

# Sp4rkCon 2025 CPE Credit Breakdown and Agenda

## GIAC

GIAC members are eligible for CPEs for the Sp4rkCon 2025 Conference for qualifying GIAC Certification Holders. GIAC awards 1 CPE per completed presentation hour, with a maximum of 6 CPEs per full day event. If you wish to claim CPEs for your attendance at Sp4rkCon 2025 with GIAC Certifications, please submit the post-conference attendance email confirmation along with a downloaded copy of the agenda as your documentation. Visit the [GIAC CPE site](#) for additional details.

### The supporting documentation provided should include:

- Name of the Event
- Event Topic (InfoSec-related)
- Participant Name
- Full Event Dates
- Hours of participant attendance *if not a full-day event* **or** CPEs awarded

**Min Credits:** 1 credit per 60 minutes

**Max Credits:** 6 credits for Sp4rkCon 2025 event

## ISACA

ISACA members are eligible for 1 CPE hour for each fifty (50) minutes of active participation (excluding lunches and breaks) for Sp4rkCon 2025, with a maximum of 7.5 CPEs. CPE hours can be earned in quarter-hour increments and can also be reported in quarter hours (rounded to the nearest quarter hour). Visit the [ISACA site](#) for additional details on reporting CPEs.

**Min Credits:** 1 credit per 50 minutes

**Max Credits:** 7.5 credits for Sp4rkCon 2025 event

## ISC(2)

ISC(2) awards 1 Group A CPE per hour completed at a security related event, which is a maximum of 7 CPEs for a full day event (excluding lunch and breaks). If you have an ISC(2) certifications and want to submit Sp4rkCon for CPE credit, you can stop by the ISC(2) Arkansas Chapter booth at Sp4rkCon for help or email [chapterofficers@isc2arkansas.org](mailto:chapterofficers@isc2arkansas.org). Additional details can be found on the [ISC\(2\) site](#).

**Min Credits:** 1 credit per 60 minutes

**Max Credits:** 7 credits for Sp4rkCon 2025 event

# Sp4rkCon 2025 Agenda

**Saturday, April 12, 2025**

8:00 a.m. - 5:00 p.m.



## Event Check-In

April 12, 2025 | 8:00 a.m. to 2:00 p.m. | 6 hrs.

Attendees can use their registration Confirmation Number or QR code to check-in. A valid government issued ID will be required at check-in. A light breakfast, coffee and refreshments will be served during check-in. Expo booths are open for exploring.

## Opening Remarks

9:00 a.m. | 10 min | Jerry Geisler, EVP and CISO will kick off Sp4rkCon 2025!

## Keynote - From Cybersecurity to Shark Tank: Insights from Robert Herjavec and Jerry Geisler

9:10 a.m. | 45 min | Join Robert Herjavec—globally renowned cybersecurity expert, Founder of Cyderes, and Emmy Award-winning producer of Shark Tank—as he sits down with Jerry Geisler, Executive Vice President and Chief Information Security Officer at Walmart to take you on a journey through his remarkable 20+ year career in cybersecurity.

## GSOC Virtual Tour with Jason Jackson & Sara Lockman

10:00 a.m. | 45 min | Introduction and virtual tour of Walmart's new Global Security Operations Center (GSOC). Session will cover details on how the GSOC supports Walmart's mission to be the safest place to work and shop. Speakers will also discuss the intersection with InfoSec, specifically the partnerships with the Security Operations Center (SOC) and Network Operations Centers (NOCs).

## Keynote - Fraud at Your Fingertips: SMS Scams and Social Engineering with Steven Atnip

10:50 a.m. | 45 min | In today's digital age, SMS has become a prime target for cybercriminals using social engineering tactics to deceive users and businesses alike. This lecture explores the evolving landscape of SMS mobile fraud, highlighting common schemes and horror stories, attack vectors, and preventive measures.

### **Operational Tech: What is it and why should I care? with Jeremy Grant**

11:40 a.m. | 45 min | As the threat landscape is massively expanding against OT systems, we want to shed some light on inherent risks and the ways in which OT and IT can work together and keep the arguments centered around important topics like music and food.

### **Break for Lunch**

12:25 p.m. | 45 min | Step away from your seat to grab some delicious eats and check out the Sp4rkCon expo booths.

### **Keynote - The Cognitive Advantage: Why Great Thinkers Will Thrive in the AI Era with Cassie Kozyrkov**

1:15 p.m. | 45 min | As AI becomes more powerful, the real competitive advantage isn't in the technology—it's in the human mind. In this engaging keynote, Cassie Kozyrkov challenges leaders to rethink their role in a world where AI delivers perfect answers in seconds.

### **Balancing Risk with Speed of Delivery: A Pragmatic Approach for Cybersecurity Professionals (Host: Jesse Tadlock, Panel: Angel Johnson, Tony Robey, Sean Liu, and Rick Ault)**

2:05 p.m. | 45 min | In today's fast-paced digital landscape, cybersecurity professionals are constantly challenged to balance the need for rapid delivery with the imperative to manage risk effectively. This session will explore the trade-offs involved in making these critical decisions and provide insights into how to prioritize what is best for customers and patients.



**Keynote - Democratic People’s Republic of Korea (DPRK) Targeting with FBI Supervisory Special Agent (SSA) Tonja Hill and FBI Special Agent Chris Nissen**

2:55 p.m. | 45 min | The presentation will cover the social engineering North Korean actors use to successfully gain employment at United States companies to generate revenue for the regime and, when possible, deploy malicious software to exfiltrate data for attempted ransom or proliferation to state-actors.

**AI: A Rapidly Evolving Threat Landscape with Matt Buhler**

3:45 p.m. | 45 min | Globally, the implementation of Artificial Intelligence (AI) is revolutionizing the ways that consumers, corporations, and governments harness big data. This revolution will undoubtedly continue improving and impacting the lives of millions of people across the globe by streamlining complex systems, analyzing large data, and automating repetitive tasks.

**Closing Remarks**

4:35 p.m. | 10 min | Myra Herrington will deliver the Sp4rkCon 2025's closing remarks.