

Giving Back to the Community.

This summer I had the opportunity to present to a class at ECC (<http://www.sandiegocet.net/ecc/index.php>). ECC offers courses in continuing education on a variety of topics. Like many educational institutions, funds are limited. ESET



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received a phone call from an ECC teacher, Agustin Perez, asking if we might be able to provide a speaker for his computer technology class. Agustin was asked when he would like to have the speaker and "Tonight would be good" was the response that came back. I live in Seattle, but visit ESET's headquarters in Downtown San Diego almost every month. I happened to be in town and I was delighted to be able to go to ECC and share information with the students.

The rules for the presentation were quite simple, I could talk about whatever I wanted to and a blatant product sales pitch was perfectly acceptable. I have very clear goals and objectives when I present. My foremost goal is to present information that the audience finds useful. I want the presentation to be interesting, and if at all possible, I like to make the presentation entertaining. It can be challenging to make computer security presentations entertaining!

Rather than providing a thinly disguised sales pitch, I went out and got a thick disguise for it! I believe that an educational presentation is what is appropriate for a classroom environment. The presentation I gave is titled, "The Catahoula Leopard Dog – A Study in Heuristics." The presentation is the 40 minute version of the July column titled, "No Dogs Allowed!"

At the end of the presentation, the students had a functional understanding of what heuristics are, some of the different approaches to heuristics, some of the limitations, and why heuristic technology is important. Despite making little mention of my employer throughout the presentation, many of the questions were about our product.

Many of you have considerable skills and expertise. There are many public and private schools with students who could benefit from your experience. The opportunity to share meaningful information with students is richly rewarding on a personal level. I encourage you to reach out to educational institutions to share your experience and information. The result of this type of teaching is that your business gains exposure and respect. When businesses give back to the communities they serve, it is good for business.

If you know of or are a part of an organization that would like to learn more about computer security, I am always delighted to share my knowledge. Feel free to contact me with questions, comments, or even requests for educational presentations at AskEest@eset.com



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