

Trust is OneShot

Cheating is not a option.
Ethical approach of influence

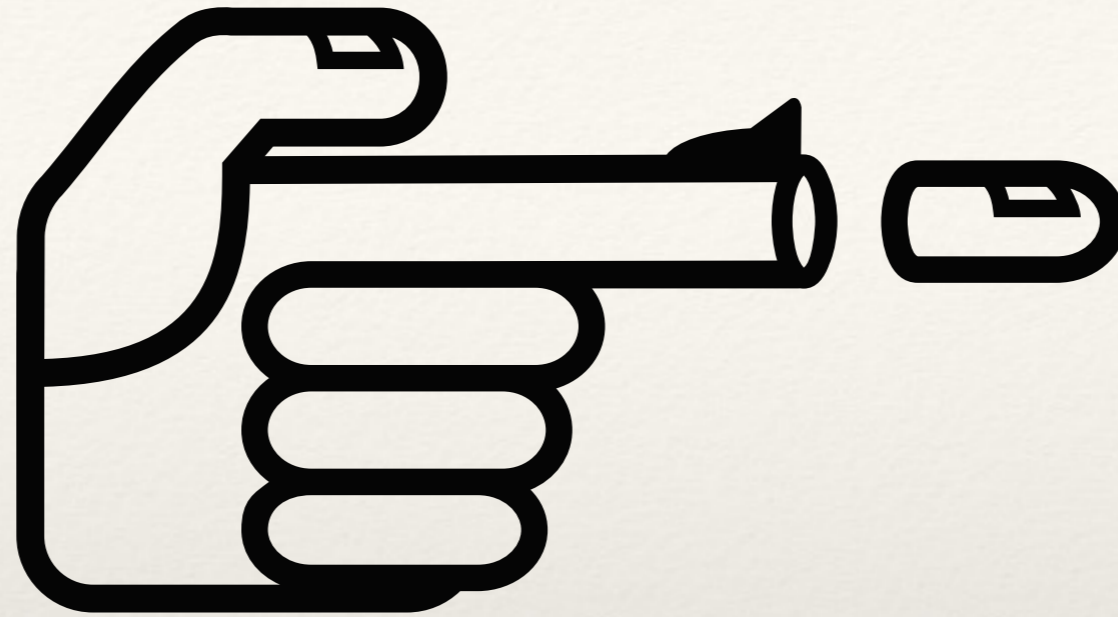




Add-on note : After Event ...

- ❖ I'm Arnaud from ANNECY not ANSSI ...
- ❖ « The Human performance » as Speaker & CM during the #winehat event was an important part of my demonstration ... I wish you enjoy





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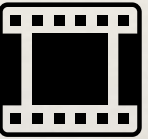



Disclaimer ...

- If you don't understand what I speak, don't think it's deep ... It's my English ...





Where I'm coming from ...

- ❖ Art - Graphic Studies (Lyon) 
- ❖ Medias - Studies (Paris) 
- ❖ Marketing & Management Studies (Annecy) 
- ❖ Strategic Intelligence Study (Geneva - Neuchatel) 
- ❖ Cartography / MindMap / ... 





The media & social aspects of a security event

People ask me ...

WHAT are you Doing ?





To be honest ...

I 'm not sure...

I just do what I « Feel » and I have to do

But sometimes I need tools

So I create things ...

Like a Resume Map ...

Like Emerge Map Workshop ...





To be honest,

Some Experts ...

Say « gosh you did it! »

Q?: How did you find this idea?

Answer: I just need it.

^^

I mean I'm just a digital craftsman ...





The media & social aspects of a security event

How I define myself?



I'm an Electronic Tourist

(original semantic of Tourist word meaning thanks Jerome Bondu)



I'm a Geek but I consider myself as Digital Alchemist



I'm an Epicurean : I love Food & Wine

(Thanks to Franck Merloz & Gregoire Jappiot to introduce me 2 @VINOCAMP party)

Some R0x0R say I'm Expert ...

Intelligence, Marketing, Communication,

Influence, Cartography, Innovation ...

I don't think so, but I'm a polite guy ... ;)



My DARK SIDE ?



NO PICTURES
NO SHARE
THANKS

Underground Computer Scene

(for eyes only)

(for eyes only)

(for eyes only)

(for eyes only)

(for eyes only)

Retired 2005

(for eyes only)

1998 / 2010

Underground Art Scene

(for eyes only)

(for eyes only)

Retired 2014

(for eyes only)

Stop 2010





True Anecdote or Marketing Pitch?

- ❖ I'm coming from Role playing ...
So my question was : true story or Marketing Pitch
I choose to tell the truth ...
- ❖ Because that makes me different





After Experience ...

- ❖ I'm Shy... It makes me able to disappear
- ❖ I always have « strange situation » that I could learn from.
- ❖ I realized that I must accept my « sensible » part ...
- ❖ Life is short.
- ❖ I just want to tell you that 'make what you like'

I promise I don't have self-developpement book to sell ;)





Axiom (my way of thinking)

doesn't mean it's true ...

- ❖ Internet is Global and Definitive Memory
- ❖ Error is Human, Perseverance is Evil
- ❖ Influencer exist by his audience's interaction ...
- ❖ No digital presence (Pictures / Vid / #Hashtag)
= NO EXISTING Event / Person ... (hashtag presence before is important point)





Critical Mind for sensible subject

- ❖ Anecdote :
when I was working for ***** (***** Now)
They had problem of stolen bag and nobody understand why.
1 week after I forgot my access card and I tried my credit card.
And of course I informed security manager.
- ❖ 1 month later they asked me to cost kill.
I quickly discovered :
 - The service manager gave contract to a company he own
 - Our exclusive « collaborators » work exclusive for 3 services

(I wasn't investigated... I was just trying to find solution for the project I managed by asking to another service on another floor)

So ... I was Fired :D





Sensible events ...

- ❖ I think that you totally know the difference between Mainstream & Sensible event.
- ❖ So I will only speak about my experience as Community Manager on some events.





My way of working

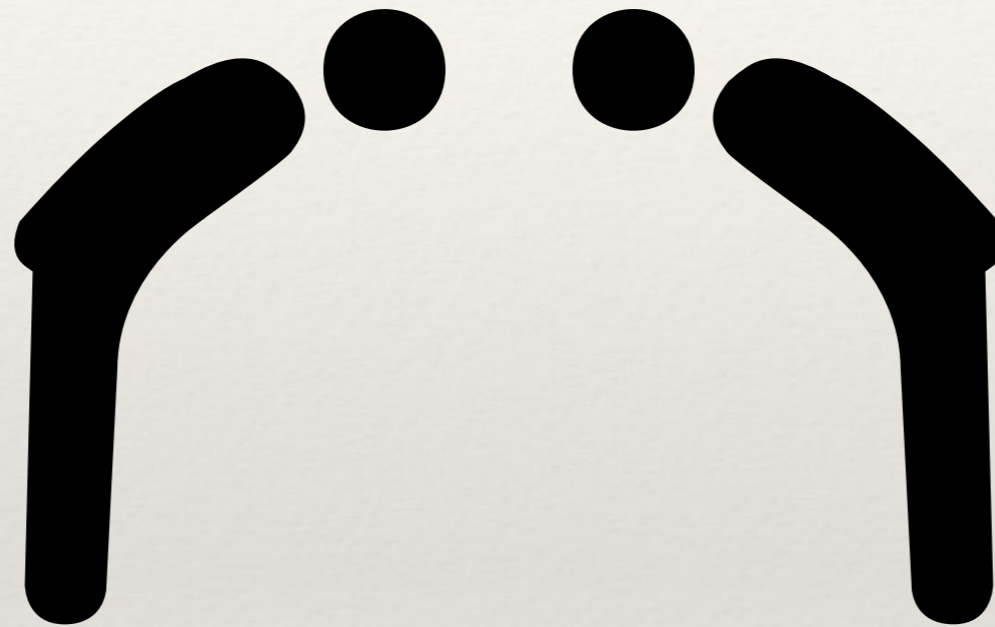
I don't say it's the best ... I just say it's mine :D

- ❖ Everything I do, make me learn something.
(Ninja Meditation before and after training , Bujinkan Japan)
- ❖ Alchemist say : know, want, do , shut up
- ❖ As Alchemist 3.0 I say :
Know, Want, Do and Share / Spread





Respect your Guest



If someone is Arrogant, he secretly tells you he is not the best

« Elites have Humor, others have pain »

Les bons ont de l'humour, les mauvais de la peine





Act like a Digital Gentleman



- Smile, also when you Tweeting
- Promote Other

@Nick - @ / # Brand / Product



- Give reference (if shit happens... Very usefull ...)
- Make good picture :
If it's BAD, DELETE directly





BE USEFUL = ROOT ACCESS

- ❖ My experience is simple, during long time
Be yourself ...
- ❖ Be Useful like a Swiss Knife (keep your expert rank, be human : make other will like you ...)
- ❖ During event I'm NOT : Journalist / whistleblower
I'm a « realtime documentarist » I must observe and DO NOT DISTURB
- ❖ Be a (ninja = hacker i can develop) low profile, no wave... (you are not Kim or Paris I mean ...)
- ❖ Always be fair and Honest (it's just simple)
- ❖ If you are NOT SURE, DON'T DO, ASK BEFORE better than mistake ...
- ❖ Be observer, take care of people, find what makes their heart beat





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RULE 1 : DO NOT LIE 2 Audience



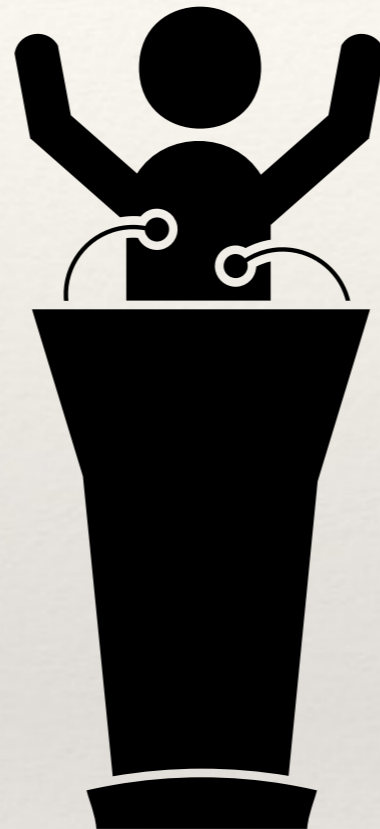
It's like playing Russian Roulette with a SMG





The media & social aspects of a security event

RULE 2 : RESPECT Speaker Image



Bad pictures : Delete IMMEDIATELY (ndlr : Icloud keep picture Sync ...)

Mistakes : Forget, you are not judge ;) (if it's mistake, not fallacies of courses ...)





The media & social aspects of a security event

RULE 3 : HAVE BIG CAMERA

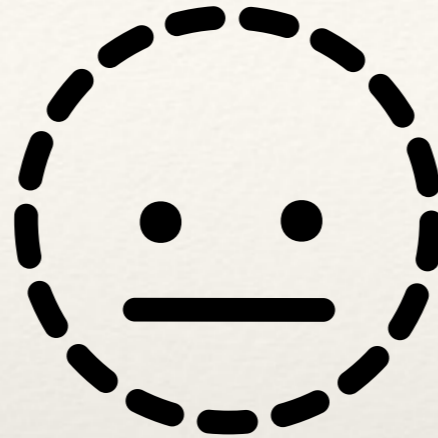


- ❖ ALWAYS ASK ENTRANCE & STAFF before Start shooting ...
- ❖ SHOW that you're taking picture, Check if people are ok
(Show your camera to person before, NEVER interrupt them when they are talking together ...)
- ❖ GIVE your pictures to the staff, ASK Crédits / Or Sell if you want
- ❖ SHARE Picture





Rule 4 : Respect Protocole



- ❖ After people see you take pictures you must be like a GHOST 
- ❖ Move Slowly, turn around people you want shoot
(that means they know you are here, NO PICTURE if they refuse)
Never forget it
- ❖ TRUST is ONE SHOT, if people ask for picture together, Do ...





Strange Tips

- ❖ Don't read program before...
in my case each time I read program before, that makes me get stress...
Just be cool, have fun, make joke, meet people so ... Contact & pictures will be better!
- ❖ Don't bug « elite » (GOOD SENSE) ...
Annoying like « I'm fan of you know ... » (Selfie with ...)
Photo with L33T is cool (be in background, not in front)





Disclaimer 2

- ❖ I will Speak about my tools.
- ❖ I don't receive any kind of retribution for brands I evoke
- ❖ It's just evoke my bests practices , little tips, many and many hours to try, make choice and adjust to win some time...
- ❖ I'm happy to share with you my « little tricks »





TOOLS 1/3

- ❖ IPHONE / ANDROID (I use iPhone)
 - + picture quality
 - + useful software for community management
 - + Standard accessory (phone shell, Screen protector Etc ...)
- ❖ Computer (I use Mac) (Trolling topic : so closed)





Desktop (tools 2/3)

- ❖ NOTE PAD : Make Text without Attributes :D
 - Smultron OS X
 - Notepad ++
- ❖ PICASA For Pictures (Quick View / Useful export & Watermark)
Watermark : #EVENT #DATE/YEAR #TOWN/PLACE by @PSEUDO (CC-By) / ©EVENT
Thinks to use a renamer , for File : Upload : Flickr and Wiki commons ;)





WEB SERVICE : TOOLS 3/3

- ❖ IFFFT to spot :
Put user who speak about #pentest 2 list #pentest
1% Will tell you : Fuck Off / or You are from NSA , 50% will be proud to be in a list :) (good ratio :D)
- ❖ BUFFER 2 MANAGE Automatisation ...
(My hootsuite experience was Heel, Chronophage => 1 week => Trash)
- ❖ TWEETDECK (During the Event on Desktop ...)
- ❖ TWITTER Client (During the Event on SmartPhone ... Quick Swapp between account)





The media & social aspects of a security event

Why Buffer is quicker?

The screenshot shows a Mac Desktop browser window with the WineHat website. The browser's address bar displays the URL <http://winehat.net/2015/10/27/selene-g>. The website header includes the WineHat logo and navigation links: Home, About, Agenda, and Up. Below the header, there is a profile for Selene Giupponi, an individual from Italy. The profile features a portrait photo and an 'Abstract' section with the text 'More information available soon ...'. A 'Short Bio' section follows, stating: 'Mrs. Selene Giupponi is one of the (very) few... Born in 1984, she graduated as a Computer Science graduate from the University of Rome, while working on many digital forensics studies; then she graduated in Computer Forensics from the University of Rome'.

Mac Desktop

The screenshot shows an iPhone Twitter app interface for the account @WineHat. The top status bar indicates the time is 10:32 and the battery is at 100%. The app shows two tweets. The first tweet, posted at 6:03 pm, is marked as a 'TOP POST' and contains the text: '#WINEHAT @Bizcom @matemaz @SecurityBrokers "The media & social aspects of a security event" http://buff.ly/1kEHjR0'. Below the text, engagement statistics are shown: 30.7k REACH, 3 FAVORITES, 4 RETWEETS, 0 MENTIONS, and 244 CLICKS. The second tweet, posted at 4:12 pm, contains the text: '#CYBSEC15 #Breaking #white-box crypto #FR @doegox Philippe Teuwen (NXP Semiconductors) http://buff.ly/1LP1C58'. Below the text is a black and white portrait photo of a woman. The bottom navigation bar includes icons for Content, Analytics, a central '+' button, Schedule, and Settings.

Iphone



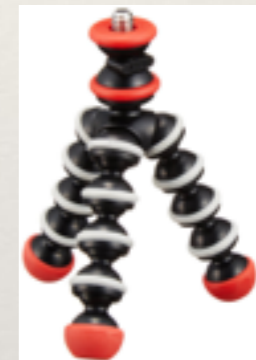


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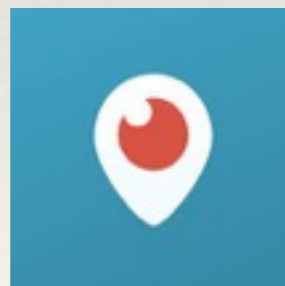
« E-TACTICS » TOOLS 3/3

RULES : USEFUL, ROBUST, LITTLE, LIGHT WEIGHT

- ❖ Manfrotto Klyp case (Lens, torch, Tripod Mount)
- ❖ Useful to Capture (Lens X3 Teleobject)



- ❖ Useful Periscope & Merkatt 2 Stream (JOBY Gorilla Pod Tipod)





Act Friendly is the best invest

❖ Good Stuff to have

(little attention make people remember you, don't consider it's an investment ...

I mean give with heart, if you wait return => deception : Greater things come from somewhere else ...)

❖ Candy & Chocolate (working well with women)

❖ Wines from your Area (working well with guy)

❖ Cigarette & Fire (KEEP CIGARETTE PACK for After party)

Smoking IS BAD , Smoking SUCKS , Smocking KILLS , DON'T START !

❖ I mean : Little attention makes BIG Difference





The media & social aspects of a security event

« Human is the refuge value »





The media & social aspects of a security event

Thanks 4 Listening
Q/R

