Find Yourself in the Future Instructors Sourcebook

August 2024

Networking Academy

Table of contents

About this Sourcebook 03

Our purpose 04

What's inside 05

How to run an event on campus 08

Infographic 09

Landing page 13

Create an email campaign 14

Announcement email 16

Reminder email 16

Thank you email 17

Leveraging social media 18

Social post examples 21

Utilizing digital advertisements 30

Paid banner examples 31

Content marketing 38

Blog post 39

Promote Find Yourself in the Future 41

Promotional materials 43

Poster examples 46

Postcard examples 54

Event branding 61

Registration materials 64

Lineup of programs and speakers 66

Event giveaways 71

Webex background 73

Post-event assets 75

On-campus event champion 77

Find Yourself in the Future Sourcebook

The Find Yourself in the Future Sourcebook is your essential tool for promoting Cisco Networking Academy courses. Cisco Networking Academy helps students explore career paths aligned with their passions. Through virtual broadcasts, Cisco experts discuss the latest technology trends across various industries.

The sourcebook offers a selection of customizable marketing materials designed to convert awareness into interest and engagement. Choose the resources that best suit your audience and tailor them to your specific needs.

For inquiries or assistance, please contact find_yourself_in_the_future@cisco.com.

Empower your students with real-world insights

Through our interactive virtual broadcasts (which you can host on-campus), students will be exposed to Cisco experts across industries, helping them better prepare for the future of technology.

Transform awareness into engagement

Inside this sourcebook, you will discover a variety of marketing materials crafted to turn initial awareness into genuine interest and engagement. Our resources are designed to resonate with your specific audience, making it easy for you to connect with potential students.

Customize marketing materials to suit your needs

Select and download marketing materials that best fit your audience and event. Each resource is customizable to suit your needs, ensuring that your message is impactful and relevant.

So let’s get started!

Need assistance?

If you have any questions or need further assistance, feel free to reach out to us at find_yourself_in_the_future@cisco.com. Our team is here to support you every step of the way.

How to run an event on campus

How to run an event on campus guide

1

REGISTER

Register for Cisco's Find Yourself in the Future event to receive the YouTube broadcast link. Use this link to display the event on-screen at your venue. Additionally, you can use recordings of past events for classroom viewings or on-campus activities. See **past events**.

2

BOOK A VENUE

Ensure the venue has the equipment needed (projectors, cables, microphone, monitor, PC, etc.).

3

PROMOTE (SOCIAL MEDIA)

To find social media banners to promote the event, go to the "Promote" tab on the Find Yourself in the Future webpage. Create your own Facebook event to generate interest. See examples on Sourcebook pages 17-28.

4

INVITE (POSTERS, POSTCARDS)

Invite surrounding colleges, high schools, students, parents, and coworkers to register for the event.

5

SET A CRITERIA

Set a goal. Invite 50% new students. Have 90% of your audience sign up for a course directly after the event. Follow up within four months to make sure students have completed the course.

How to run an event on campus guide

7 PROMOTE SPEAKERS (BLOG & TEASERS)

Announce your upcoming guest speakers with teasers leading up to your program. Use promotional videos from page 42 or the blog from page 39. Announcements should be made a month, a week, and a day before the event.

9 EVENT STAFF

Bring in volunteers or paid staff for registration, information desks, and session assistance. Additional technical support for AV equipment would be helpful as well.

11 SIGN UP FOR EVENT CHAMPION

Participate in the Campus Event Champion Challenge by filling out the **Cisco Networking Academy Event Interest Submission Form** and get a chance to win great prizes for you and your students.

6 CONTACT

If you need any information relating to this event, please contact your local NetAcad contact or email us at find_yourself_in_the_future@cisco.com.

8 SPREAD THE WORD (EMAIL CAMPAIGN)

Leverage an email campaign to help generate interest for the event and register potential students to the class. See examples on Sourcebook pages 13-16.

10 STAGE/SOUND

Be sure to set up and test all microphones and sound systems. Additionally, you should ensure projectors, screens and lighting equipment are working as intended for the event.

How to run an event on campus guide

13

DURING THE EVENT

Share updates from the Find Yourself in the Future event live on your social media channels. See page 28 as an example.

15

AFTER EVENT

After the event, share photos on our Find Yourself in the Future Facebook page for everyone to experience. Be sure to use the hashtag #FYIF. Tell us about your event by emailing: find_yourself_in_the_future@ cisco.com.

12

CATERING

If the budget allows, provide food and beverages, including snacks, meals, and water stations. This enhances the attendee experience and keeps participants engaged and comfortable.

14

TAKE PHOTOS

Take photos of the venue, your speakers, and audience turnout. Note how many students attended and give them a certificate of participation when they fill out the post-event survey. Remember to send a thank you email. See page 16 as an example.

16

SHARE RESOURCES

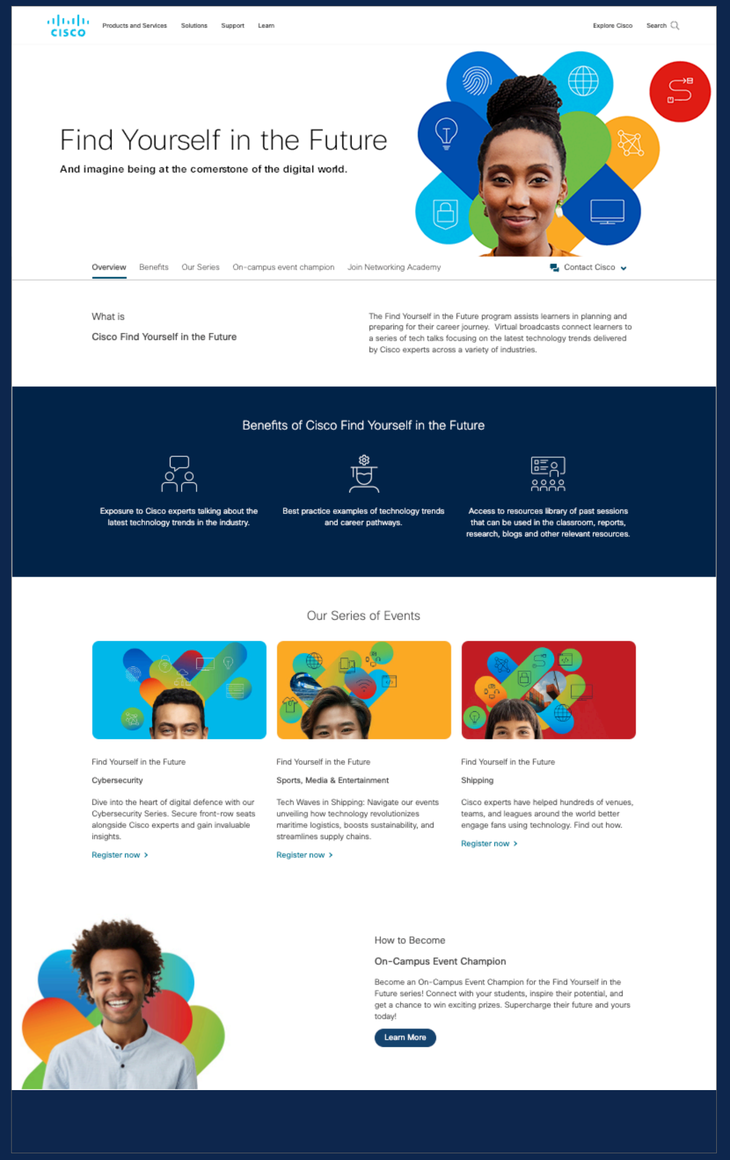
Share our website and resources. All of our speakers write a blog. Post these and spark conversation for further education.

Event marketing

1

Start with a landing page

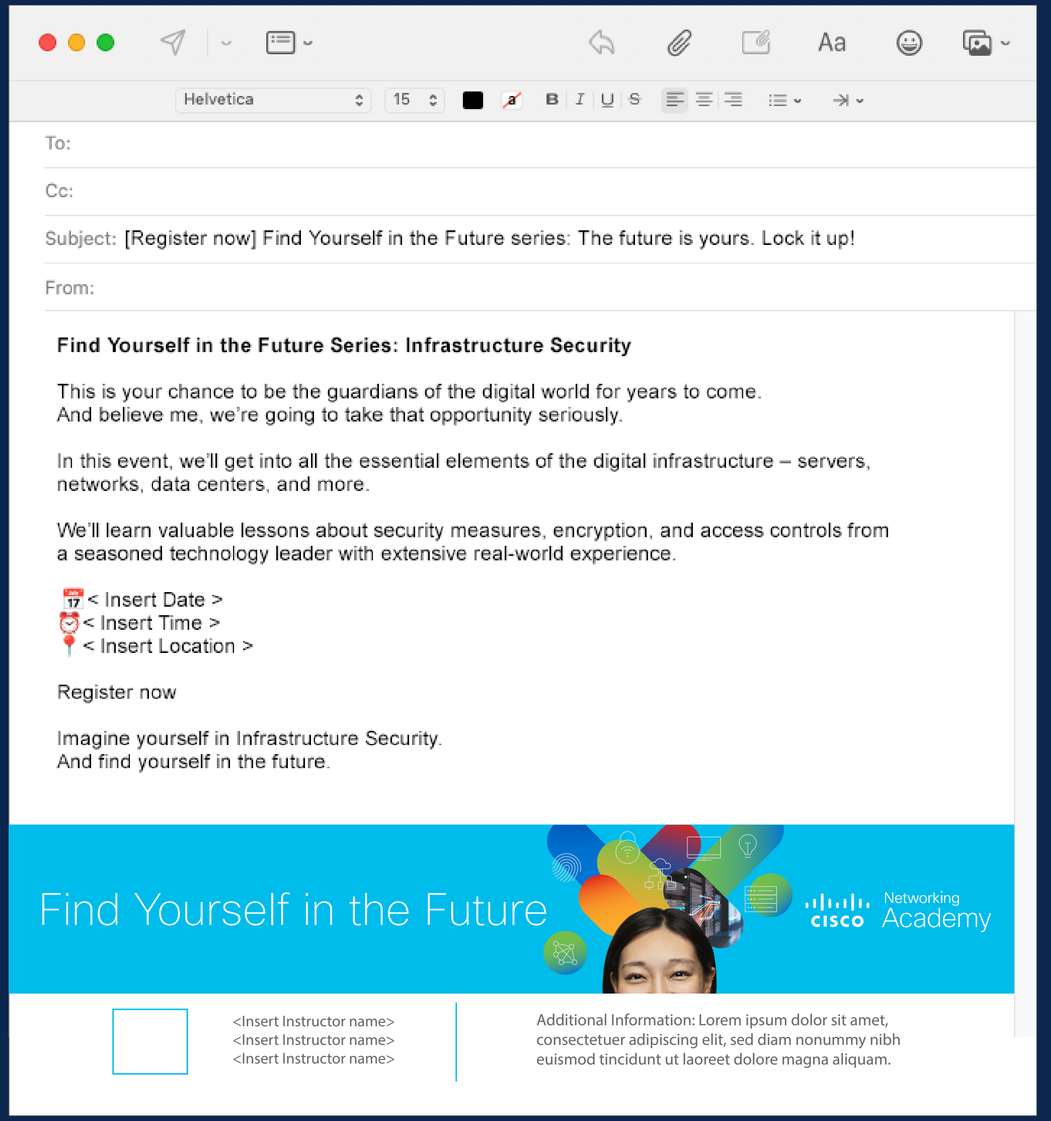
An event landing page is where potential students can learn more about the event, register, and sign up. All marketing content should drive students to this page. Instructors can create their own customized landing pages using services such as SquareSpace or WIX. If that's not possible, Cisco Networking Academy has created a Find Yourself in the Future partners event page available to you and your students at https://www.cisco.com/c/m/en_sg/partners/future-yourself.html.



2

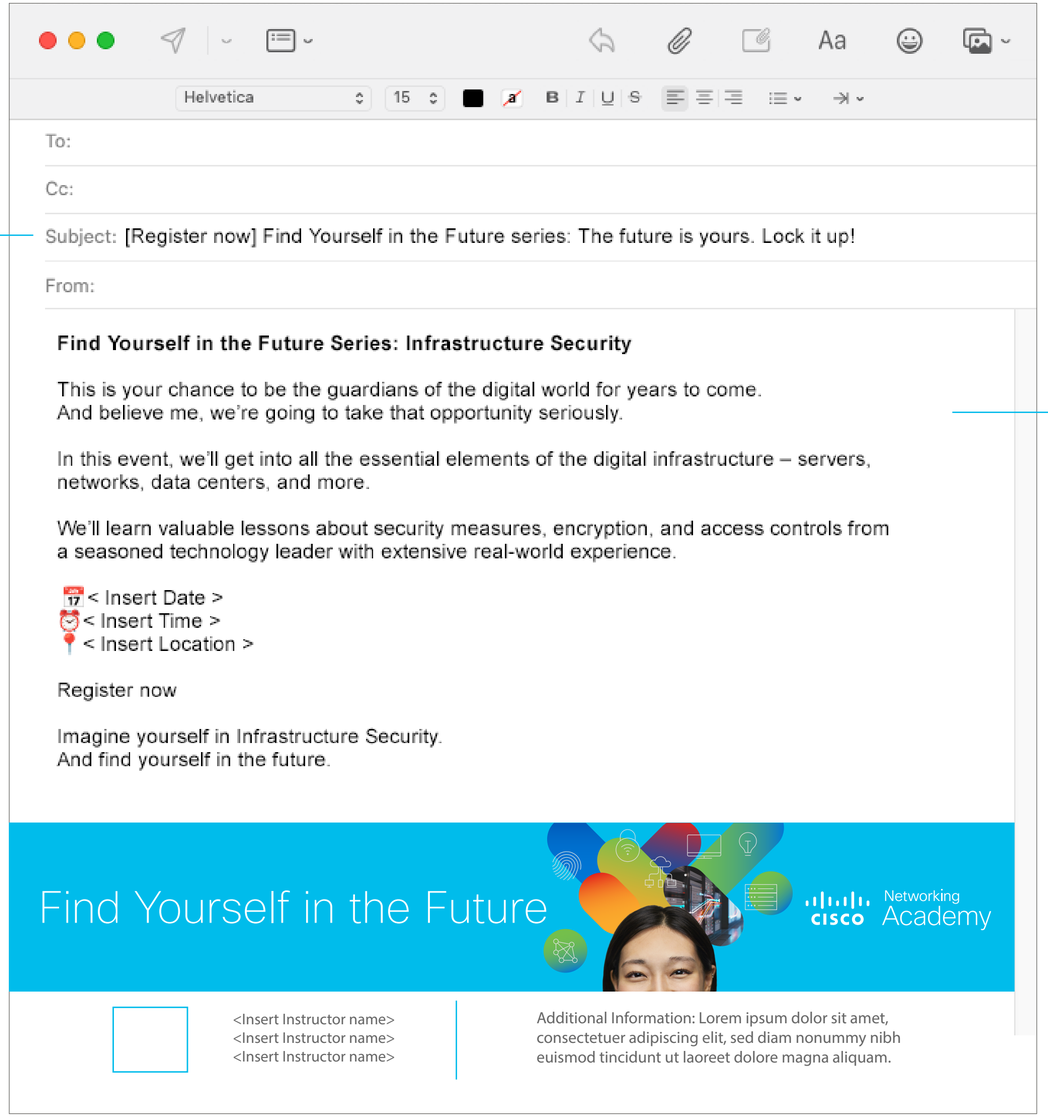
Create an email campaign

An email campaign is very effective in providing more information and details about your event. An email copy template is provided here for each event so instructors can use it to generate more interest for their class. For each template, instructors are welcome to add any additional content to help personalize the email. See email doc here.



SUBJECT:
A “catchy” subject line is provided.

PERSONALIZE YOUR SIGNATURE:
An email signature banner graphic will be provided so that more instructor information is available. Please add your information here, including your logo in the box.



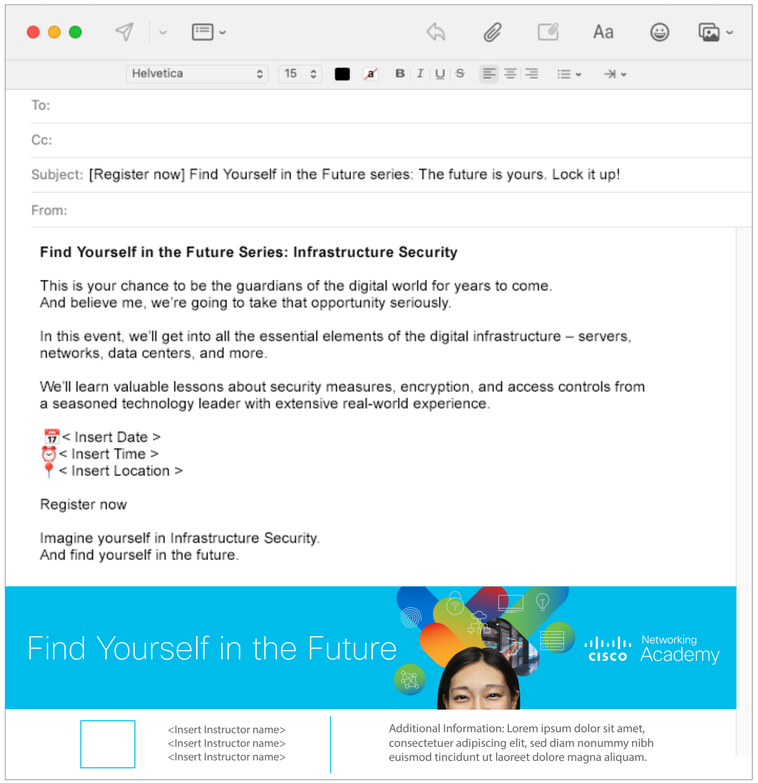
EMAIL COPY:
A draft of the email will be provided so the instructor can copy/paste the content. Don’t forget to double check if date, time, and location are correct.

Announcement and reminder email

ANNOUNCEMENT EMAIL

The email campaign should start with an announcement email. This email will generate awareness and encourage early registrations for students that are interested in the program topic. Copy template for the announcement email is provided in this link.

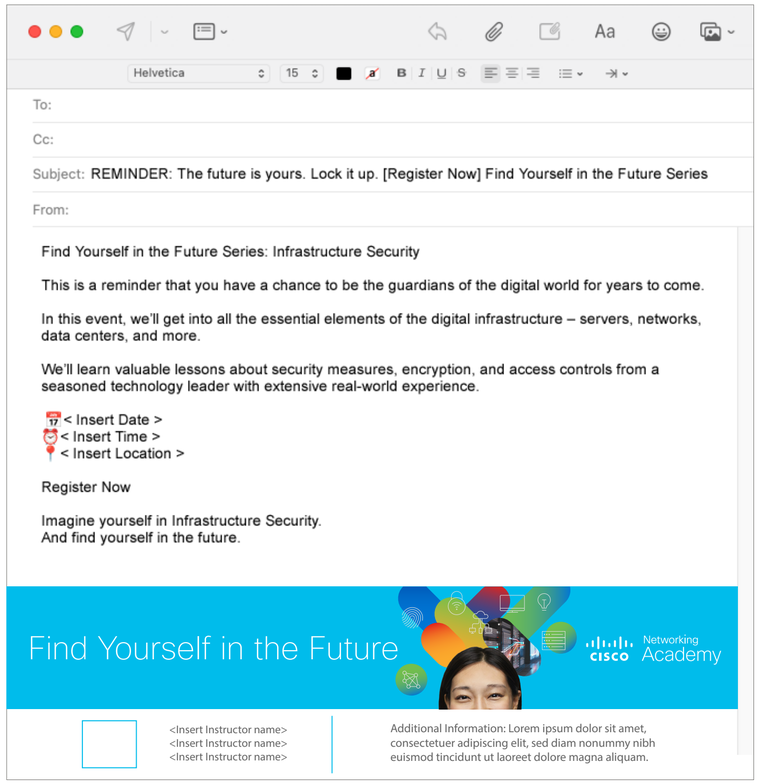
Ideally, an announcement email should be sent out to prospective students four weeks before the event.



REMINDER EMAIL

Students tend to have a busy schedule. A reminder email is very helpful in calling attention to the event again and ensuring maximum attendance. Copy template for the reminder email is provided in this link.

Ideally, a reminder email should be sent out one week, one day, and one hour before the event.



Thank you email

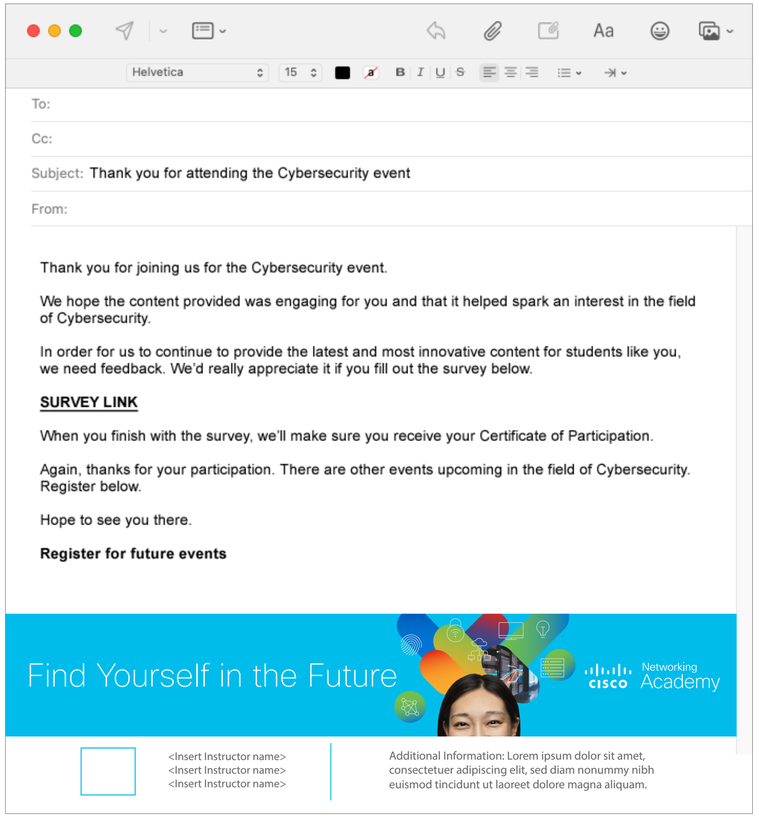
Sending a thank you email to students after an event is a great way to express appreciation and foster continued engagement. Here are some key points to include in your thank you email:

1. Express gratitude: Start by thanking the students for attending the event.
2. Highlight key takeaways: Mention some of the main points or highlights from the event.
3. Encourage future participation: Suggest they keep an eye out for future events and courses that may interest them.
4. Provide next steps: Include a call to action, such as enrolling in a related course.

To make this process easier, we've provided a sample thank you email template. You can customize it to fit your event and audience. Access the template here.

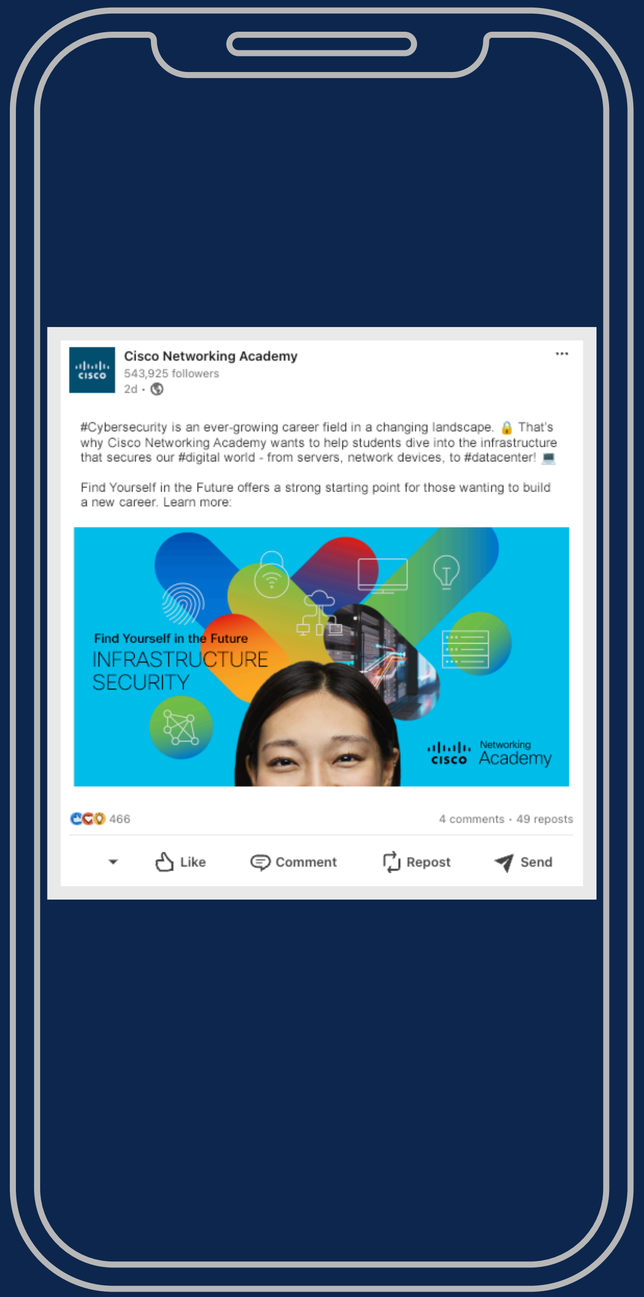
Ideally, the thank you email should be sent shortly after the event. This timely gesture shows appreciation and keeps the event fresh in the students' minds, encouraging future participation and course enrollment.

THANK YOU EMAIL



3
Leverage social media

It’s a good idea to use your existing social media channels to build awareness and interest for your program. Visuals and sample copy are provided in the link so that you can download and create your own personalized content on X (Twitter), LinkedIn, Facebook, Instagram, Tiktok, or whatever social media you use. Hashtags are provided in the copy doc as well



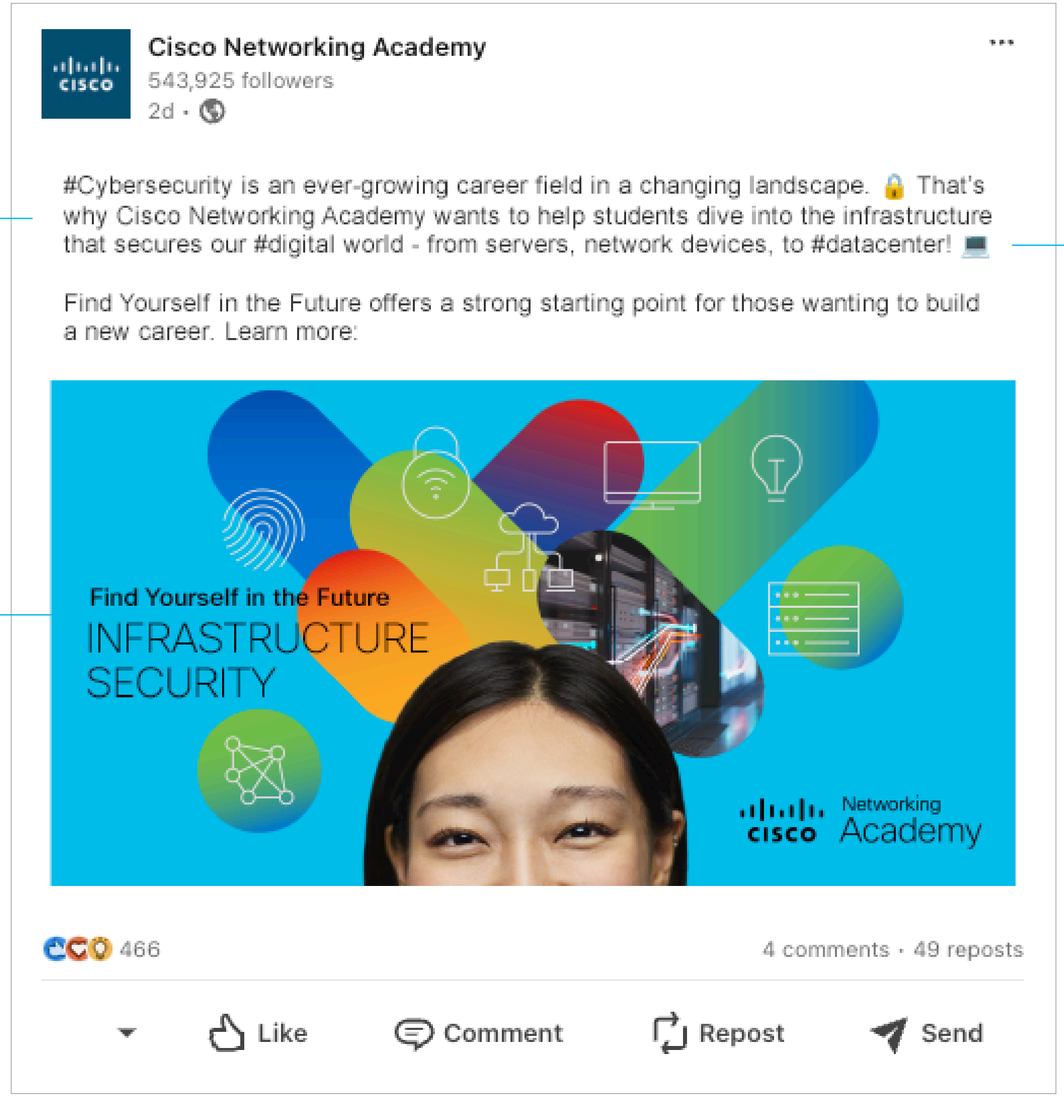
SOCIAL MEDIA CAPTION:
Use character limits wisely.
Keep copy short but conversational.
Always include enough information.
Make sure to add hashtags. But no more than four hashtags per post.
And don’t forget the call-to-actions.

SOCIAL MEDIA SCHEDULE:
The best days to post organic social content for LinkedIn and X are Monday through Friday.

LinkedIn example

SOCIAL MEDIA CAPTIONS:
Sample headlines are provided in the copy doc here. Feel free to add additional information.

VISUAL:
All visual content is provided in this folder. Each visual is sized according to the best practice for the corresponding social channels. Please use the right visual for the right social channels.

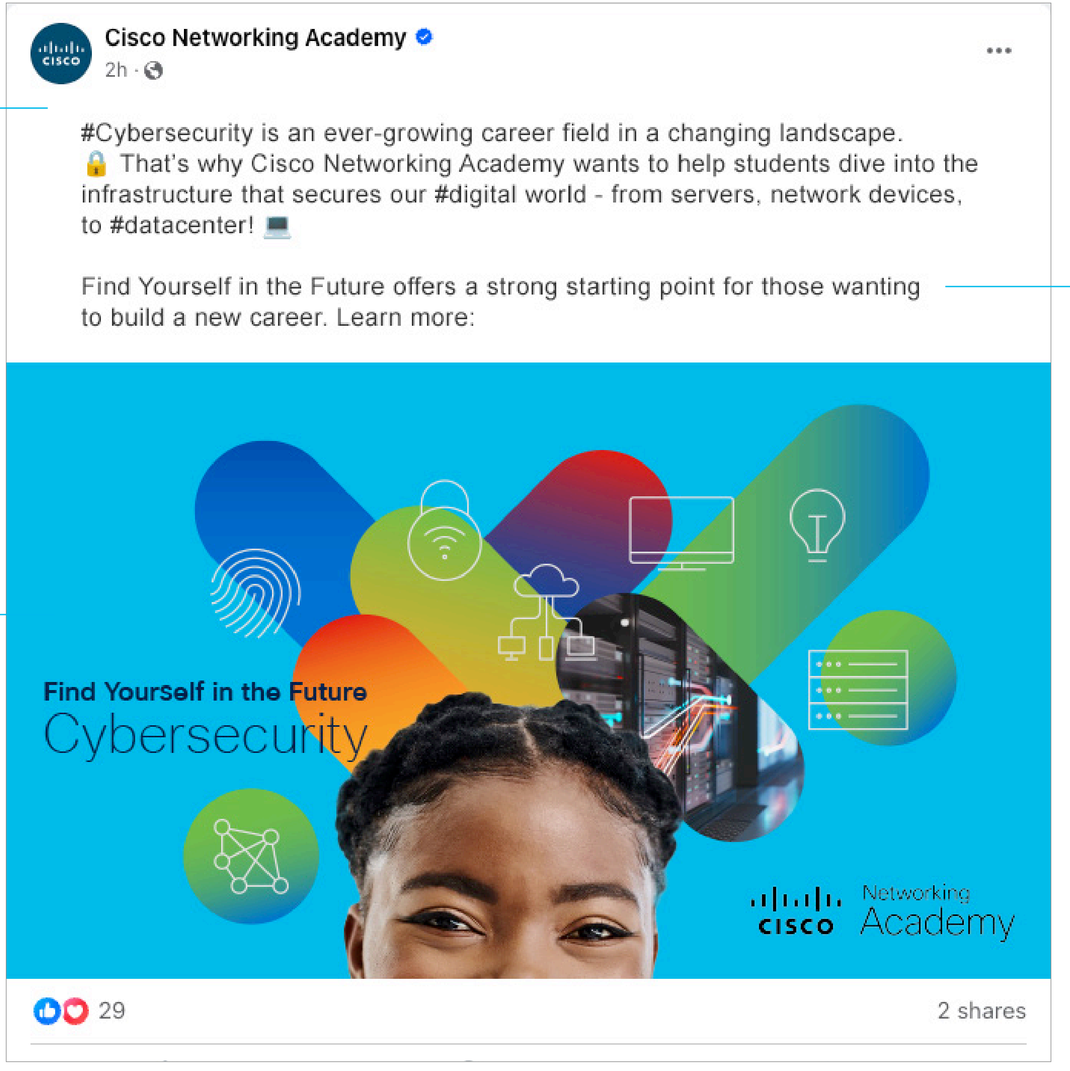


HASHTAGS:
Hashtags are provided in the copy doc as well. Please add for all social content.

Facebook example

SOCIAL MEDIA CAPTIONS:
Sample headlines are provided in the copy doc here. Feel free to add additional information.

VISUAL:
All visual content is provided in this folder. Each visual is sized according to the best practice for the corresponding social channels. Please use the right visual for the right social channels.



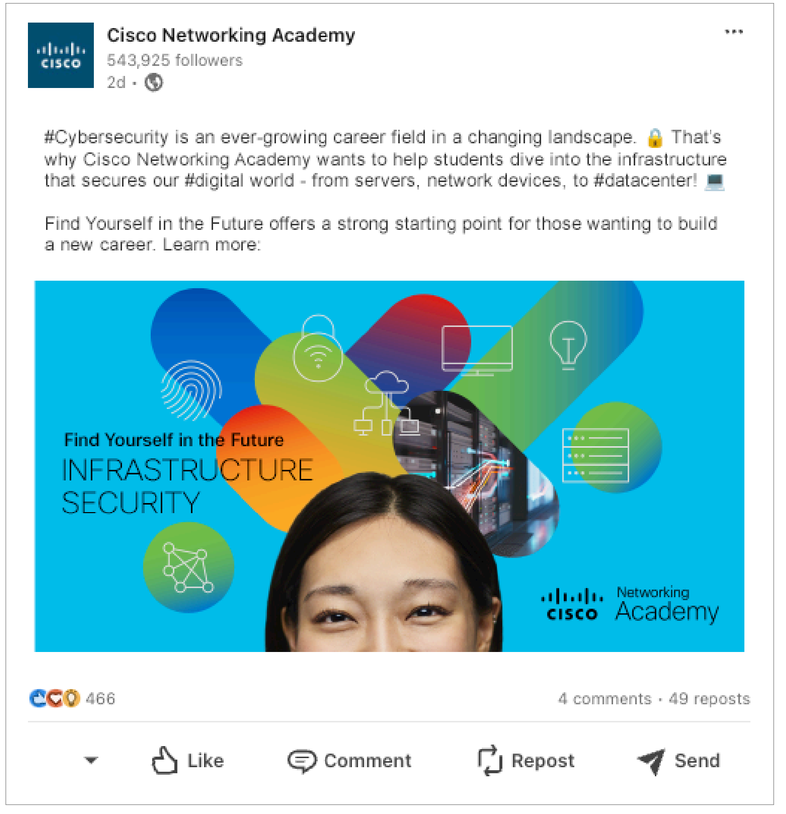
HASHTAGS:
Hashtags are provided in the copy doc as well.

Social media strategy

1

EVENT PROMOTION

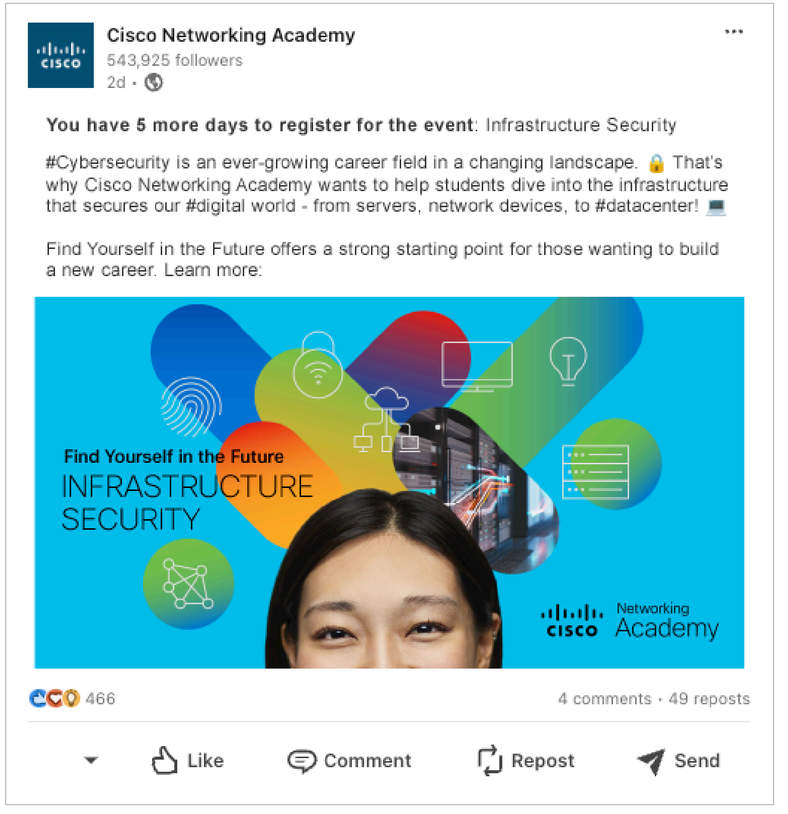
The strategy for social media should focus on the event promotion in the beginning. The copy should be short, direct, and to the point. It should also have a clear call to action. This way, potential students can easily register for the event.



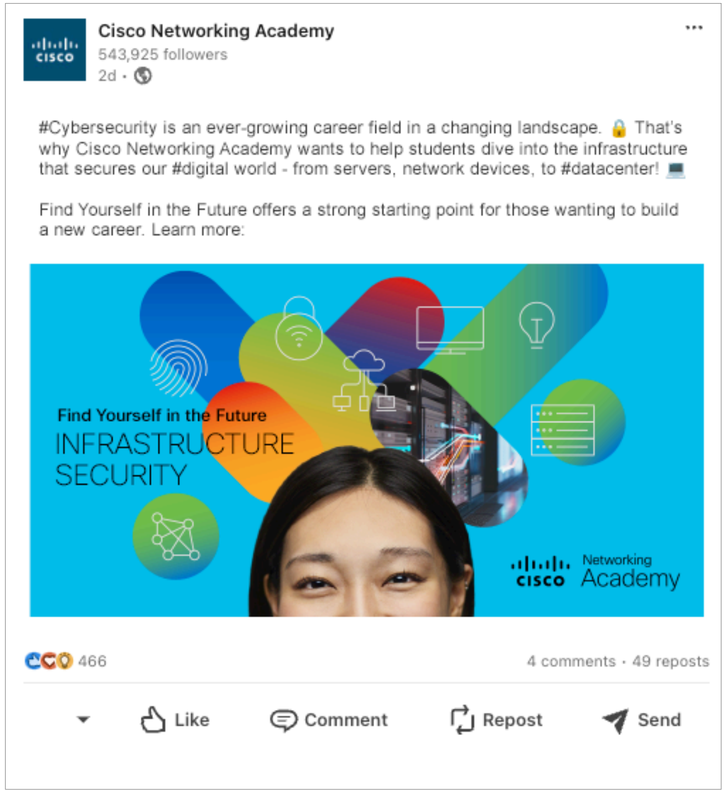
2

COUNTDOWN

As the event approaches, using social media posts as a countdown to the event's arrival is a great way to create urgency and drive sign up. Just add countdown messaging above existing copy so potential students will be alerted to register.



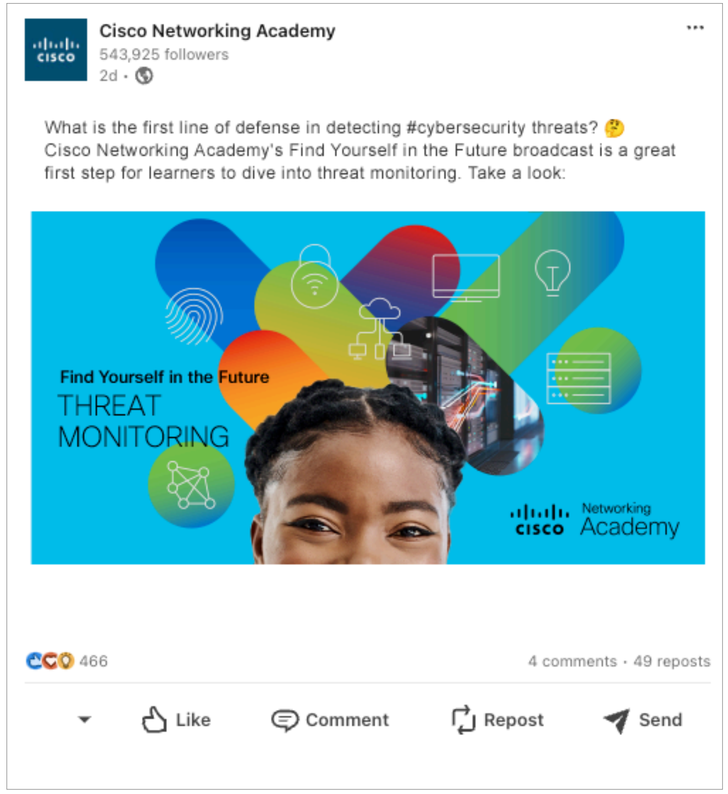
Social post examples: Cybersecurity



INFRASTRUCTURE SECURITY

POST COPY:
#Cybersecurity is an ever-growing career field in a changing landscape. 🔒 That's why Cisco Networking Academy wants to help students dive into the infrastructure that secures our #digital world - from servers, network devices, to #datacenter! 💻

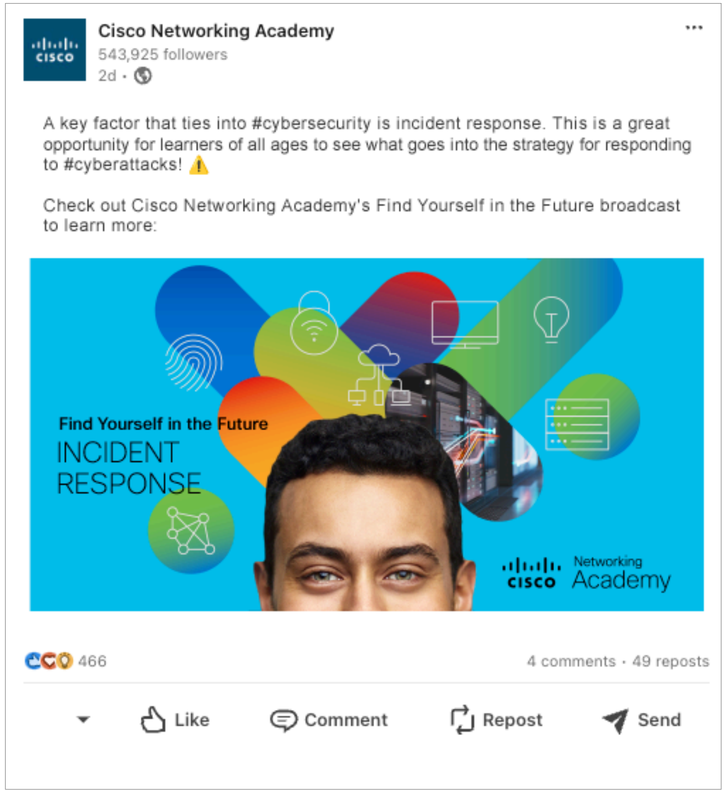
Find Yourself in the Future offers a strong starting point for those wanting to build a new career. Learn more:



THREAT MONITORING

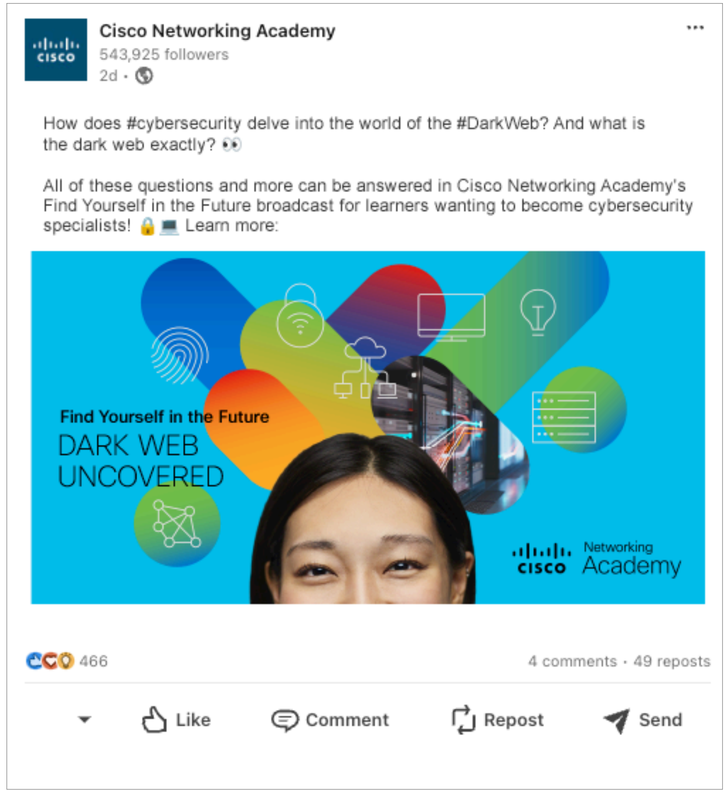
POST COPY:
What is the first line of defense in detecting #cybersecurity threats? 🤔 Cisco Networking Academy's Find Yourself in the Future broadcast is a great first step for learners to dive into threat monitoring. Take a look:

Social post examples: Cybersecurity



INCIDENT RESPONSE

POST COPY:
A key factor that ties into #cybersecurity is incident response. This is a great opportunity for learners of all ages to see what goes into the strategy for responding to #cyberattacks! 🤔⚠️
Check out Cisco Networking Academy's Find Yourself in the Future broadcast to learn more:

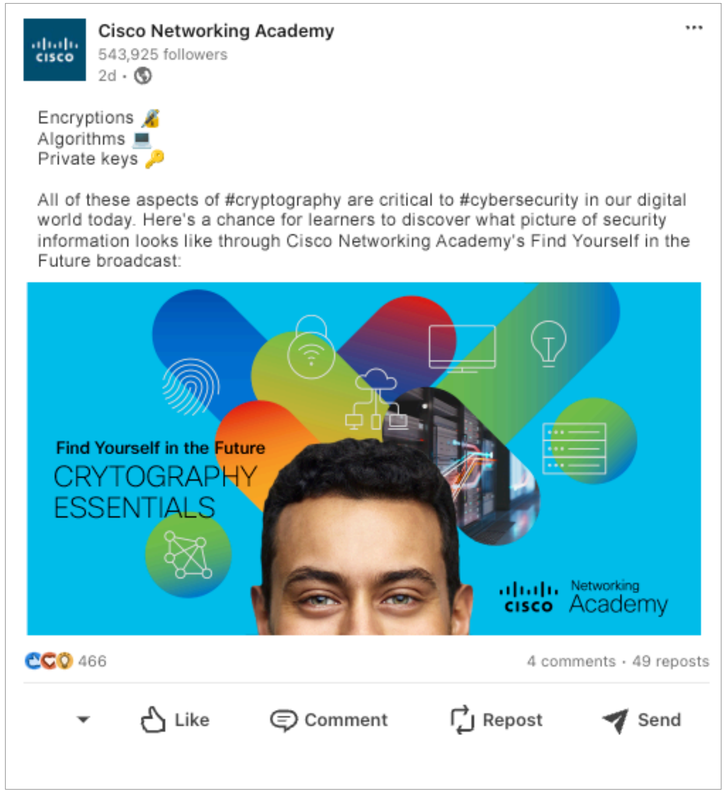


DARK WEB UNCOVERED

POST COPY:
How does #cybersecurity delve into the world of the #DarkWeb? And what is the dark web exactly? 👀

All of these questions and more can be answered in Cisco Networking Academy's Find Yourself in the Future broadcast for learners wanting to become cybersecurity specialists! 🔒💻 Learn more:

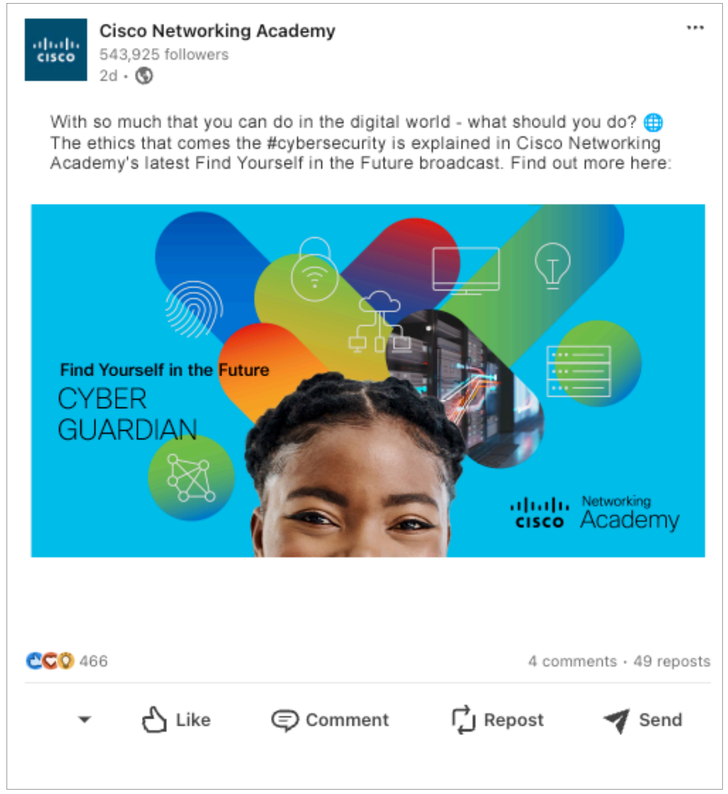
Social post examples: Cybersecurity



CRYPTOGRAPHY ESSENTIALS

POST COPY:
Encryptions
Algorithms
Private keys

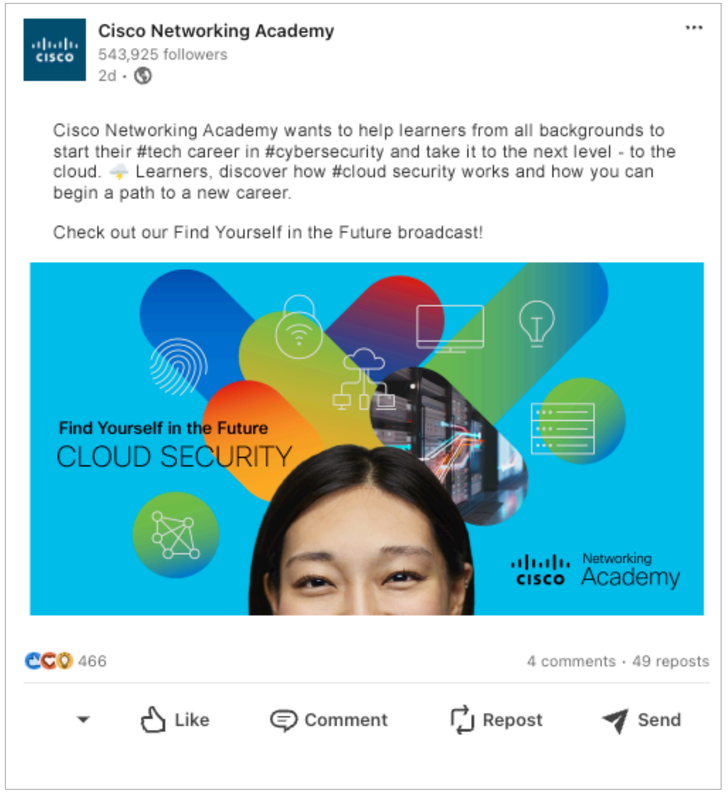
All of these aspects of #cryptography are critical to #cybersecurity in our digital world today. Here's a chance for learners to discover what picture of security information looks like through Cisco Networking Academy's Find Yourself in the Future broadcast:



CYBER GUARDIAN

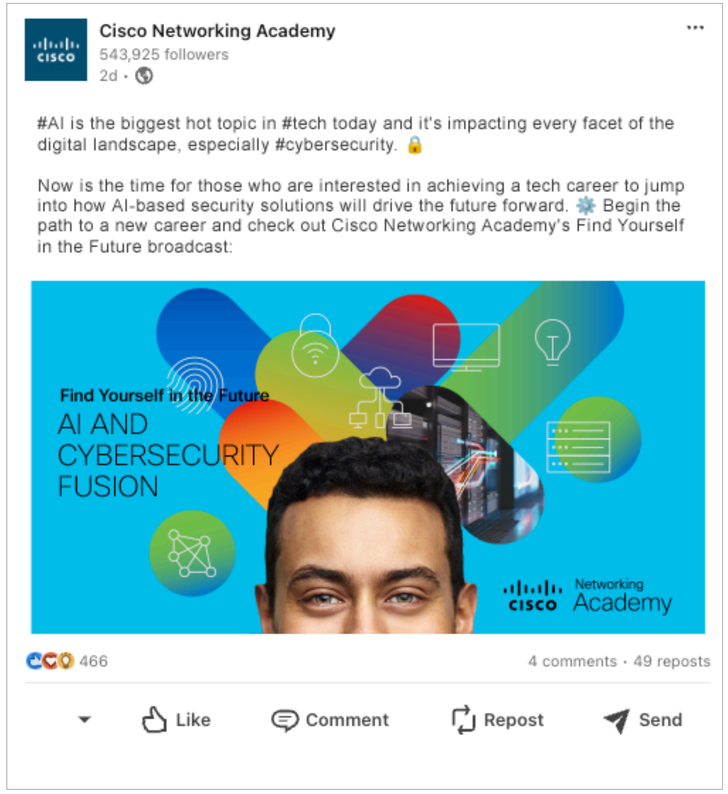
POST COPY:
With so much that you can do in the digital world – what should you do?
The ethics that comes the #cybersecurity is explained in Cisco Networking Academy's latest Find Yourself in the Future broadcast. Find out more here:

Social post examples: Cybersecurity



CLOUD SECURITY

POST COPY:
Cisco Networking Academy wants to help learners from all backgrounds to start their #tech career in #cybersecurity and take it to the next level – to the cloud. Learners, discover how #cloud security works and how you can begin a path to a new career. Check out our Find Yourself in the Future broadcast!

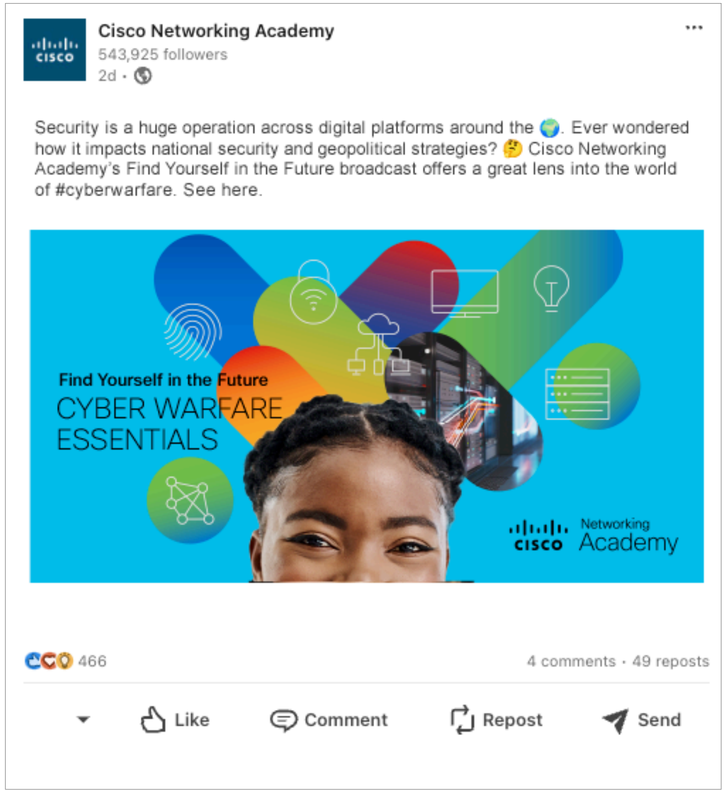


AI AND CYBERSECURITY FUSION

POST COPY:
#AI is the biggest hot topic in #tech today and it's impacting every facet of the digital landscape, especially #cybersecurity.

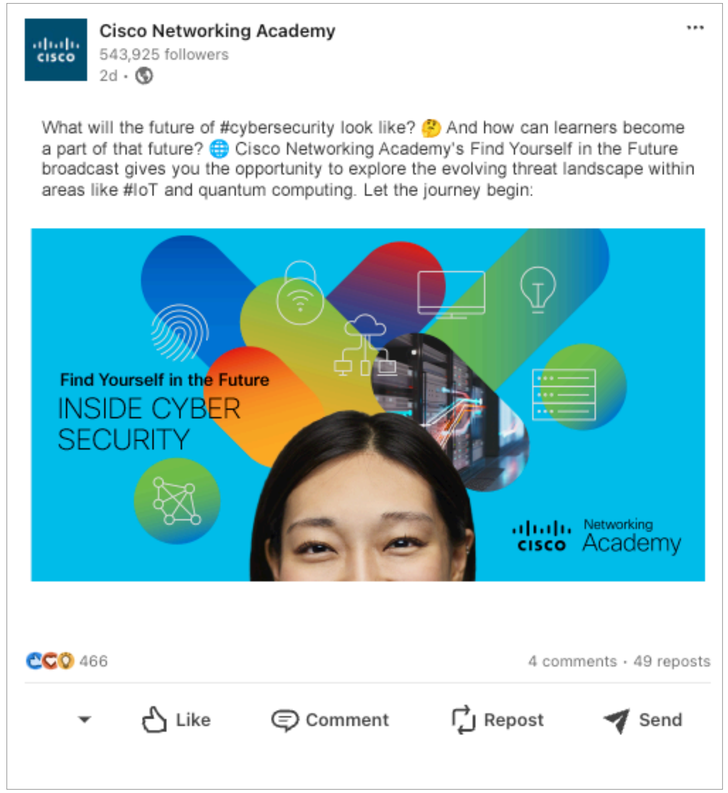
Now is the time for those who are interested in achieving a tech career to jump into how AI-based security solutions will drive the future forward. Begin the path to a new career and check out Cisco Networking Academy's Find Yourself in the Future broadcast:

Social post examples: Cybersecurity



CYBER WARFARE ESSENTIALS

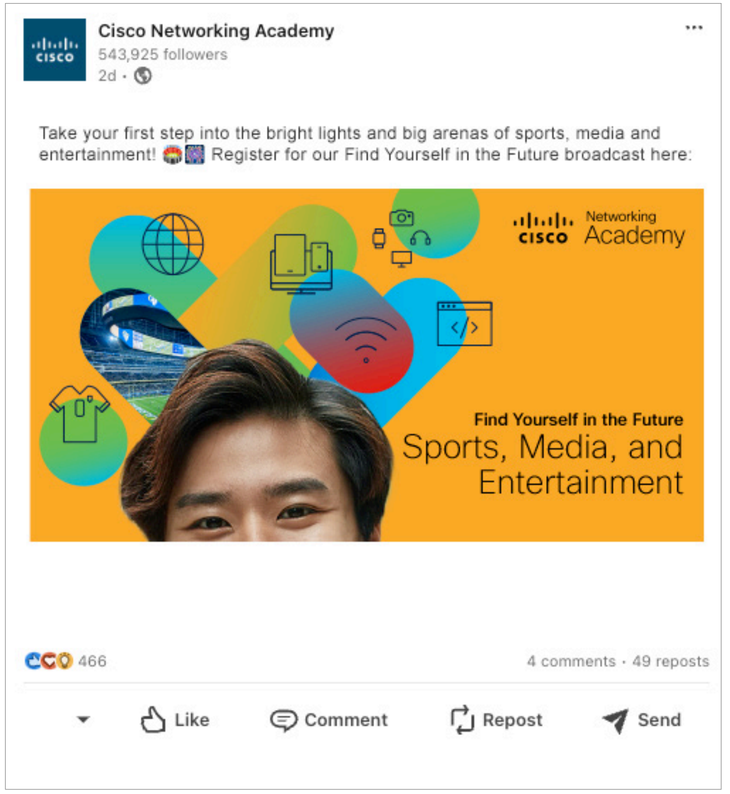
POST COPY:
Security is a huge operation across digital platforms around the 🌍. Ever wondered how it impacts national security and geopolitical strategies? 🤔 Cisco Networking Academy's Find Yourself in the Future broadcast offers a great lens into the world of #cyberwarfare. See here.



INSIDE CYBER SECURITY

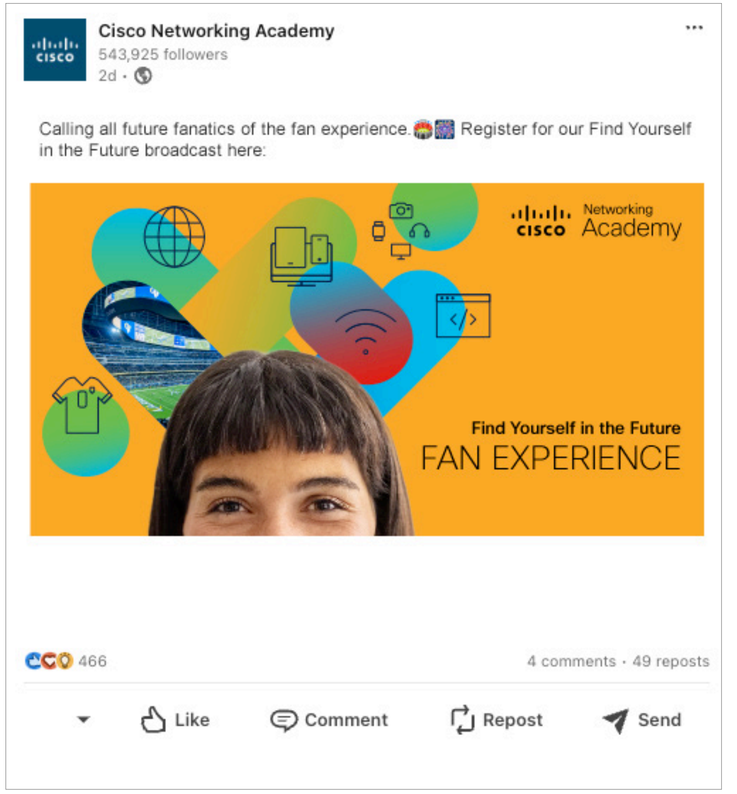
POST COPY:
What will the future of #cybersecurity look like? 🤔 And how can learners become a part of that future? 🌐 Cisco Networking Academy's Find Yourself in the Future broadcast gives you the opportunity to explore the evolving threat landscape within areas like #IoT and quantum computing. Let the journey begin:

Social post examples:
Sports, Media, and Entertainment



SPORTS, MEDIA, AND ENTERTAINMENT

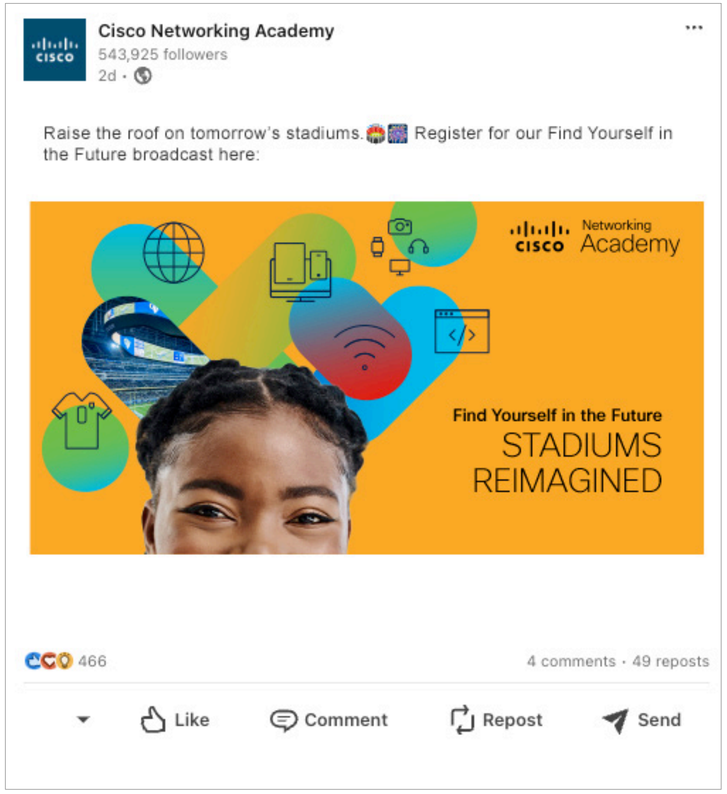
POST COPY:
Take your first step into the bright lights and big arenas of sports, media and entertainment! Register for our Find Yourself in the Future broadcast here:



FAN EXPERIENCE

POST COPY:
Calling all future fanatics of the fan experience. Register for our Find Yourself in the Future broadcast here:

Social post examples:
Sports, Media, and Entertainment



STADIUMS
REIMAGINED

POST COPY:
Raise the roof on tomorrow's stadiums. Register for our Find Yourself in the Future broadcast here:

Social media: Live updates

1 Tweet before the event.

Example: “Excited to hear from Cisco’s [speaker name and title] at the Find yourself in the future event on campus at [Academy name]. Follow the conversation at #FYIF.

2 Tweet images and quotes from the event.

3 Retweet and engage in others posting about your event.

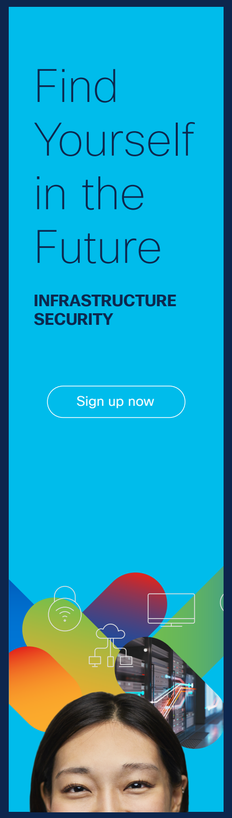
4 Share a long LinkedIn text post at the end of the event with a wrap-up and a thank you to the speakers and attendees, along with multiple images. In this post include post-event highlights.

4

Utilizing digital advertisements

Paid advertising templates are also available for the instructor if you chose to use the Google or Bing advertising platforms. It's very important to be specific to the location, interests, and demographics while setting the ad account up. It's recommended to set up your daily budget and let Google optimize your ad bidding. This will yield more cost effective results. All assets are located here in the link.

728x90



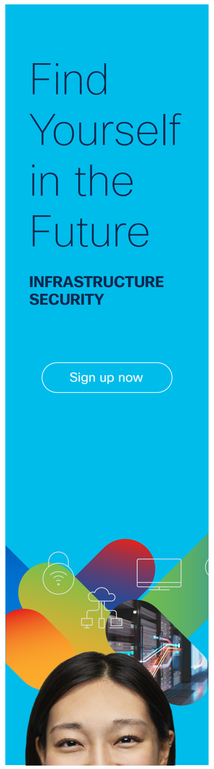
160x600

300x250

Paid banner examples: Cybersecurity

INFRASTRUCTURE SECURITY

728x90

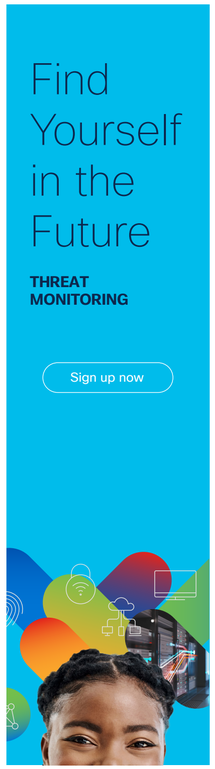


160x600

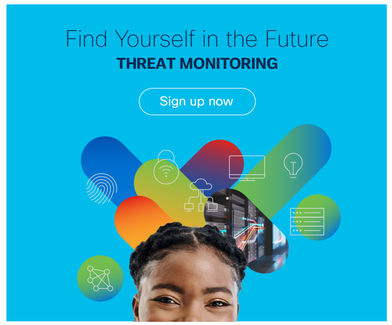
300x250

THREAT MONITORING

728x90



160x600

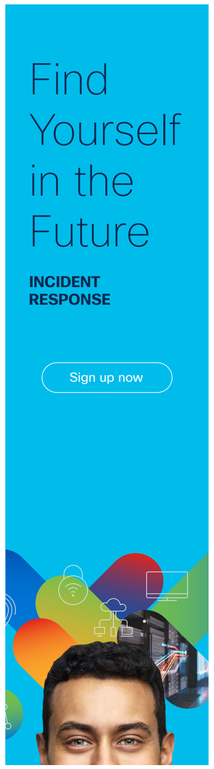


300x250

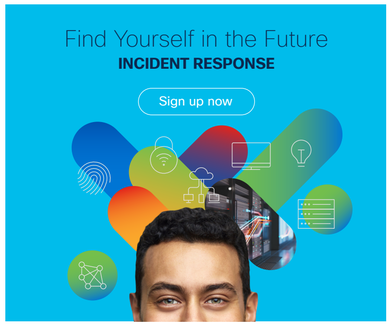
Paid banner examples: Cybersecurity

INCIDENT RESPONSE

728x90



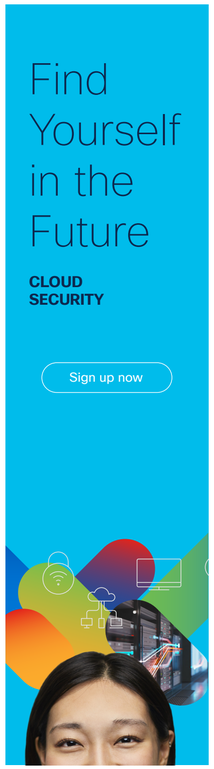
160x600



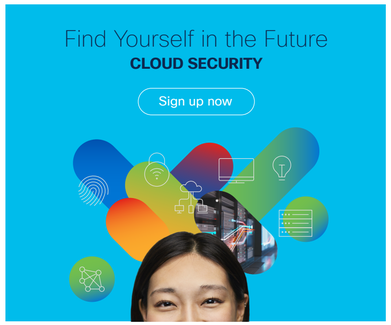
300x250

CLOUD SECURITY

728x90



160x600

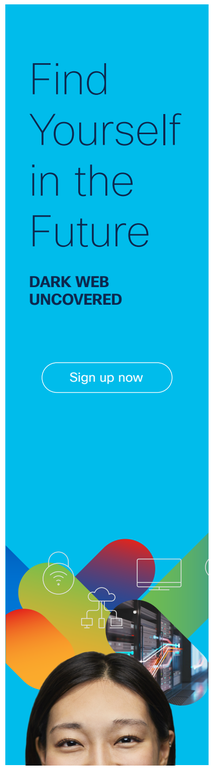


300x250

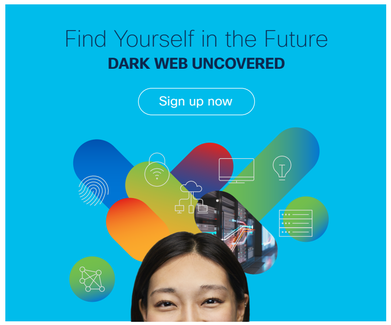
Paid banner examples: Cybersecurity

DARK WEB UNCOVERED

728x90



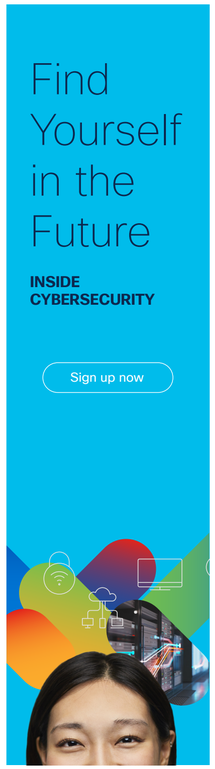
160x600



300x250

INSIDE CYBERSECURITY

728x90



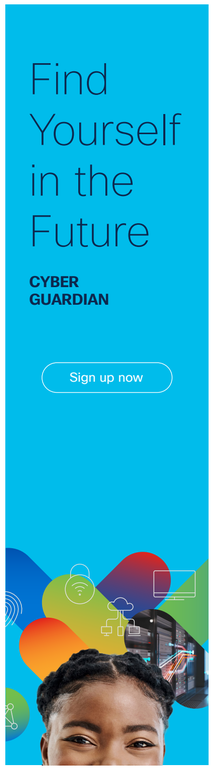
160x600

300x250

Paid banner examples: Cybersecurity

CYBER GUARDIAN

728x90

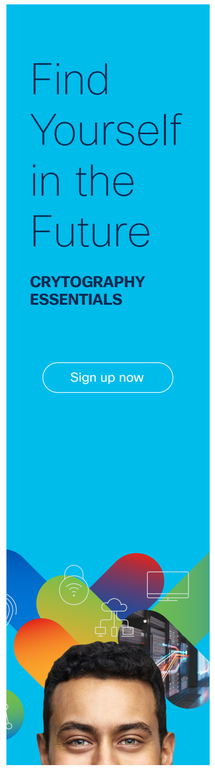


160x600

300x250

CRYTOGRAPHY ESSENTIALS

728x90



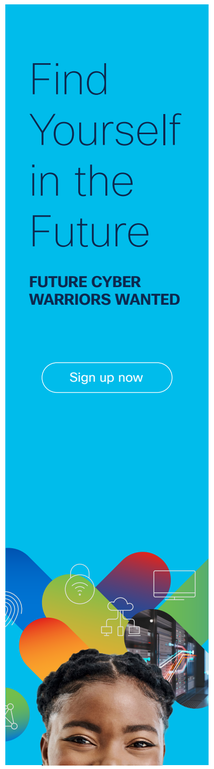
160x600

300x250

Paid banner examples: Cybersecurity

FUTURE CYBER WARRIORS WANTED

728x90

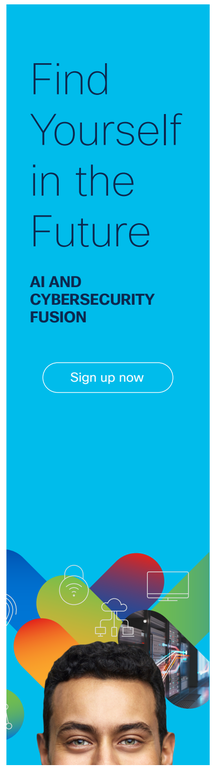


160x600

300x250

AI AND CYBERSECURITY FUSION

728x90



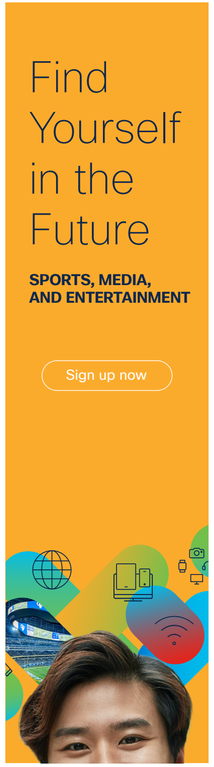
160x600

300x250

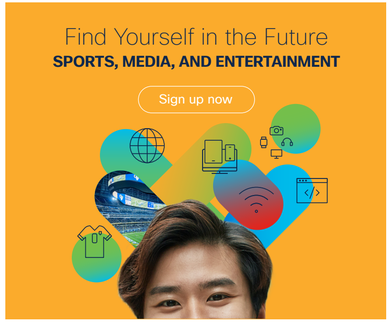
Paid banner examples:
Sports, Media, and Entertainment

SPORTS, MEDIA, AND ENTERTAINMENT

728x90



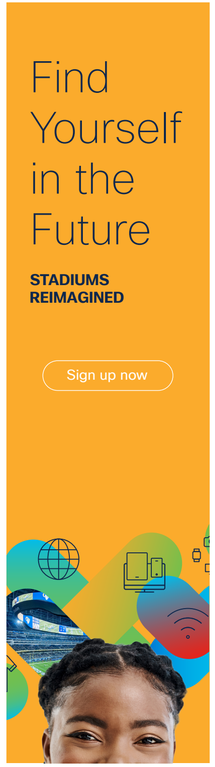
160x600



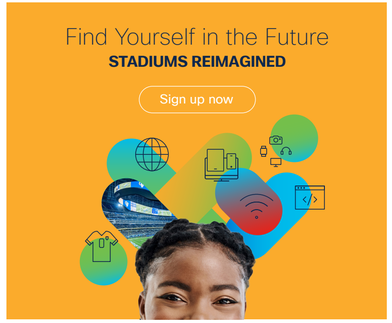
300x250

STADIUMS REIMAGINED

728x90



160x600

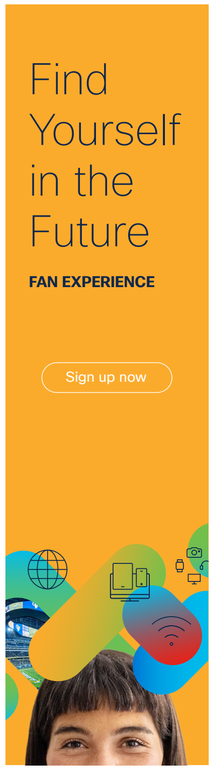


300x250

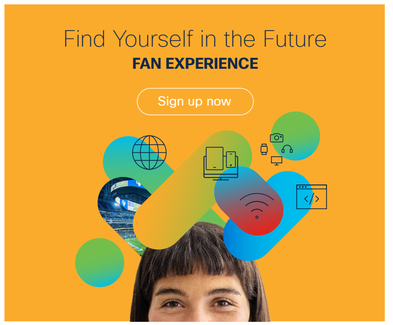
Paid banner examples:
Sports, Media, and Entertainment

FAN EXPERIENCE

728x90



160x600



300x250

5
Content marketing

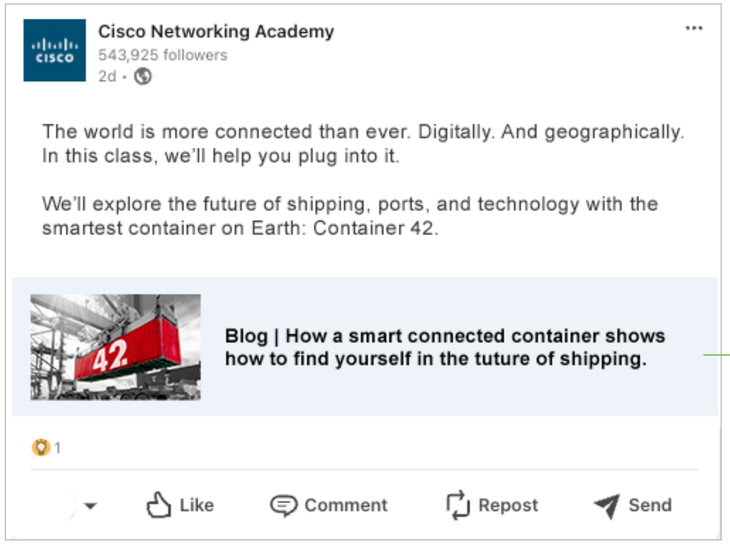
Leveraging different blog posts is another effective way to drive interest in the program. Blogs provide a more comprehensive discussion of the program content and allow students to dive deeper into their career paths. Ideally, your blog post should be uploaded after the event. Blogs provide a more comprehensive discussion of the program content and allow students to dive deeper into their career paths. Here is a link of all the thought leadership for each topic as inspiration.

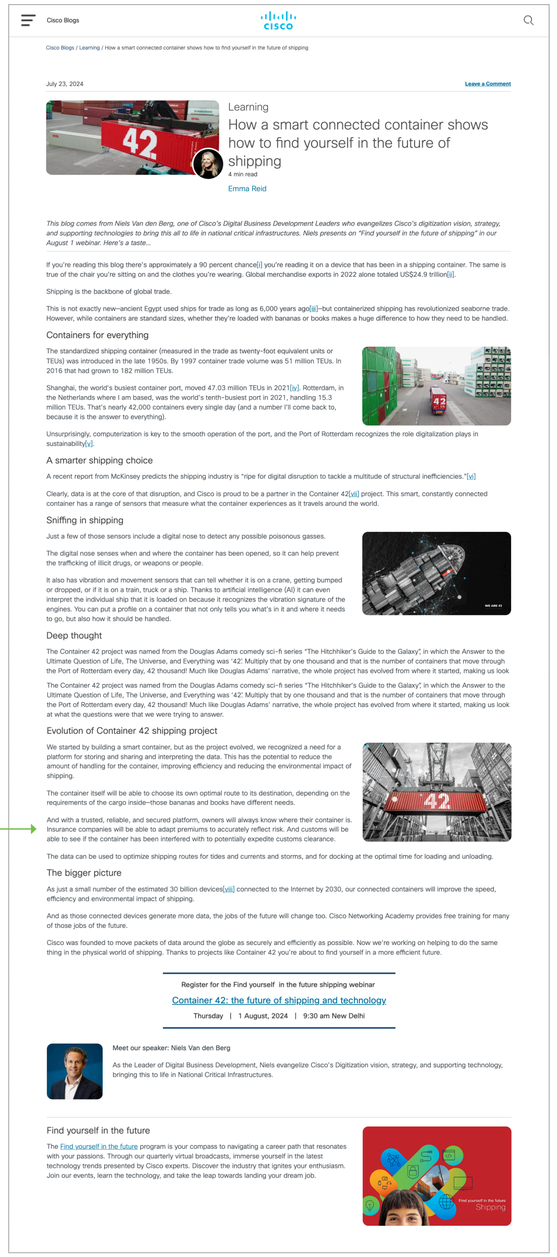
Social post examples: Blog post

CONTAINER 42
BLOG POST

POST COPY:
The world is more connected than ever. Digitally. And geographically. In this class, we'll help you plug into it.

We'll explore the future of shipping, ports, and technology with the smartest container on Earth: Container 42.





Promote Find Yourself in the Future blogs

By strategically using speaker blogs, you can effectively drive interest and engagement for your events. Proper planning, compelling content, and timely posts are key to leveraging content marketing to its fullest potential. Follow this guide to maximize your event's reach and impact through well-crafted speaker blogs written by our Cisco experts.

1

SHARE BLOG POSTS

Share FYIF blog posts on social media channels, email newsletters, and your event website.

2

EXPAND YOUR REACH

Encourage your marketing department and faculty to share these blogs with their networks to expand your reach.

Cisco Blogs

Cisco Blogs / Learning / How a smart connected container shows how to find yourself in the future of shipping

July 23, 2024 — Leave a Comment

Learning

How a smart connected container shows how to find yourself in the future of shipping

4 min read

Emma Reid

This blog comes from Niels Van den Berg, one of Cisco's Digital Business Development Leaders who evangelizes Cisco's digitization vision, strategy, and supporting technologies to bring this all to life in national critical infrastructures. Niels presents on "Find yourself in the future of shipping" in our August 1 webinar. Here's a taste...

If you're reading this blog there's approximately a 90 percent chance[i] you're reading it on a device that has been in a shipping container. The same is true of the chair you're sitting on and the clothes you're wearing. Global merchandise exports in 2022 alone totaled US$24.9 trillion[ii].

Shipping is the backbone of global trade.

This is not exactly new–ancient Egypt used ships for trade as long as 6,000 years ago[iii]–but containerized shipping has revolutionized seaborne trade. However, while containers are standard sizes, whether they're loaded with bananas or books makes a huge difference to how they need to be handled.

Containers for everything

The standardized shipping container (measured in the trade as twenty-foot equivalent units or TEUs) was introduced in the late 1950s. By 1997 container trade volume was 51 million TEUs. In 2016 that had grown to 182 million TEUs.

Shanghai, the world's busiest container port, moved 47.03 million TEUs in 2021[iv]. Rotterdam, in the Netherlands where I am based, was the world's tenth-busiest port in 2021, handling 15.3 million TEUs. That's nearly 42,000 containers every single day (and a number I'll come back to, because it is the answer to everything).

Unsurprisingly, computerization is key to the smooth operation of the port, and the Port of Rotterdam recognizes the role digitalization plays in sustainability[v].

A smarter shipping choice

A recent report from McKinsey predicts the shipping industry is "ripe for digital disruption to tackle a multitude of structural inefficiencies."[vi]

Clearly, data is at the core of that disruption, and Cisco is proud to be a partner in the Container 42[vii] project. This smart, constantly connected container has a range of sensors that measure what the container experiences as it travels around the world.

Sniffing in shipping

Just a few of those sensors include a digital nose to detect any possible poisonous gasses.

The digital nose senses when and where the container has been opened, so it can help prevent the trafficking of illicit drugs, or weapons or people.

It also has vibration and movement sensors that can tell whether it is on a crane, getting bumped or dropped, or if it is on a train, truck or a ship. Thanks to artificial intelligence (AI) it can even interpret the individual ship that it is loaded on because it recognizes the vibration signature of the engines. You can put a profile on a container that not only tells you what's in it and where it needs to go, but also how it should be handled.

Deep thought

The Container 42 project was named from the Douglas Adams comedy sci-fi series "The Hitchhiker's Guide to the Galaxy", in which the Answer to the Ultimate Question of Life, The Universe, and Everything was '42.' Multiply that by one thousand and that is the number of containers that move through the Port of Rotterdam every day, 42 thousand! Much like Douglas Adams' narrative, the whole project has evolved from where it started, making us look

The Container 42 project was named from the Douglas Adams comedy sci-fi series "The Hitchhiker's Guide to the Galaxy", in which the Answer to the Ultimate Question of Life, The Universe, and Everything was '42.' Multiply that by one thousand and that is the number of containers that move through the Port of Rotterdam every day, 42 thousand! Much like Douglas Adams' narrative, the whole project has evolved from where it started, making us look at what the questions were that we were trying to answer.

Evolution of Container 42 shipping project

We started by building a smart container, but as the project evolved, we recognized a need for a platform for storing and sharing and interpreting the data. This has the potential to reduce the amount of handling for the container, improving efficiency and reducing the environmental impact of shipping.

The container itself will be able to choose its own optimal route to its destination, depending on the requirements of the cargo inside–those bananas and books have different needs.

And with a trusted, reliable, and secured platform, owners will always know where their container is. Insurance companies will be able to adapt premiums to accurately reflect risk. And customs will be able to see if the container has been interfered with to potentially expedite customs clearance.

The data can be used to optimize shipping routes for tides and currents and storms, and for docking at the optimal time for loading and unloading.

The bigger picture

As just a small number of the estimated 30 billion devices[viii] connected to the Internet by 2030, our connected containers will improve the speed, efficiency and environmental impact of shipping.

And as those connected devices generate more data, the jobs of the future will change too. Cisco Networking Academy provides free training for many of those jobs of the future.

Cisco was founded to move packets of data around the globe as securely and efficiently as possible. Now we're working on helping to do the same thing in the physical world of shipping. Thanks to projects like Container 42 you're about to find yourself in a more efficient future.

Register for the Find yourself in the future shipping webinar

Container 42: the future of shipping and technology

Thursday | 1 August, 2024 | 9:30 am New Delhi

Meet our speaker: Niels Van den Berg

As the Leader of Digital Business Development, Niels evangelize Cisco's Digitization vision, strategy, and supporting technology, bringing this to life in National Critical Infrastructures.

Find yourself in the future

The Find yourself in the future program is your compass to navigating a career path that resonates with your passions. Through our quarterly virtual broadcasts, immerse yourself in the latest technology trends presented by Cisco experts. Discover the industry that ignites your enthusiasm. Join our events, learn the technology, and take the leap towards landing your dream job.

6

Promote Find Yourself in the Future

Promotional videos and speaker teaser videos are provided in this link. They can be posted on your social media channel to further promote the program.

- Share FYIF teaser posts on social media channels, email newsletters, and your event website.
- Encourage your marketing department and faculty to share these blogs with their networks to expand your reach.

Promotional videos

1

SPEAKER TEASER VIDEOS

Short teaser videos featuring the program speaker should be used in social media channel to drive interest and registeration. Content of the video should give students an idea what they’re about to learn and how that content can make a difference to their future.

2

EVENT PROMOTIONAL VIDEO

A short edit of the program content can be used to promote registration and sign-up as well.

1
Promotional materials

Different printable promotional assets are available to you for pre-event promotion. In addition, signage and banner designs are available to help make the live event more branded and cohesive.

2

Place posters and postcards around campus

Printable posters and postcard templates are provided. You can place them at high traffic locations such as study halls, library bulletin boards, and/or campus coffee shops to drive sign-up. All assets are located here in the link.

Poster template

CLASS NAME:
You can insert class name and any other additional information you wish to provide potential students here.

LOGOS, ETC:
Logos, time, location, and other course details can be inserted in this area to personalize this poster.

QR CODES:
QR codes are an effective tool for linking offline content to online resources. QRFY's QR Code Generator PRO offers a free and user friendly platform for creating customizable QR codes with the unique feature of updating content without reprinting the code.

Key Steps to Using QRFY's QR Code Generator
1. Access the Generator: Visit QR Code Generator PRO.
2. Select Content Type: Choose the type of information (e.g., URL, text, contact).
3. Customize Design: Adjust colors, add logos, and select size.
4. Generate and Test: Create, download, and test the QR code for functionality.
5. Update Content: Modify linked content as needed without reprinting.

Best Practices:
- Place QR codes in visible locations.
- Include copy to encourage scanning.
- Test QR codes before distribution.
- Ensure QR codes are large and clear.

Poster examples: Cybersecurity

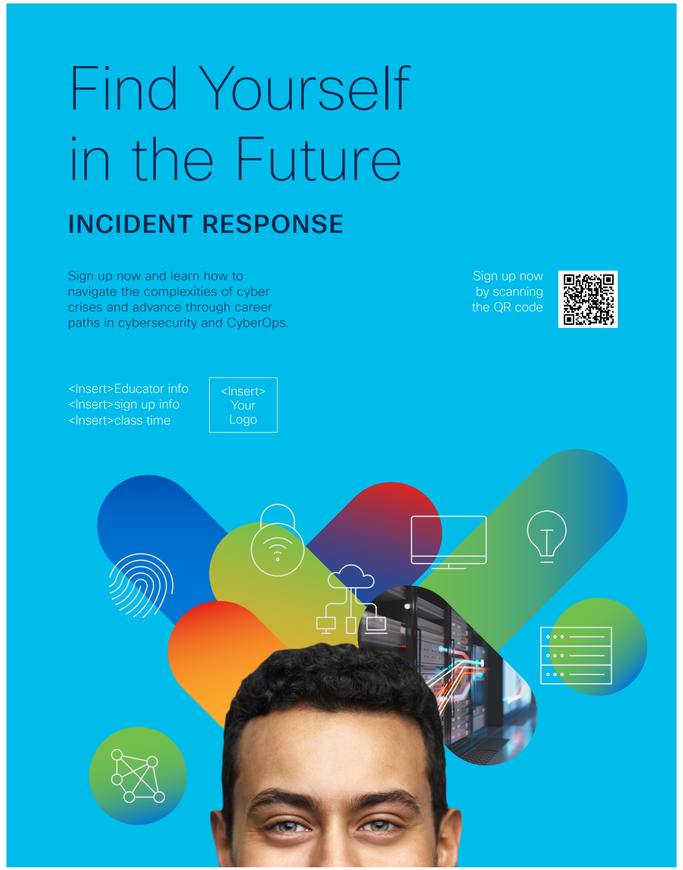
INFRASTRUCTURE SECURITY

POSTER COPY:
Sign up now and learn valuable lessons about infrastructure security measures, encryption, and access controls from a seasoned technology leader.

THREAT MONITORING

POSTER COPY:
Sign up now and take your first steps toward a career as a Junior Cybersecurity Analyst with practical training scenarios and cutting-edge security systems.

Poster examples: Cybersecurity



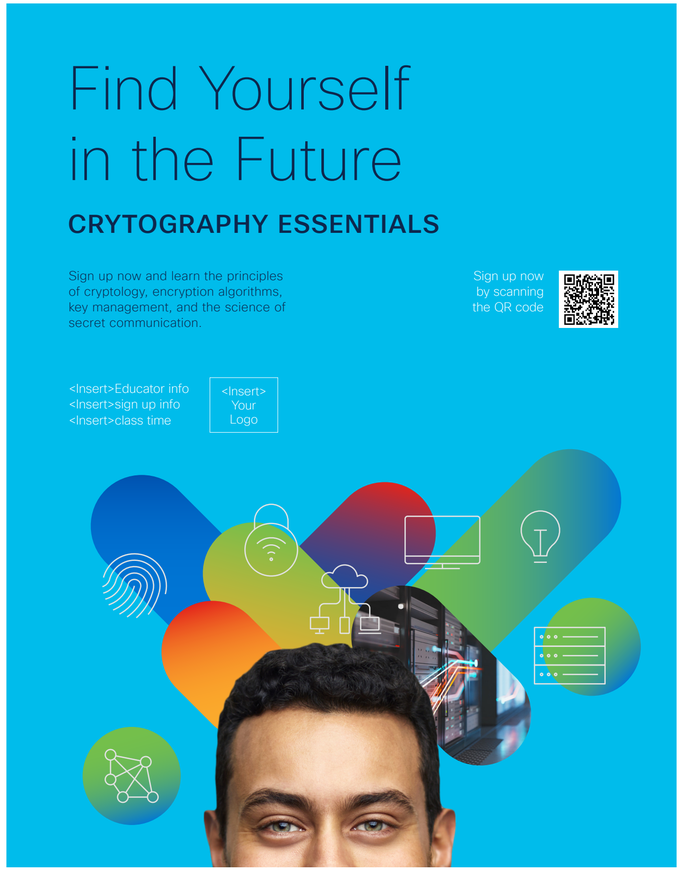
INCIDENT RESPONSE

POSTER COPY:
Sign up now and learn how to navigate the complexities of cyber crises and advance through career paths in cybersecurity and CyberOps.

DARK WEB UNCOVERED

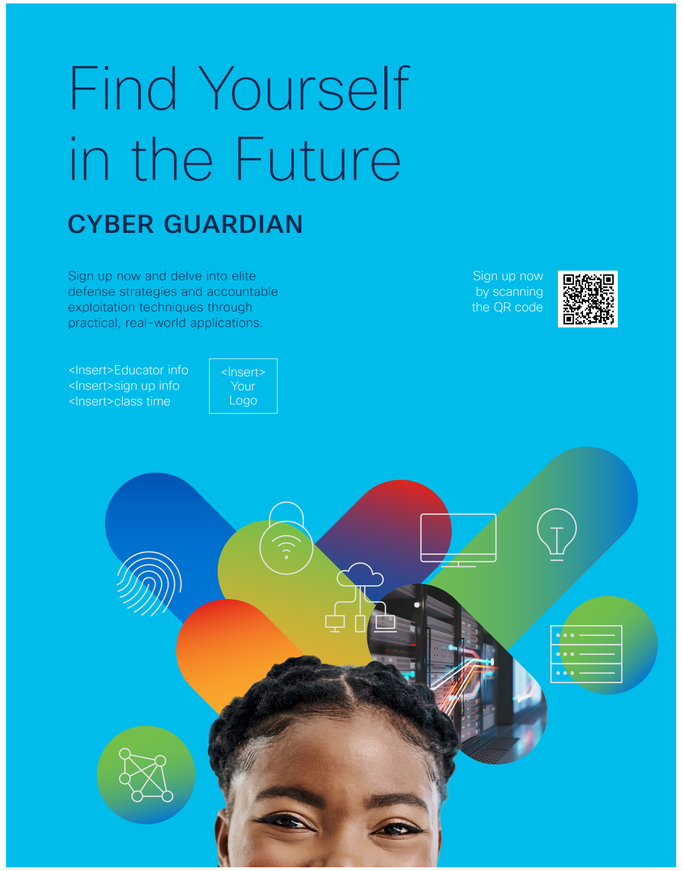
POSTER COPY:
Sign up now and explore cybercrime, ethical investigative techniques, and the roll of law enforcement in cybersecurity.

Poster examples: Cybersecurity



CRYTOGRAPHY ESSENTIALS

POSTER COPY:
Sign up now and learn the principles of cryptology, encryption algorithms, key management, and the science of secret communication.



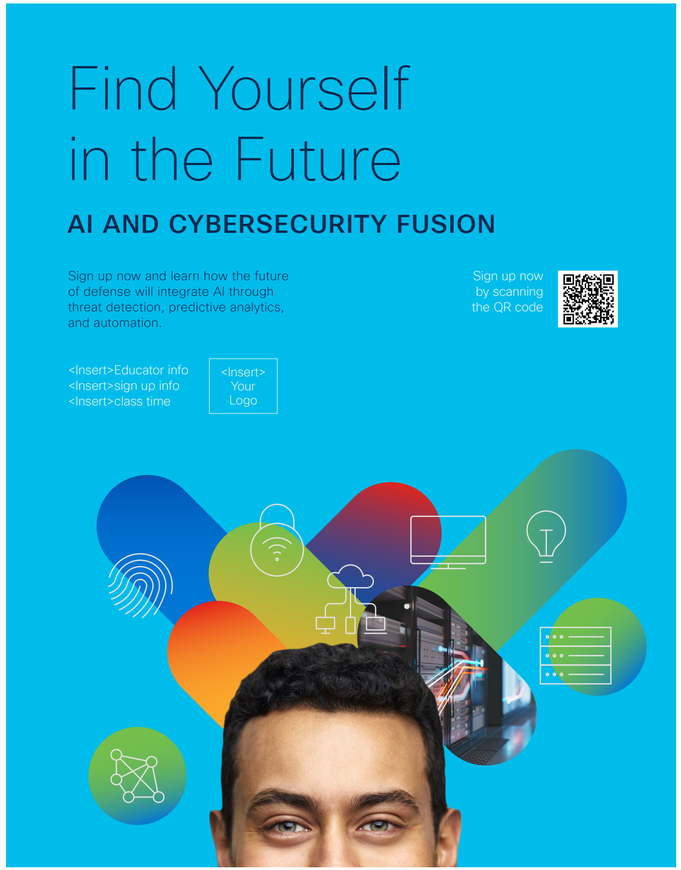
CYBER GUARDIAN

POSTER COPY:
Sign up now and delve into elite defense strategies and accountable exploitation techniques through practical, real-world applications.

Poster examples: Cybersecurity

CLOUD SECURITY

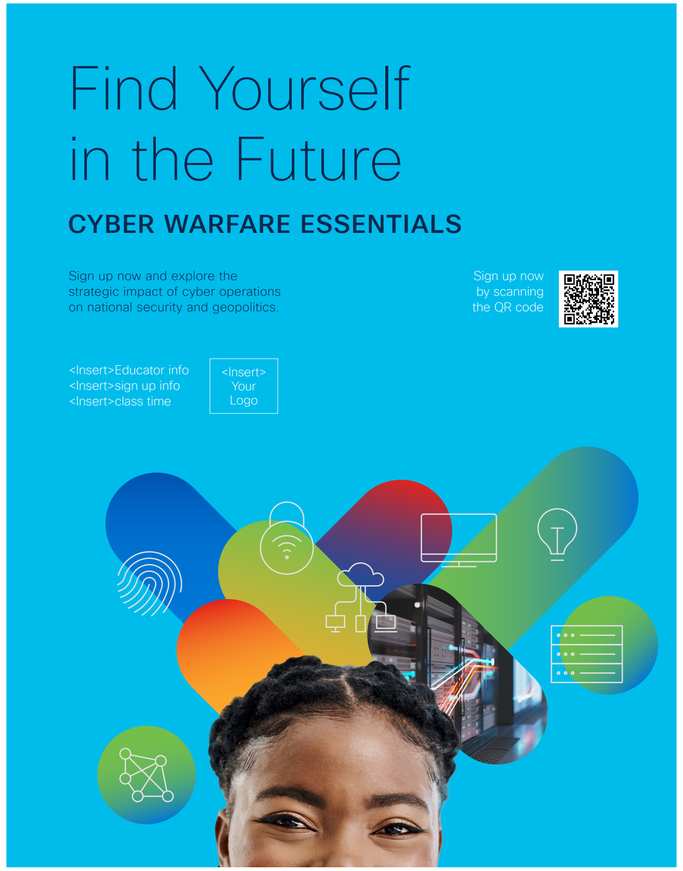
POSTER COPY:
Sign up now and dive into all the essentials of cloud security, including service models, data protection, and compliance through a hands-on security assessment project guided by Cisco experts.



AI AND CYBERSECURITY FUSION

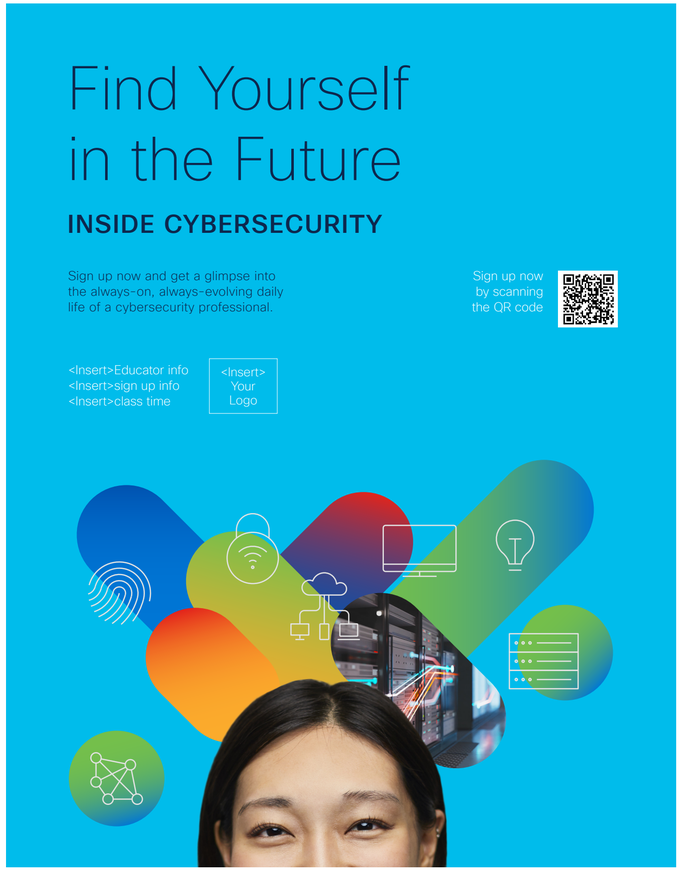
POSTER COPY:
Sign up now and learn how the future of defense will integrate AI through threat detection, predictive analytics, and automation.

Poster examples: Cybersecurity



CYBER WARFARE ESSENTIALS

POSTER COPY:
Sign up now and explore the strategic impact of cyber operations on national security and geopolitics.



INSIDE CYBER SECURITY

POSTER COPY:
Sign up now and get a glimpse into the always-on, always-evolving daily life of a cybersecurity professional.

Poster examples:
Sports, Media, and Entertainment

SPORTS, MEDIA, AND ENTERTAINMENT

POSTER COPY:
Sign up now and take your first step into the bright lights and big arenas of sports, media and entertainment.

FAN EXPERIENCE

POSTER COPY:
Sign up now and reimagine the future fan experience at all your favorite stadiums, venues, and arenas.

Poster examples:
Sports, Media, and Entertainment

STADIUMS
REIMAGINED

POSTER COPY:
Sign up now and explore how immersive technologies are transforming stadiums into fully immersive, interactive experiences.

Postcard template

EVENT NAME:
You can insert event name and any other additional information you wish to provide potential students here. All assets are located here in the link.

Register now and learn valuable lessons about infrastructure security measures, encryption, and access controls from a seasoned technology leader.

<Insert>educator info

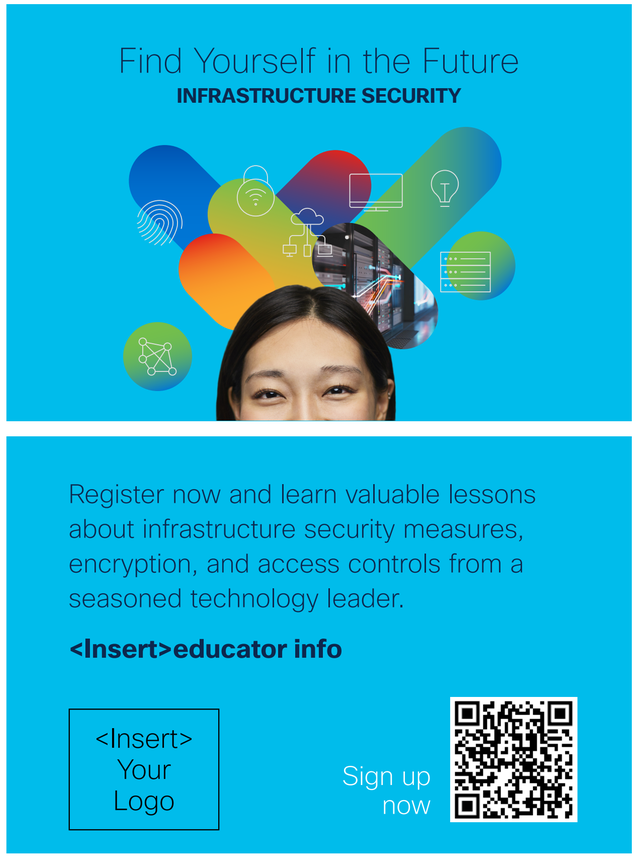
<Insert>
Your
Logo

Sign up now

ADDITIONAL INFO:
Logos and other course details can be inserted in this area to personalize this poster.

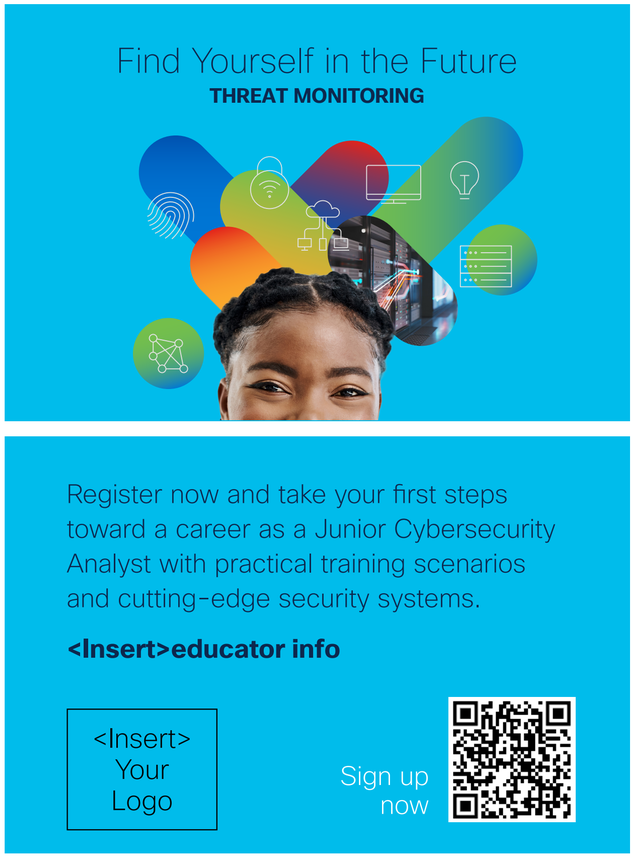
QR CODE:
The QR Code provided will allow users to sign up on the website

Postcard examples: Cybersecurity



INFRASTRUCTURE SECURITY

POSTCARD COPY:
Register now and learn valuable lessons about infrastructure security measures, encryption, and access controls from a seasoned technology leader.



THREAT MONITORING

POSTCARD COPY:
Register now and take your first steps toward a career as a Junior Cybersecurity Analyst with practical training scenarios and cutting-edge security systems.

Postcard examples: Cybersecurity

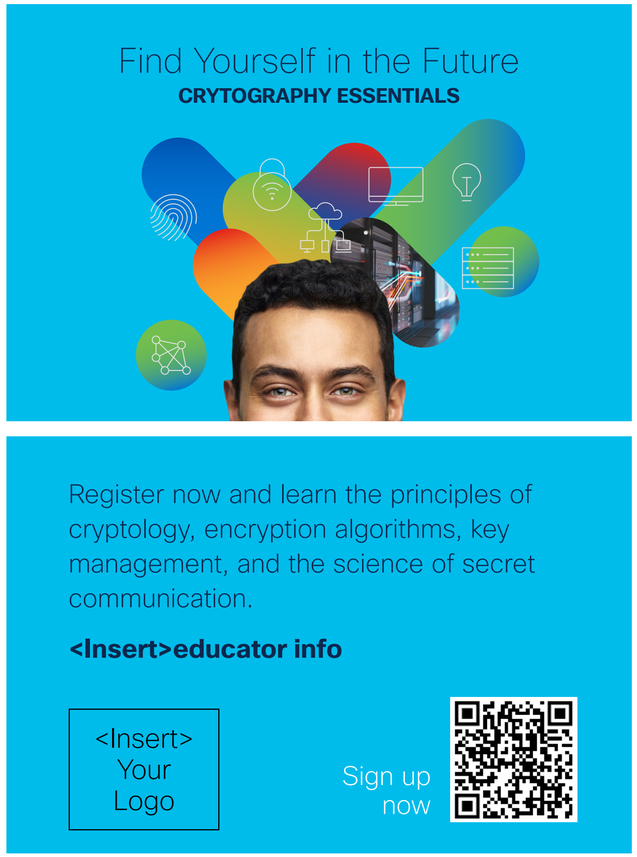
INCIDENT RESPONSE

POSTCARD COPY:
Register now and learn how to navigate the complexities of cyber crises and advance through career paths in cybersecurity and CyberOps.

DARK WEB UNCOVERED

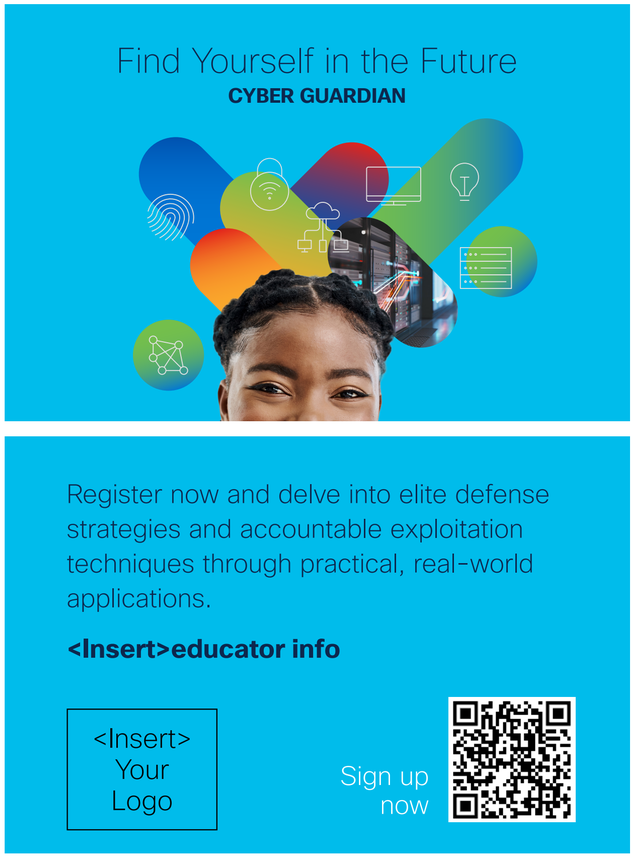
POSTCARD COPY:
Register now and explore cybercrime, ethical investigative techniques, and the role of law enforcement in cybersecurity.

Postcard examples: Cybersecurity



CRYPTOGRAPHY ESSENTIALS

POSTCARD COPY:
Register now and learn the principles of cryptology, encryption algorithms, key management, and the science of secret communication.



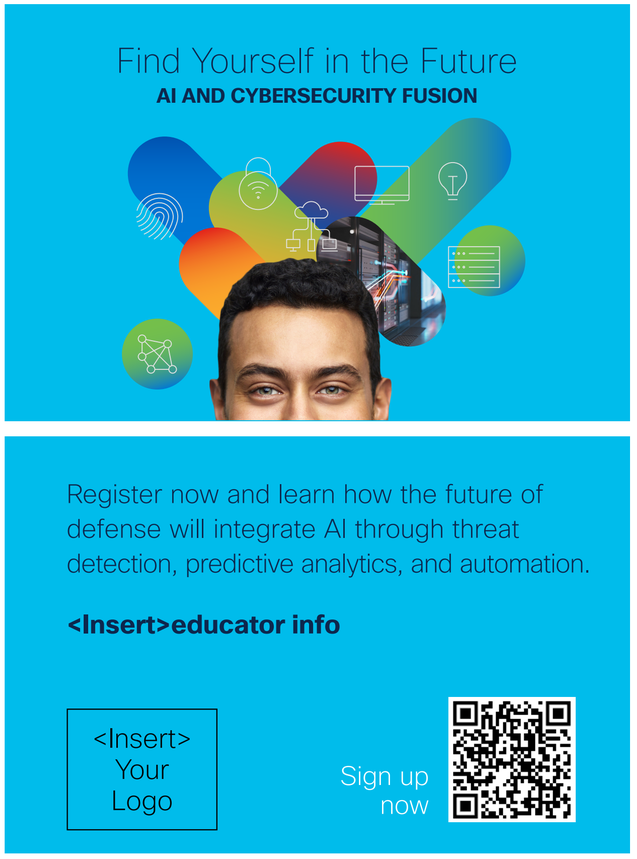
CYBER GUARDIAN

POSTCARD COPY:
Register now and delve into elite defense strategies and accountable exploitation techniques through practical, real-world applications.

Postcard examples: Cybersecurity

CLOUD SECURITY

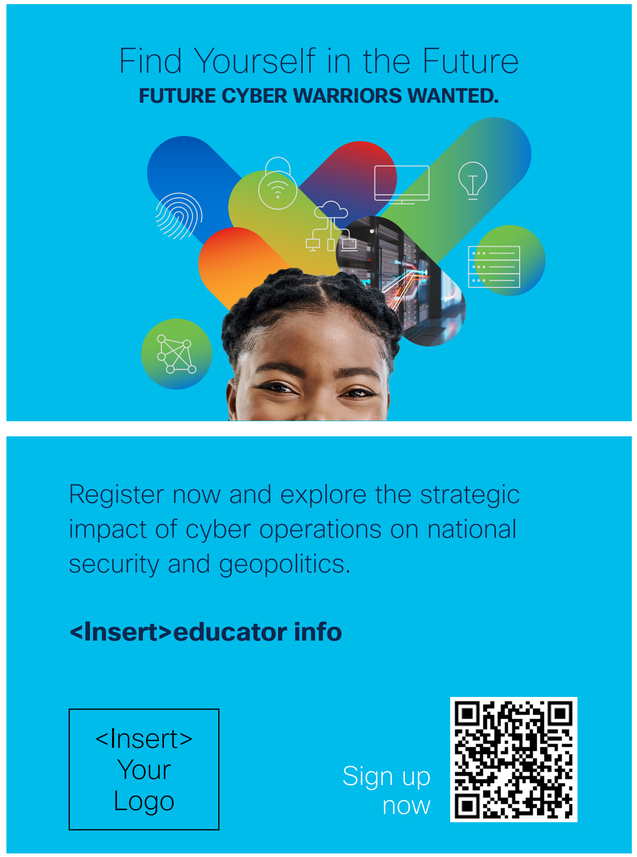
POSTCARD COPY:
Register now and dive into all the essentials of cloud security, including service models, data protection, and compliance through a hands-on security assessment project guided by Cisco experts.



AI AND CYBERSECURITY FUSION

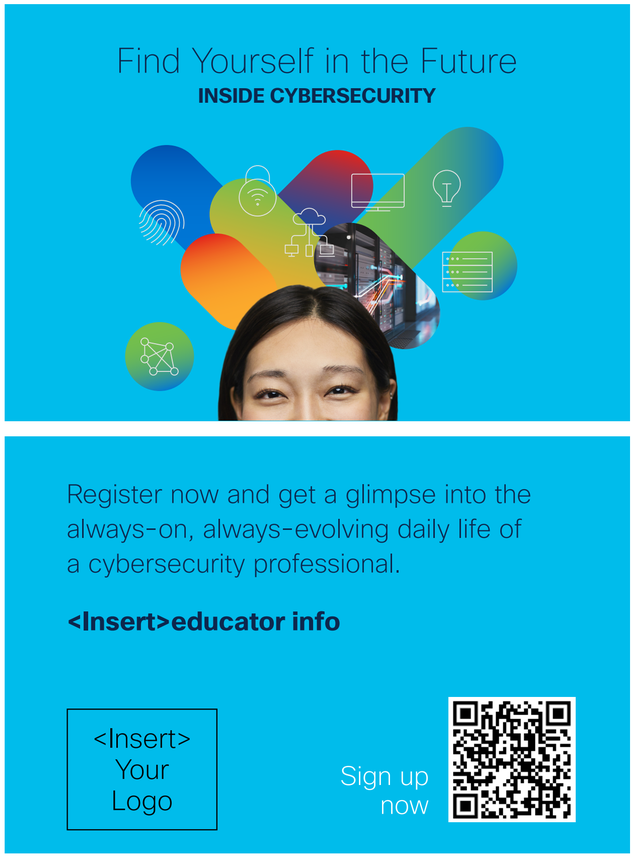
POSTCARD COPY:
Register now and learn how the future of defense will integrate AI through threat detection, predictive analytics, and automation.

Postcard examples: Cybersecurity



CYBER WARFARE ESSENTIALS

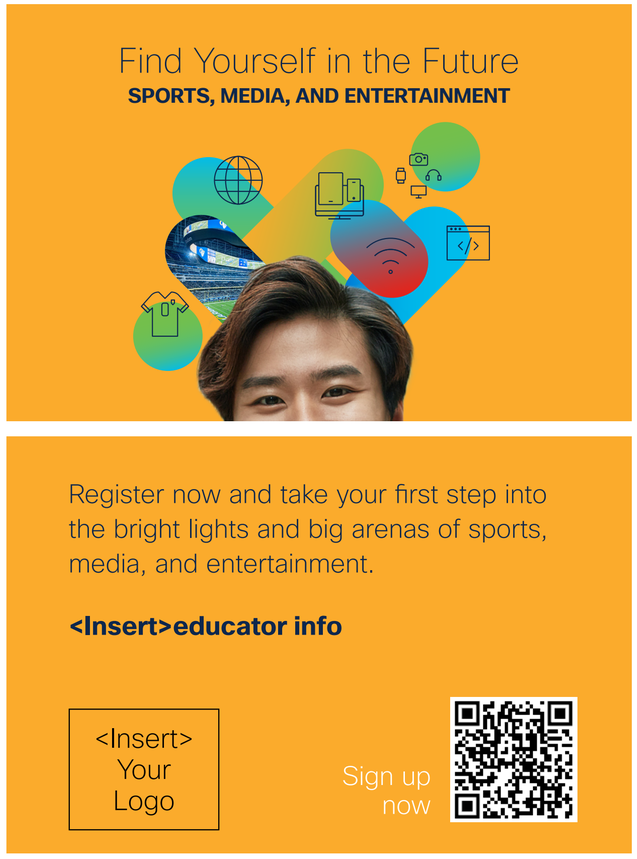
POSTCARD COPY:
Register now and explore the strategic impact of cyber operations on national security and geopolitics.



INSIDE CYBER SECURITY

POSTCARD COPY:
Register now and get a glimpse into the always-on, always-evolving daily life of a cybersecurity professional.

Postcard examples:
Sports, Media, and Entertainment



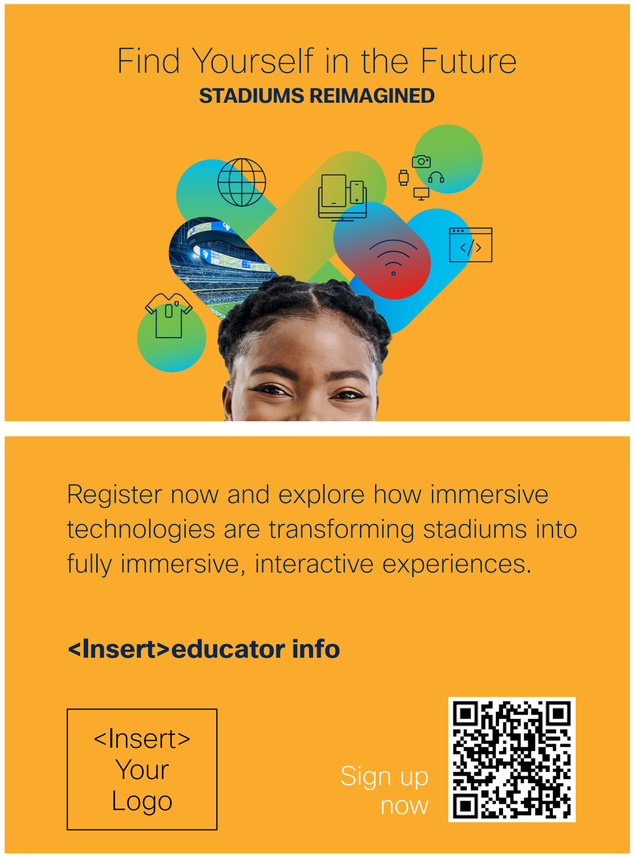
SPORTS, MEDIA, AND ENTERTAINMENT

POSTCARD COPY:
Register now and take your first step into the bright lights and big arenas of sports, media and entertainment.

FAN EXPERIENCE

POSTCARD COPY:
Register now and reimagine the future fan experience at all your favorite stadiums, venues, and arenas.

Postcard examples:
Sports, Media, and Entertainment



STADIUMS REIMAGINED

POSTCARD COPY:
Register now and explore how immersive technologies are transforming stadiums into fully immersive, interactive experiences.

2
Event branding

Event banner standee design templates are available in the link below. They can be used outside the event area to help create a more branded and cohesive experience. All assets are located here in the link.

Event branding

EVENT STANDEE:
Design template is provided for program standee. Additional information can use placed on banners indicating directions, time and speaker photo.

Event podium

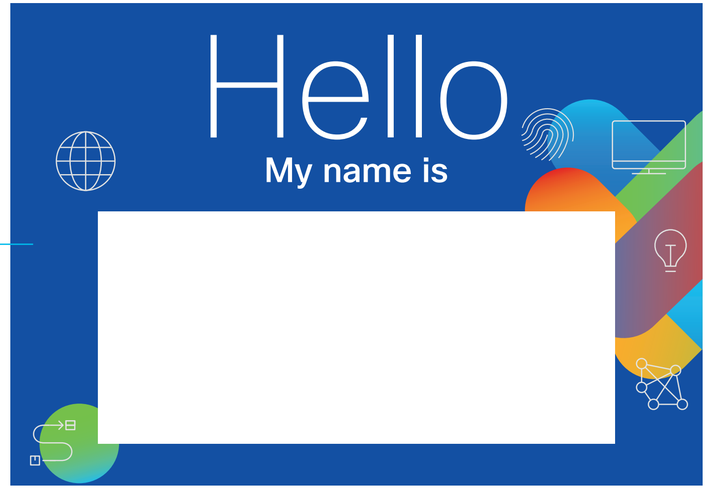
PODIUM DESIGN:
A simple design template is provided for podium program signage.

3
Registration materials

Assets for the event registration should be branded with Find Yourself in the Future logo. An event name tag sticker template is provided in this link.

Event name tag

The Find Yourself in the Future branded event name tags template is provided and can be printed on stickers for event attendees.



4

Lineup of programs and speakers

Here’s a list of all the events for Find Yourself in the Future. See the Cisco event registration page for more details.

Program lineup: Cybersecurity

DATE	EVENT'S TITLE & OVERVIEW	SPEAKERS
TUESDAY, 1 OCTOBER 2024	**INFRASTRUCTURE SECURITY – THE BACKBONE OF THE DIGITAL WORLD** Overview: Introduction to the critical components of the digital infrastructure, including servers, networks, and data centers.	**Mike Bullard** Leader, Information Security Cisco
THURSDAY, 24 OCTOBER 2024	**THREAT MONITORING – THE ART OF CYBER VIGILANCE** Overview: Deep dive into the tools and techniques for detecting threats across networks and systems.	**Daniela Herrera** Senior Technical Content Developer Splunk
THURSDAY, 21 NOVEMBER 2024	**INCIDENT RESPONSE OF THE NETWORK – NAVIGATING CYBER CRISES** Overview: Strategies for responding to cyber incidents, from detection to re-covery.	**Rachael Alagna** Leader, Information Security Cisco
WEDNESDAY, 4 DECEMBER 2024	**UNVEILING THE SHADOWS: EXPLORING THE DARK WEB** Overview: An exploration of the Dark Web and its role in cybercrime.	**Joe Marshall** Engineering Leader Threat Hunting Team Cisco
WEDNESDAY, 29 JANUARY 2024	**CRYPTOGRAPHY: THE SCIENCE OF SECRET COMMUNICATION** Overview: The principles of cryptography and its critical role in securing information.	**Scott Fluhrer** Principal Engineer Cisco
WEDNESDAY, 12 FEBRUARY 2025	**HACK THE HACKER: OUTSMART CYBER CRIMINALS WITH ETHICAL HACKING** Overview: Introduction to ethical hacking and penetration testing methodologies.	**John White** Director Security Research Cisco
WEDNESDAY,12 MARCH 2025	**AI AND CYBERSECURITY: THE FUTURE OF DEFENSE** Overview: The application of artificial intelligence and machine learning in cybersecurity defenses.	**Omar Santos** Distinguished Engineer Cisco

Program lineup: Cybersecurity

DATE	EVENT'S TITLE & OVERVIEW	SPEAKERS
WEDNESDAY, 9 APRIL 2025	**CLOUD SECURITY: LEFT OF BOOM** Overview: Challenges and strategies for securing cloud environments.	**Zack Kielich** Strategic Product Management Leader, Cisco
WEDNESDAY, 14 MAY 2025	**CYBER OPERATIONS: NAVIGATING THE DIGITAL LANDSCAPE** Overview: The role of cyber operations in national security and geopolitical strategies.	**TBC**
WEDNESDAY, 11 JUNE 2025	**A DAY IN THE LIFE OF A CYBERSECURITY EXPERT**	**TBC**

Program lineup: Sports, Media, and Entertainment

DATE	EVENT'S TITLE & OVERVIEW	SPEAKERS
ON DEMAND	GAME ON: CHARTING TECH CAREERS IN SPORTS, MEDIA, AND ENTERTAINMENT	**Nick Ritsinias** Lead Technology Architect **Manny Spanoudakis** Sales General Manager
MONDAY, 23 SEPTEMBER 2024	STADIUMS REIMAGINED: A NEW STAGE FOR IMMERSIVE TECHNOLOGY	**Edward Green** Former Head of Commercial Technology McLaren Racing
WEDNESDAY, 06 NOVEMBER 2024	STADIUMS REIMAGINED: A NEW STAGE FOR IMMERSIVE TECHNOLOGY	**Nick Ritsinias** Lead Technology Architect **Manny Spanoudakis** Sales General Manager
TUESDAY, 24 SEPTEMBER 2024	EXPLORE HOW TECHNOLOGY IS CHANGING THE FAN EXPERIENCE	**Nick Ritsinias** Lead Technology Architect **Manny Spanoudakis** Sales General Manager

Program lineup: Shipping

DATE	EVENT'S TITLE & OVERVIEW	SPEAKERS
ON DEMAND	**THE TECH BEHIND THE SMARTEST SHIPPING CONTAINER ON THE PLANET** Overview: Join us for a glimpse into the future of logistics with "We Are 42"! Witness firsthand how the planet's smartest shipping container, is revolutionizing cargo transport with cutting-edge IoT, Cybersecurity, AI, and sustainability practices.	**Niels Van den Berg** Digital Business Development Leader Cisco

5
Swag giveaways

Branded event swag or giveaways are a great way to reward attendees and help keep the experience memorable. Giveaways/swags should be useful to a student's daily life, so items such as notebooks, hats, pens, totebags, or mugs should be considered. The production of swag and giveaways is the responsibility of the Academy. We provide only examples and design files.

Event giveaways

Find Yourself in the Future logo lockup is available in digital format for all swag/giveaway production. Both dark and light versions can be downloaded in this link.

Webex background

Webex background

Find Yourself in the Future Webex background imagery is available to you to upload onto Webex to further promote the event. All three versions can be downloaded in this link.

Post-event assets

1

Survey and feedback forms

To gain better insight into the students' experiences at the event, an online survey platform template is provided.

Find Yourself in the Future Event Survey

Thank you for attending our "Find Yourself in the Future" event. Your feedback is important to us and will help us improve future events. Please take a few minutes to complete this survey.

SECTION 1: GENERAL INFORMATION

1. How did you hear about this event?
   - ☐ Social Media
   - ☐ Email Newsletter
   - ☐ Website
   - ☐ Word of Mouth
   - ☐ Other (please specify): _____

SECTION 2: PROGRAM EXPERIENCE

2. How would you rate the overall event experience?
   - ☐ Excellent
   - ☐ Very Good
   - ☐ Good
   - ☐ Fair
   - ☐ Poor

3. Please rate the following aspects of the event:

ASPECT	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
Event Organization					
Venue					
Speakers/Presenters					
Content					
Networking Opportunities					
Registration Process					

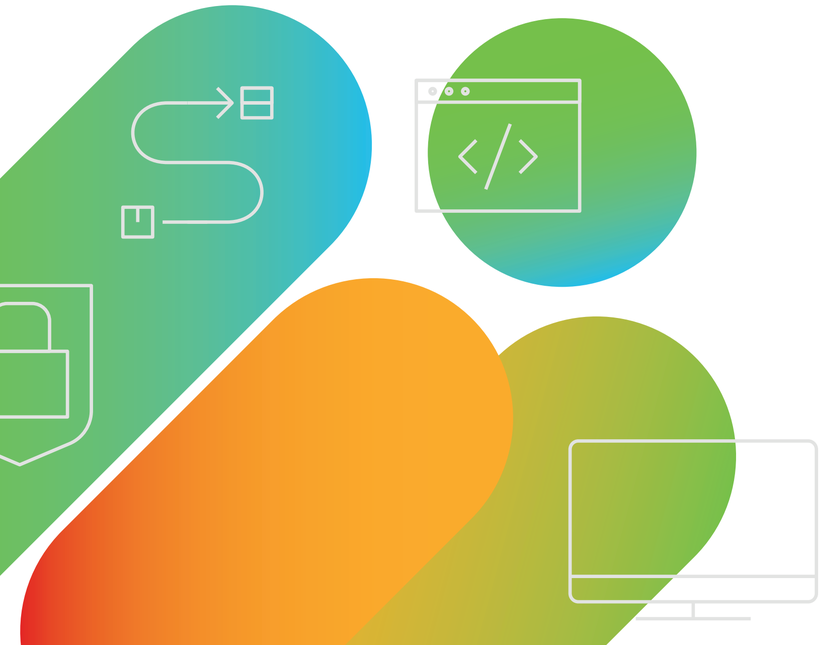
4. What was your favorite part of the event?
   - ☐ Keynote Speakers
   - ☐ Workshops/Sessions
   - ☐ Networking Opportunities
   - ☐ Interactive Activities
   - ☐ Other (please specify): _____

Join the Campus Event Champion Challenge!

How to enter

Are you ready to inspire the next generation of tech leaders? Participate in the Campus Event Champion Challenge and make a difference by hosting engaging, tech-focused events using our Find Yourself in the Future events on your campus!

Follow these easy steps to join the competition:



1

PLAN YOUR EVENT

Leverage our Campaign Sourcebook to create an engaging and informative event. If you need assistance with this, ask you Cisco Business Development Manager or contact our FYIF team on email here.

2

PLAN YOUR EVENT

Spread the word using our custom promotional materials available in the Campaign Sourcebook. Engage students, faculty, and the community to ensure a great turnout.

3

CREATE YOUR CLASS

Create a class to enroll your students for each event. Name the class using the format #FYIF_NAME (e.g., #FYIF_Intro2CyberSecurity).

4

SIGN UP YOUR EVENT

Submit your event details by filling out the Cisco Networking Academy Event Interest Submission Form. Complete this before your hosted event and submit one entry for each event.

5

HOST YOUR EVENT

Run an on-campus event using our Find Yourself in the Future Program [Link to website] Document the event with photos, videos, and a brief event report.

6

REPORT YOUR EVENT

Fill out the Find Yourself in the Future Event Report and upload your documentation. Submit one entry for each event.

Prizes

50 STUDENTS

The following are prizes for hosting that occurs between now and July 2025 with at least 50 students attending and 25 course registrations. The top 20 winners who achieve the highest score will each receive the following prize bundle with a total value of fifteen ($15 USD):

- Certificate of Participation
- Twenty-five (25) laptop stickers for your students
- Letter of Appreciation from Cisco Networking Academy's VP

100 STUDENTS

The following are prizes for hosting that occurs between now and July 2025 with at least 100 students attending and at least 50 course registrations. The top 20 winners who achieve the highest score will each receive the following prize bundle with a total value of one hundred fifty ($150 USD):

- Certificate of Participation
- Letter of Appreciation from Cisco Networking Academy's VP
- Fifty (50) laptop stickers for your students
- Three (3) hoodies to give to your top students

500 STUDENTS

The following are prizes for hosting that occurs between now and July 2025, with at least 500 students attending and at least 200 course registrations. The top 10 winners who achieve the highest score will each receive the following prize bundle with a total value of three hundred twenty ($320 USD):

- Certificate of Participation
- Letter of Appreciation from Cisco Networking Academy's VP
- Two hundred (200) laptop stickers for your students
- Five (5) hoodies to give to your top students
- Social media post highlighting your event

1000+ STUDENTS

The following are prizes for hosting that occurs between now and July 2025, with at least 1,000 students attending and at least 500 course registrations. The top 10 winners who achieve the highest score will each receive the following prize bundle with a total value of five hundred sixty ($560 USD):

- Certificate of Participation
- Letter of Appreciation from Cisco Networking Academy's VP
- Trophy for academy cabinet
- Four hundred (400) laptop stickers for your students
- Write-up in our Global Newsletter featuring your event
- Social media post highlighting your event
- Eight (8) hoodies to give to your top students
- Social Media post highlighting your event
- Eight (8) hoodies to give to your top students

Why participate?

Inspire students: Provide students with insights into the latest tech trends and career paths.
Build community: Create a community for your Cisco Networking Academy students on your campus.
Gain recognition: Highlight your institution's commitment to cutting-edge technology and student success.

Don't miss out on this exciting opportunity to shape the future of technology education. Plan, promote, and host your event today!

For more details and resources, visit our Find Yourself in the Future website.

Let's make this a year to remember!

We’re looking forward to partnering with you.

Again, if you have any questions, please reach out to the team at find_yourself_in_the_future@cisco.com

Networking
Academy