

# SEVILLAGE PRESENTS: THE HUMAN HACKING CONFERENCE



*EXPERT TRAINING ON HOW TO  
HACK THOUGHTS, ACTIONS,  
AND THE PEOPLE AROUND YOU.*



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[contact@sevillage.org](mailto:contact@sevillage.org)

# THE HUMAN HACKING CONFERENCE

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## The Human Hacking Conference Summary

Thursday, February 20 - Saturday, February 22, 2020

Hilton Orlando Buena Vista Palace Hotel in Orlando, Florida

Estimated up to 200+ attendees from diverse backgrounds and industries within both government and private sectors, ranging all experience levels.

*An unprecedented, life-changing training experience.*

# THE HUMAN HACKING CONFERENCE

## **About The Human Hacking Conference**

***How to hack thoughts, actions, and the people around you.***

The Human Hacking Conference is the next evolution for your life and career. Immerse yourself in an unprecedented, life-changing, 3-day training experience, including:

- Choosing up to 5 multi-hour workshops taught by world-renowned leaders in behavior, physiology, deception, technology, and psychology;
- Specialized learning tracks including Hacking the C-Level & Business, Pentesting, and Red Teaming;
- A variety of speaking sessions from expert-level presenters, varying from fast-paced concentrated content to panels and keynotes;
- Exciting breakouts;
- 3 Evening Events plus many opportunities for networking; and
- All-inclusive lunches, beverages, and breaks

After years of educating alongside cybersecurity's largest events, SEVillage, LLC is excited to host its inaugural training conference, The Human Hacking Conference. SEVillage was built on the foundation security researcher, author, and professional human hacker Christopher Hadnagy laid more than a decade ago with the educational resource Social-Engineer.Org and the cybersecurity service Social-Engineer, LLC to establish and formalize social engineering.

*Social-Engineer.Org provides free resources and education about social engineering. In 2009, they created the world's first Social Engineering Framework and in 2018, they developed the Social Engineering Code of Ethics, which is now being used by private and government entities worldwide.*

*Since 2008, Social-Engineer, LLC has pioneered the recognition, comprehension, and progression of social engineering as a professional practice. With over 75 years of combined expertise in security and program management, they've worked alongside the world's leading behaviorists and psychologists to develop, deliver, and manage scientifically-grounded frameworks, methodologies, processes, and principles. With clients among the Fortune 500 to the Fortune 10 lists, Social-Engineer, LLC has worked in countless capacities with both private and government entities across the globe. Social-Engineer, LLC's unparalleled understanding of social engineering risks, the mindset of end users, and how to identify, resist, and defeat modern threats distinguishes Social-Engineer, LLC and the quality of work they present.*

The Human Hacking Conference will be held Thursday, February 20 - Saturday, February 22, 2020 at the newly renovated Hilton Orlando Buena Vista Palace Hotel in Orlando, Florida. With close proximity to Disney Springs and Disney Resorts, the event is a convenient and exciting location for attendees and their families.



## Specialty Learning Tracks & Elements

The Human Hacking Conference will feature a plethora of education leading up to the Workshops. Four specialty tracks will be available for attendees, including:

**Hacking the C-Level & Business**  
**Pentesting**  
**Red Teaming**

Plus, a heart-pounding vishing call performed live in front of the audience will highlight the power and potential of human hacking. The live call will complement an exclusive, behind-the-scenes revealing of what can happen when human hacking is harnessed.

Panels with our experts and highly-anticipated keynotes will round out this training-focused conference. Attendees will have the once-in-a-lifetime opportunity to learn from this collection of global expertise under one roof, as well as meet and exchange with them throughout the event!

The anticipated audience comprises an estimated up to 300 attendees within information security and in both government and private sectors, ranging all experience levels. Attendees are expected to hold backgrounds in Cybersecurity, Information Technology, Social Engineering, Psychology, Security, Sociology, and Government.

Thank you for your time and consideration to support The Human Hacking Conference.

**Learn, practice, and converse with the best in the world.**

**Create lasting relationships.**

**Instantly implement decades of experience and insight.**

## Workshop Trainers & Speakers

The Human Hacking Conference will provide an unprecedented educational experience for its attendees by offering world-class Workshops and educational programming in social science, behavior, and communication.

This carefully curated roster of world-renowned experts and their unique content will directly benefit any person, and their organization, who uses or encounters social engineering.

### **Christopher J. Hadnagy** *Human Hacker*



*Christopher J. Hadnagy is a security consultant, author, speaker, and professional social engineer. Chris is the founder and CEO of Social-Engineer, LLC and possesses more than 16 years of experience as a practitioner and researcher in the security field. His efforts in training, education, and awareness have helped to expose social engineering as the top threat to the security of organizations today.*

*Chris established the world's first Social Engineering Penetration Testing Framework through Social-Engineer.Org, providing an invaluable repository of information for security professionals and enthusiasts. That site grew into a dynamic web resource including a podcast and newsletter, which have become staples in the security industry and are referenced by large organizations around the globe. Chris also created the first hands-on social engineering training course and accompanying certification attended and achieved by law enforcement, military, and private sector professionals.*

### **Dov Baron** *'Inc. Magazine' Top Influence & Leadership Guru*



Dov Baron's "How to Thrive in the AI Age! Leadership Skills in the Year 2030" Workshop' will explore the question, "How can I guarantee that I won't be part of the 40% who is replaced or made irrelevant by automation in the next 15 years?" In this hands-

on Workshop, attendees will learn practical and effective leadership skills and strategies to ensure not just surviving, but thriving, in the AI age.

*Dov has been speaking internationally for over 30 on the evolving world of NextGen leadership. He is twice-cited as one of Inc. Magazine's Top 100 Leadership Speakers, a Top 100 Motivational Speaker, and a Top 30 Global Leadership Guru. He is a bestselling author of several books, host of the #1 podcast for Fortune 500 listeners globally, and host of a national TV show. Dov has been featured in CNN, CBS, USA Today, CEO, Entrepreneur, and many more.*

### **Stephanie Paul** *International Actress & Executive Coach*



Stephanie Paul's "Caution: Using Influential Communication that Seduces Profound Connection" Workshop is a highly entertaining, fun, and interactive training that teaches dynamic, simple tools to help effectively navigate communication with creatively driven science. Through a series of studies, Stephanie explains why her tricks of the entertainment

trade, games, and preparation tools work in the real world and why they are so effective. Stephanie empowers her audiences and encourages them to be innovative, disrupt their thinking, and shape engaging messages consciously for maximum-effect inspiring motivation. This style of training ultimately propels confidence to share and discover consciously for deeper and stronger levels of connection and collaborative communication within teams and leadership.

*Stephanie takes great pride in coaching executives, sales teams, TEDx speakers, women in leadership, and experts of all kinds to become master communicators. Her proven approach, "Powerful Emotional Engaging Presentations," draws upon her 29 years of rich entertainment experience.*

# THE HUMAN HACKING CONFERENCE

## **Robin Dreeke**

**FMR Chief, FBI Counterintelligence Behavioral Analysis Program**



Robin Dreeke's "The Code of Trust & Sizing People Up" Workshop goes from the tools of rapid rapport to the craft of high-level trust and healthy, strong relationships. This Workshop will include a discussion on behavioral analysis and framing the content and background. Then, the five steps of trust that focus on the tangible cognitive actions required for every interpersonal outcome desired. Ultimately, attendees gain a deeper understanding of the power of relationships and how those relationships are the cornerstone to any progress and forward movement in every aspect of life, whether as a social engineer, professional, spouse, or parent.

*Robin is the CEO of People Formula and Behavioral Analysis Expert, and a best-selling author, professional speaker, trainer, facilitator. He is retired FBI Special Agent and Chief of the Counterintelligence Behavioral Analysis Program. Robin is passionate about the power of building healthy professional relationships by inspiring trust. Whether it is a C-suite executive who is leading an international firm, or account manager building a client base and community relationships...prosperity and mutual success can be achieved with Robin's cognitive and action-based approach to what most think is an elusive art form.*

## **Joe Navarro**

**Body Language Expert & FMR Spy-Catcher**



Joe Navarro's "Nonverbal Communications" Workshop will teach attendees:

- How body language is used to assess for inconsistencies between what is said and what is truly felt.
- If there are issues that are being concealed by a person as they answer questions.
- If there is a likelihood that information is being distorted, concealed, embellished, or lied about.
- How body language and nonverbals (dress, attire, setting) influence politicians and their audience.
- Which areas of the body are more honest than the others and why—the feet are the most honest part of the body.
- About influence, and those behaviors and things we can do to be more influential, from the clothes that we wear, to our mannerisms, to choices of color.

*For 25 years, Joe served as an FBI special agent specializing in behavioral assessment which he used successfully to catch spies. Since retiring, he has authored 13 books dealing with human behavior, and lectures worldwide to Fortune 500 companies on utilizing nonverbal intelligence. His book, "Louder Than Words," was lauded by The Wall Street Journal as "One of the six best business books to read for your career." "What Every BODY is Saying" remains after ten years, the #1 selling body language book in the world.*

## **Nick Furneaux**

**Cryptocurrency, Forensics, & Security Global Expert**



Nick Furneaux's "Can You Find the Toothbrush?" Workshop will challenge attendees, the OSINT investigators, to look "beyond the obvious" to see intelligence that can easily be missed when researching online. By suppressing visual bias and ignoring what attendees expect to find, attendees can locate and infer evidence that is missed by many researchers. This Workshop will provide practical methods that attendees can use to see the data behind the data.

*\*This Workshop has an EXTREMELY limited capacity.\**

*For the past 25 years, Nick has provided cybersecurity and digital forensics consultancy for companies and law enforcement institutions in the UK, Europe, the US, and Asia, and has lectured on the subject to numerous organizations. Nick is currently working with and training Law Enforcement, Intelligence, and Corporate personnel throughout the world in various forms of digital forensic investigations. His specialties include advanced open source intelligence gathering techniques, Cryptocurrency crime, and RAM analysis.*

# THE HUMAN HACKING CONFERENCE

## Ian Rowland *The Mind Man*



Ian Rowland's "How To Be Psychic" Workshop will explain and demonstrate the art of "cold reading," which is how to talk to complete strangers so they think you're psychic. Ian has given more demonstrations of cold reading under test conditions than anyone else in the world, and has even been hired to teach these and related techniques by the FBI. The Workshop will also explain and demonstrate how some of these same communication techniques can be applied to other areas that have nothing to do with pretending to be psychic, such as business and sales.

*Ian, known as The Mind Man, helps people and companies be more successful by teaching amazing, transformative mind skills that deliver practical benefits, in life and in business. He's the only person from outside the United States ever hired by the FBI, who asked him to teach cold reading and related communication skills to their field agents. Other clients to date include Google, Coca-Cola and the British Olympics Team. Ian authored several books on applied communication and psychology: "The Full Facts Book of Cold Reading," "How To Work For Yourself And Win," "Persuasion Games" (for Gilan Gork), "No Worries" (for Gary Turner), "The POWA Principle" (for James Brown) and "The Prove-It Guy" (for Liam O'Neill).*

## R Paul Wilson *World's Foremost Con Artist & Magician*



R Paul Wilson's "Dark Side of the Hand" Workshop will explore expert deception, including:

- An understanding of how magicians and cheaters think, to super-charge your understanding of deception and reveal countless strategies that can be applied to verbal and psychological manipulation.

• Learning how Paul thinks, the sources he draws from, and the vast catalogue of techniques in his personal arsenal.

*R Paul Wilson has executed more con games than anyone in history and is the foremost expert in cons and scams. Thanks to his experience over eleven seasons of The Real Hustle, he knows how con artists think and act when manipulating their victims. Paul has developed and produced shows for NBC, CBS, A&E, BBC, CANALE 5, RAI 2, Court TV and Tru TV. No one in history has successfully pulled so many confidence tricks or talked so many people out of their money and their personal data with so many methods.*

## Brittney M. Caldwell *Actress & Master Deceptionist*



Brittney M. Caldwell's "Acting like a Human: The Guide to Hacking Humans with Ease" Workshop uses the same techniques that make actors look natural and easy on stage to make you feel natural and easy in real life. Attendees will learn how to quiet their own discomfort in order to engage targets with ease, spark conversation, and build rapport naturally. Attendees will leave with a repertoire of relaxation and warm-up exercises, physical self-awareness, character development tools, and goal-based strategy from which to build upon for the use of engaging targets.

*Brittney is the owner of The Vacation Theatre Group, a freelance actor, playwright, and director from San Diego, CA. She holds 15 years of performance experience and directs Social-Engineer, LLC's Masters Level Social Engineering training course. Her work focuses on using her skills as an acting coach to help facilitate specialized training for companies and individuals to improve their*

## Amanda Berlin *Technologist & Mental Health Hacker*



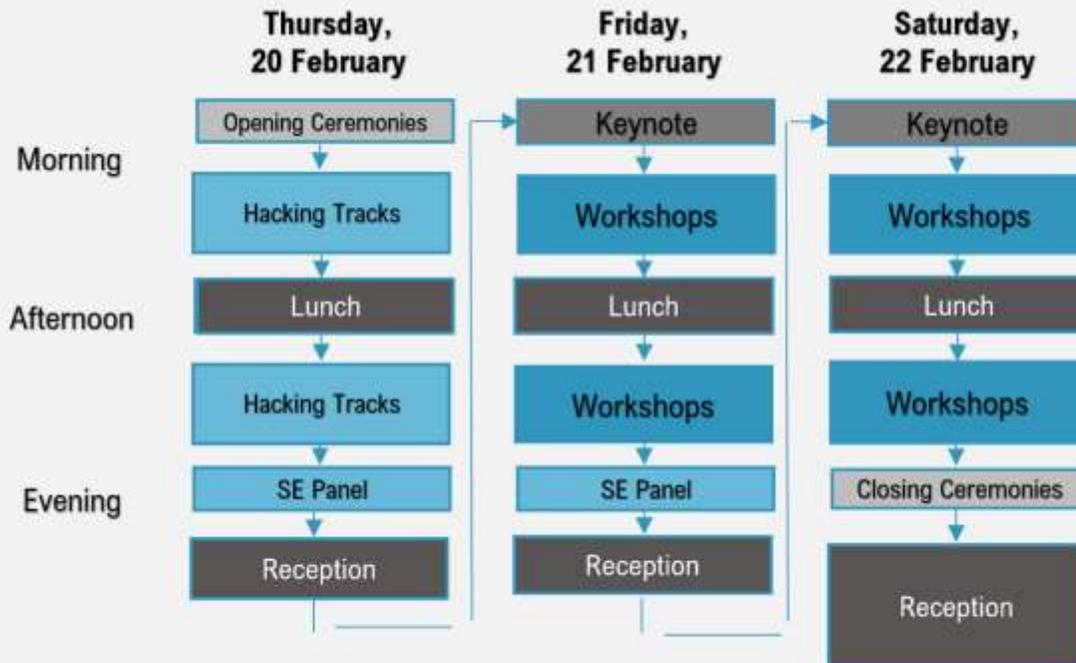
Amanda Berlin's Workshop, "Mental Health for Security Professionals" will discuss issues information security professionals may struggle with mentally as human beings, and more specifically, as people in information security and other technical roles. This Workshop will include group exercises and content from the Mental Health

First Aid program. Upon conclusion of this Workshop, you should be able to walk away with a better understanding of mental health issues and how to help yourself and those around you.

*Amanda is a Senior Security Analyst for Blumira and the CEO and owner of the 501(c)(3) nonprofit, Mental Health Hackers. She is the author for a blue team best practices book called "Defensive Security Handbook: Best Practices for Securing Infrastructure" with Lee Brotherston through O'Reilly Media. She is a co-host on the "Brakeing Down Security" podcast and authors several blogs. She has spent over a decade in different areas of technology and sectors providing infrastructure support, triage, and*

# THE HUMAN HACKING CONFERENCE

## Schedule Overview



## Partnership Overview

The Human Hacking Conference is grateful for this opportunity to discover and deliver a mutually beneficial and enduring relationship with your organization.

The Human Hacking Conference hopes by offering the following investment opportunities in an à la carte format, your organization will be able to create a partnership convention that is uniquely valuable.

If there are any questions and/or additional means by which we may further aide in the success of your event goals, we would warmly welcome that conversation.

# THE HUMAN HACKING CONFERENCE

Partnership Opportunities	✓	Investment	Availability
Program Advertisement - 1/4 Page		\$ 1,000	12
Program Advertisement - 1/2 Page		\$ 2,000	6
Program Advertisement - Full Page		\$ 3,000	3
Program Advertisement - Full Spread		\$ 5,000	2
Program Advertisement - Inside Front Cover		\$ 5,000	4
Program Advertisement - Inside Back Cover		\$ 4,000	4
Hardcopy Programs Printing		\$ 10,000	1
Lanyards		\$ 10,000	1
Co-Branded Padfolio		\$ 10,000	<b>SOLD OUT</b>
Co-Branded Executive Pen		\$ 5,000	<b>SOLD OUT</b>
Padfolio Literature Insert		\$ 5,000	<b>1 LEFT</b>
Registration Host		\$ 30,000	1
Logo Placement on Podium		\$ 2,500	4
Logo Placement on Presentations		\$ 2,500	4
6' Exhibit Table		\$ 10,000	12
Wi-Fi with customized password		\$ 40,000	1
On-Seat Item Placement - Thursday Opening		\$ 5,000	1
On-Seat Item Placement - Friday Keynote		\$ 5,000	<b>SOLD OUT</b>
On-Seat Item Placement - Saturday Keynote		\$ 5,000	1
Thursday AM Break		\$ 7,000	1
Thursday Lunch		\$ 10,000	5
Thursday PM Break		\$ 8,500	2
Thursday Evening Break		\$ 9,000	1
Thursday Reception		\$ 10,000	<b>SOLD OUT</b>
Friday AM Break		\$ 7,000	1
Friday Lunch		\$ 10,000	5
Friday PM Break		\$ 8,500	2
Friday Evening Break		\$ 9,000	1
Friday Reception		\$ 10,000	<b>3 LEFT</b>
Saturday AM Break		\$ 7,000	1
Saturday Lunch		\$ 10,000	5
Saturday PM Break		\$ 8,500	2
Saturday Evening Break		\$ 9,000	1
Saturday Reception		\$ 13,000	6
Lightning Brief & Keynote Introduction - Friday		\$ 15,000	1
Lightning Brief & Keynote Introduction - Saturday		\$ 15,000	<b>SOLD OUT</b>
<b>Subtotal</b>			

# THE HUMAN HACKING CONFERENCE

Partnership Level & Benefits	Presenting	Principal	Patron	Supporting
<i>Investment Subtotal</i>	<i>over \$60,000</i>	<i>\$35,001 - \$60,000</i>	<i>\$10,001 - \$35,000</i>	<i>up to \$10,000</i>
Complimentary SEVillage Conference registrations.	Yes x 4	Yes x 2		
Logo placement on SEVillage.Org 3 months pre- and 2 months post-conference.	Yes	Yes	Yes	Yes
Logo placement in the Social-Engineer.Org newsletter, which has ~5,000 subscribers, 3 months pre- and 2 months after the conference.	Yes	Yes		
Thanks in monthly Social-Engineer.Org podcast 3 months pre- and 2 months post-conference.	Yes			
Social media promotion to 40,000+ followers.	Yes	Yes		
Logo placement on event signage.	Yes	Yes	Yes	Yes
Program Advertisement - 1/4 page.				Yes
Program Advertisement - 1/2 page.			Yes	
Program Advertisement - Inside Back Cover.		Yes		
Program Advertisement - Inside Front Cover.	Yes			
Padfolio Literature Insert.	Yes x 2	Yes		
Logo Placement on Podium.	Yes			
Logo Placement on Presentation Templates.	Yes			
6' Exhibit Table.	Yes			

Please make checks payable to:  
SEVillage, LLC at 3956 Town Center Blvd. #171 in Orlando, FL 32837

Please mail or email a signed copy of this agreement in its entirety, along with payment.

For other payment options, please email [contact@sevillage.org](mailto:contact@sevillage.org).

**Thank you for your time and consideration to support The Human Hacking Conference.**

## Partnership Agreement

### **Support Terms and Conditions Agreement**

**1. Partnership Agreement:** Between the SEVillage organizer ("Organizer") and ("Partner") is valid from the date it is fully executed through the end of the sponsored event(s).

**1.1** Organizer reserves the right to accept or refuse any Partnership Agreement or proposed Partnership, in its sole discretion and without reason.

**1.2** Organizer reserves the right to modify these Terms and Conditions at any time, in writing to the Partner, as may be deemed necessary by Organizer.

**2. Partner Marketing Use Agreement:** Partner may use the following tag line on its marketing materials during the term of this Partnership Agreement: "Official Partner of The Human Hacking Conference, presented by SEVillage"

**3. Production Timeline:** In order for Organizer to fulfill all promotional benefits for Partner, Partner agrees to meet all Organizer event-related submission deadlines:

**3.1** Partner logo in vector format (.ai, .eps or .svg) of at least 300dpi, and Partner URL to be sent within 10 business days from the Partner Agreement's fully executed date.

**4. Partner Trademark Usage Agreement:** Partner agrees to allow Organizer to use Partner's trademark/logo/tag-line solely to perform and fulfill its obligations under the Partnership Prospectus and this Partnership Agreement.

**5. Partner Trademark Usage:** Notwithstanding Section 4 above, Partner agrees to allow Organizer the right to use Partner's trademark/logo/tag-line and graphics on all of the promotional benefits, including but not limited to:

**5.1** Logo to be placed in the event and on SEVillage webpages and media;

**5.2** Partner benefit items Organizer detailed on Options section of Prospectus ; and

**5.3** Any Exhibit Hall promotional banner and signage/shirts, etc.

**6. Web Reference:** Partner may publish an Internet hyperlink from Partner's website to the conference-specific SEVillage websites, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter, unless removal is requested by Partner during the 3 months pre- and 2 months post-SEVillage 2020.

**7. Payment:** All payments should be payable to 'SEVillage, LLC.' Payment by check or ACH preferred but credit card is acceptable. If paying by credit card, please add 2.99% of the Subtotal to your payment. If paying by check, please mail payment to SEVillage, LLC at 3956 Town Center Blvd. #171 in Orlando, FL 32837. Organizer and Partner will regard signed Partner Agreement as Partner invoice. If Partner needs to process payment through Accounts Payable, Net 30 terms are acceptable. Failure to pay the full balance within Net 30 may subject partnership to cancellation, unless prior arrangements are made.

**8. Non-Endorsement:** The use of Partner's name within SEVillage or event-specific websites, podcast, or mailing lists does not constitute endorsement by SEVillage or Organizer of the Partner, the Partner's services, products, or programs. Additionally, the Partner is not permitted to represent in any manner that such products, services or program have been endorsed by SEVillage or Organizer.

**9. Non-exclusivity:** Neither SEVillage nor Organizer awards exclusive partnership or establishes exclusive relationships with Partners. Partners shall not imply that such a preferential relationship exists between Partner and SEVillage or Organizer.

**10. Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organizer interferes with or prevents Organizer from fulfilling, in part or all of, Partner's promotional benefits under this Partnership Agreement, Partner, by signing this Partnership Agreement, hold Organizer, SEVillage, harmless from all legal and financial liability to Partner caused by such circumstances, beyond the fee paid by Partner for this partnership.

**11. Force Majeure:** Neither SEVillage, Organizer, nor Partner shall be deemed in default of this Partnership Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

**12. Entire Agreement:** This, and all attachments here to, constitute the entire Partnership Agreement.

# THE HUMAN HACKING CONFERENCE

By signing below, you agree to all the terms and conditions listed above, and commit to paying the value of your selected partnership to SEVillage: The Human Hacking Conference:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Authorized Representative Name: \_\_\_\_\_

Partner or Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

\_\_\_\_\_  
**Christopher Hadnagy**  
Chief Executive Officer  
SEVillage, LLC

\_\_\_\_\_  
Date

