900
1 Day Package	$500	$600	$700

SIA EDUCATION@ISC PACKAGES

THREE DAY PACKAGE (BEST VALUE)	TWO DAY PACKAGE	ONE DAY PACKAGE
Access to ISC West Exhibit Floor	Access to ISC West Exhibit Floor	Access to ISC West Exhibit Floor
Access to the SIA Education@ISC West sessions on all three days of the event	Access to the SIA Education@ISC West sessions on days purchased	Access to the SIA Education@ISC West sessions on day purchased
Access to ISC West Keynote Series Sessions	Access to ISC West Keynote Series Sessions	Access to ISC West Keynote Series Sessions
Access to ISC West Exhibitor Product Training & Case Study Sessions	Access to ISC West Exhibitor Product Training & Case Study Sessions	Access to ISC West Exhibitor Product Training & Case Study Sessions
Access to Conference Attendee Lounge	Access to Conference Attendee Lounge	Access to Conference Attendee Lounge
Continental Breakfast in Conference Attendee Lounge	Continental Breakfast in Conference Attendee Lounge on days purchased	Continental Breakfast in Conference Attendee Lounge on day purchased
Lunch Voucher for 1 Day		
Certificate of attendance (subject to attendance verification) after the show, to submit to relevant industry bodies that award continuing education and professional development credit	Certificate of attendance (subject to attendance verification) after the show, to submit to relevant industry bodies that award continuing education and professional development credit	Certificate of attendance (subject to attendance verification) after the show, to submit to relevant industry bodies that award continuing education and professional development credit
Access to Hours of Networking Opportunities & Special Events	Access to Hours of Networking Opportunities & Special Events	Access to Hours of Networking Opportunities & Special Events
Discounted Hotel & Travel Rates	Discounted Hotel & Travel Rates	Discounted Hotel & Travel Rates
Unlimited Access to Show Planning Tools including Mobile App, Recommendations & more	Unlimited Access to Show Planning Tools including Mobile App, Recommendations & more	Unlimited Access to Show Planning Tools including Mobile App, Recommendations & more

KEYNOTE SERIES SESSIONS

The ISC West Keynote Series Sessions are open to all attendees and provide actionable insights from prominent members of the security and public safety industry who are well known for their widely-respected accomplishments. Gain access to unprecedented insights on information you can use to stay up-to-date on the emerging security risks in today's ever-changing world.

*Open to all ISC West badgeholders

DAY 1 KEYNOTE

THE CONTINUING EVOLUTION OF LAS VEGAS:

How Aviation Security Technology Advancements are Taking LAS to the Next Level

Sponsored by: ADT Commercial

Wednesday, March 23 | 8:45AM - 9:45AM
Venetian Ballroom F

Rosemary Vassiliadis
Director of Aviation
Clark County Department of Aviation

Rosemary A. Vassiliadis is the Director of Aviation for Clark County, Nevada. In addition to directing all operations at Harry Reid International Airport (LAS), she oversees four general aviation airports in Southern Nevada. Prior to taking over the Department of Aviation, Vassiliadis served as its deputy director, giving her more than two decades in aviation leadership.

Vassiliadis is currently on the board of the American Association of Airport Executives and has served on several committees for Airports Council International. She plays an active role on Capitol Hill, educating and persuading lawmakers on air travel issues.

As the travel industry emerges from the pandemic, Las Vegas is welcoming air travelers at a renewed pace thanks to an influx of new amenities and major special events. The recent debuts of world-class resorts downtown and on the Strip, expanded convention space plus a state-of-the-art, 65,000-seat NFL stadium have further increased the drawing power of Las Vegas, while also creating new challenges and opportunities for airport operations and security. In this keynote address, LAS Director of Aviation Rosemary Vassiliadis will discuss the destination's continuing evolution while sharing insights into how Harry Reid International Airport is likewise evolving to keep flyers moving safely and efficiently. She'll also highlight the airport's Innovation Checkpoint, a unique testing ground at which the Transportation Security Administration's Innovation Task Force is running live trials on new technologies and processes that are already improving security at airports across the nation, and will continue to do so into the future.

Michael J. Bouchard
Oakland County Sheriff

DAY 2 KEYNOTE

LESSONS IN PUBLIC SAFETY RESPONSE, CRISIS MANAGEMENT AND COMMUNITY RESILIENCY IN THE AGE OF MASS SHOOTING

Thursday, March 24 | 8:45AM - 9:45AM
Venetian Ballroom F

Sheriff Michael Bouchard runs one of the nation's largest Sheriff's Offices, overseeing over 1,400 employees and managing an annual budget of over $166 million dollars. Sheriff Bouchard brings the experience of 35 years of law enforcement and 35 years as an elected official to the position. On January 11, 1999, Michigan Senator and Majority Floor Leader Michael Bouchard accepted the appointment as successor to John F. Nichols who passed away suddenly. In November of 2020, Sheriff Bouchard was returned to Office for the sixth time. His current term will expire on January 1, 2025.

In this keynote presentation, Oakland Country Sheriff Michael J. Bouchard provides perspectives on mass shooting response and recovery efforts in the aftermath of the Oxford High School active shooter incident in November 2021. Learn how this Michigan community has learned through tragedy and resiliency to manage growing trends of violence impacting schools and communities across the country. Discover how technology, training, and tactical operations contribute toward a holistic approach to public safety in the 21st century. Sheriff Bouchard will share insights on emergency preparedness, crisis management, and various types of security technologies that are designed to detect, deter, prevent, and assist in response to mass shooting incidents.

DAY 3 SIA WOMEN IN SECURITY FORUM KEYNOTE

SIA Women In Security Forum Networking Breakfast

Friday, March 25 | 9:30AM - 10:00AM

SIA Women in Security Forum Keynote:

PEOPLE HACKING:

The Human Element of Security

Hosted by: SIA WOMEN IN SECURITY FORUM

Friday, March 25 | 10:15AM - 11:00AM
The Bridge Stage - Booth #20073

Join SIA's Women in Security Forum to explore "The Human Side of Security" with Jenny Radcliffe. Radcliffe is a social engineer and "people hacker"—or a mix of shrewd behavioral scientist, master negotiator and actor.

Jenny Radcliffe
The People Hacker

Known for talking her way into high-security banks and even the Tower of London, Jenny is a world-renowned coach, consultant and speaker who brings something different to meetings focused on culture, social intelligence, sales, negotiation and interpersonal relationships. She helps clients understand how to better read people and social cues, use subtle tactics of persuasion, open avenues of conversation previously shut and understand and shield against their own vulnerabilities.

You'll learn about:

- How people are the weakest link in organizational security
- How to bridge the gap between human and cyber security
- New behavioral science insights into security and scams

EXHIBITOR PRODUCT TRAINING & CASE STUDY SESSIONS

Formerly known as Vendor Solution Sessions and back by popular demand, ISC West brings you complimentary Exhibitor Product Training & Case Study Sessions that are designed to train you on cutting-edge products through live, in-depth, and interactive demonstrations. Led by some of the industry's premier manufacturers, our Product Training & Case Study Sessions offer practical tips and solutions to the challenges security professionals face every day.

**Open to all ISC West badgeholders*

WEDNESDAY, MARCH 23

10:30 AM - 11:30AM	Body Worn Cameras' Vital Role in Workplace Violence Prevention	Presented by: AXIS COMMUNICATIONS
2:00PM - 3:00PM	How to Use the Labor Shortage as a Catalyst for Innovation	Presented by: samsara
3:30PM - 4:30PM	Looking to Add More Commercial Accounts & RMR from Access Control & Security, Faster & Easier than Ever Before?	Presented by: AirAccess

THURSDAY, MARCH 24

10:30 AM - 11:30AM	Driving Physical Security Innovation with an Open Platform	Presented by: cisco Meraki
2:00PM - 3:00PM	Cost Effective AI at the Edge: Myth or Reality?	Presented by: intel.
3:30PM - 4:30PM	How Workplace Management Technology Simplifies the Hybrid Work Model + Visitor Experience	Presented by: STANLEY Security

NEW FOR 2022!

The Bridge Stage - Booth #20073

THE BRIDGE

Powered by: intel

THE NEW HEARTBEAT OF ISC WEST

The Bridge, powered by Intel, is where thought leadership, education, networking and business collide to deliver the most engaging content the industry has to offer. With full-day programming open to all who attend, the stage at The Bridge is where you can hear the hottest topics in the business being tackled.

**Open to all ISC West badgeholders*

WEDNESDAY, MARCH 23

10:15 AM - 11:00AM	Cybersecurity Inside Podcast with Intel's Tom Garrison joined by Pierre Racz, President of Genetec	Sponsored by: intel
11:15 AM - 12:00PM	Cutting Through Complexity with the Cloud	Sponsored by: cisco Meraki
12:15PM - 1:00PM	Opportunity Knocks: How the Cloud Opens the Door to a Redefined Access Control Experience	Sponsored by: LENEL:S2
1:15PM - 1:45PM	Security Industry Cybersecurity Certification (SICC) Info Session	
2:00PM - 3:00PM	The SAMMY Awards & Industry Hall of Fame	
3:30PM - 4:30PM	SIA New Products & Solutions Awards Ceremony	
4:30PM - 5:00PM	ISC News Day 1 Wrap Up	

THURSDAY, MARCH 24

10:15 AM - 11:00AM	Accelerate Innovation with Data-driven Insights From the Edge	Sponsored by: DELL Technologies
11:15 AM - 12:00PM	SIA Women in Security Forum Leadership Series: The Code to Communication, Collaboration & Camaraderie	Hosted by: SIA WOMEN IN SECURITY FORUM
12:30PM - 12:45PM	ISC News Day 2	
1:00PM - 1:45PM	Inside the SIA NPS Awards: A Post-Ceremony Conversation with Judges, Winners and Entrants	
2:00PM - 2:45PM	Innovation Session Presented by Ring	
3:00PM - 3:45PM	Grow Your Business with Drones and Robotics	
4:00PM - 5:00PM	Mission 500 Security 5K Run/2K Walk Awards Ceremony	

FRIDAY, MARCH 25

9:30AM - 10:00AM	SIA Women In Security Forum Networking Breakfast	Hosted by: SIA WOMEN IN SECURITY FORUM
10:15AM - 11:00AM	SIA Women in Security Forum Keynote: "People Hacking: The Human Element of Security"	Hosted by: SIA WOMEN IN SECURITY FORUM
11:15AM - 12:00PM	Cost Effective AI at the Edge: Myth or Reality?	Sponsored by: intel
1:00PM - 1:15PM	ISC News Day 3 Wrap Up	

ADDITIONAL EDUCATION OFFERINGS

SIA SECURITY PROJECT MANAGER (SPM) TRAINING SEMINAR

Monday, March 21st | *8:30AM - 4:30PM*
Tuesday, March 22nd | *8:30AM - 4:30PM*
Wednesday, March 23rd | *8:30AM - 12:00PM*

Ready to take your physical security projects to the next level? More than just knowing the technology, successful project management involves budgeting, client management, timeline execution and more. When you're ready to excel, SIA's Security Project Management (SPM) Training can help you to succeed!

WHAT YOU WILL LEARN

- Increase profit margin through more accurate estimations.
- Deliver projects on time and within budget.
- Apply the five phases of security project management.
- Enhance customer satisfaction and increase return business.

WHO SHOULD TAKE THE SEMINAR

- Security Project Managers
- Lead Installation Technicians
- Security Managers
- System Architects and Engineers

WHAT ATTENDEES RECEIVE BY ATTENDING THE TRAINING

This 2.5-day, instructor-led training program enables integrators, installers, and end-users who manage security projects to gain a full understanding of how to effectively plan, implement, manage and monitor a project from bid to close. Attendees gain a clear perspective on the importance of their role as a leader to clients and project stakeholders and identifies risk that could hinder project success. As part of the SPM training, attendees receive takeaway materials to help prepare for success on future projects.

TRAINING SEMINAR COST: $995.00 for SIA member companies and $1,295 for nonmember companies for 2022 ISC West show and conference attendees. *CSPM application and exam fees are not included.

To register, go to the SIA Website for more information.

For additional information, contact Katie Greatti at 301-804-4741 or kgreatti@securityindustry.org

SIA CERTIFIED SECURITY PROJECT MANAGER (CSPM) - CERTIFICATION EXAM

Wednesday, March 23rd | *1:00PM - 3:00PM*

Earn the CSPM Certification at ISC West

The CSPM credential offered by Security industry Association (SIA) is a highly-respected designation that can help advance your career and propel your business forward. The CSPM is the ONLY credential that addresses the unique demands of a Security Project Manager. More than a general project management certification, the CSPM demonstrates that holders of this credential have mastered the skills for managing complex, technical security projects.

For application and exam fee information, contact Katie Greatti at 301-804-4741 or kgreatti@securityindustry.org

To register, go to the SIA Website for more information.

ASSURING SYSTEMS MEET THEIR INTENDED OBJECTIVES

Brought to you by: security specifiers

Thursday, March 24 | *3:30PM - 4:30PM*
Venetian 304, Level 1

This session, which includes a security consultant, integrator, end user, and manufacturer, will discuss these issues and the approaches participants should take throughout the project to improve the end result and Client satisfaction, whether or not they are involved in the actual system commissioning.
*Open to all ISC West Badge-holders.