

# The Digital Director: Cybersecurity and Social Media for Directors (DDR)

## Application for Admission

### COURSE OVERVIEW

Oversight of cybersecurity, digital and social media is one of the most complex and rapidly evolving board mandates. The nuances of this responsibility have led to unique challenges for boards of all sectors.

As a director, how do you ensure you're abreast of the latest developments and that you're providing value to your organization? The Digital Director will equip you with the knowledge, tools and confidence to contribute effectively to boardroom discussions and decision making.

### SOCIAL MEDIA FOR DIRECTORS

This session will address why social media matters for corporate directors and how it can affect their strategy and operations including how to:

- Manage reputational risk for the company and responding to social media crises
- Leverage social media as a channel of communication to the public and to shareholders
- Make sense of the digital activity of the activist shareholder
- Develop social media as a personal source of independent intelligence
- Gather intelligence to ensure the right questions are asked by the board
- Use social media to strengthen your personal development and enhance your profile

### OVERSEEING CYBERSECURITY RISK

This session will offer a structured approach to cyber-resilience and cyber-oversight – the questions directors should ask, and the answers they should receive, all with a goal of increasing your cyber confidence as a director. Participants will:

- Understand the nature of cybersecurity and its oversight
- Appreciate the nuances of the role directors have to oversee protection of their organizations' networks and data
- Discern and understand how to integrate the elements of a successful cyber-resilience program – the "dos" and "don'ts"

### WHO WOULD BENEFIT? WHO SHOULD ATTEND?

The Digital Director: Cybersecurity and Social Media for Directors is intended for:

- Directors of private for-profit and publicly-listed companies;
- Directors of medium and large not-for-profit organizations, Crown corporations, and public ABCCs;
- Graduates of the ICD-Rotman Directors Education Program

\* Please note that this is not an open-enrollment course, and ICD reserves the right to limit admission to applicants with an appropriate level of experience. Space is limited and there is no guarantee of admission into the program.

### NOTICE OF ADMISSION

Applicants will be updated on the status of their application by email within 2 business weeks of receipt of an application.

### MEMBERSHIP IN THE ICD

The Institute of Corporate Directors is committed to providing its members with a wide range of tools, resources and services that support them in being effective directors and creating high-performing boards. If you are currently a non-member of the ICD, included in your DDR application fee is a one-year ICD membership.

### COURSE FEE

For ICD.Ds with membership in good standing: \$950 Plus Applicable Taxes (see below chart)

For current ICD members: \$1,050 Plus Applicable Taxes (see below chart)

For non-members: \$1,395 Plus Applicable Taxes (see below chart)

**APPLICABLE TAXES:** (Taxes are based on program location, not the applicant's address)

Location	AB	BC	MB	NL	NS	ON	QC	SK
Applicable Tax Rate	5%	5%	5%	15%	15%	13%	14.975%	5%



# The Digital Director: Cybersecurity and Social Media for Directors Application Form

City \_\_\_\_\_ DDR Course Location (City) \_\_\_\_\_ Course Start Date \_\_\_\_\_

Should class space not be available for the course to which you have applied – would you like your application forwarded to the next available class?

Yes  No If Yes, please note the preferred city \_\_\_\_\_

## APPLICANT

Mr.  Ms.  Mrs.  Dr.

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Preferred Name \_\_\_\_\_

## BUSINESS CONTACT DETAILS

Street Address \_\_\_\_\_ Suite Number \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_ Participant E-mail \_\_\_\_\_

Assistant's E-mail \_\_\_\_\_ Company Web site \_\_\_\_\_

## HOME CONTACT DETAILS

Street Address \_\_\_\_\_ Suite Number \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Cellular \_\_\_\_\_

Preferred mailing address:  Business  Home

### ICD MEMBERSHIP STATUS

ICD Member?  Yes  No

Member Since: \_\_\_\_\_

ICD Chapter: \_\_\_\_\_

Member ID: \_\_\_\_\_

\*If you require assistance with your membership information, please contact the ICD at membership@icd.ca or 1.877.593.7741 x289.

### CURRENT EMPLOYMENT

Current Title/Position \_\_\_\_\_

Company/Organization \_\_\_\_\_

Type of Company:  Public For Profit  Private For Profit  Commercial Crown  Not-For-Profit (including NFP Crowns)

Company Size (by annual gross revenue):  Under \$500 million  Over \$500 million  Over \$1 billion

Industry Sector (select one from the choices below):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Academia & Education              | <input type="checkbox"/> Entertainment & Media  | <input type="checkbox"/> Natural Resources          |
| <input type="checkbox"/> Advertising & Marketing           | <input type="checkbox"/> Environment            | <input type="checkbox"/> Pharmaceuticals            |
| <input type="checkbox"/> Accounting & Financial Services   | <input type="checkbox"/> Government             | <input type="checkbox"/> Professional Services      |
| <input type="checkbox"/> Agriculture & Food Production     | <input type="checkbox"/> Human Resources        | <input type="checkbox"/> Retail & Consumer Products |
| <input type="checkbox"/> Aviation & Aerospace              | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Security & Defense         |
| <input type="checkbox"/> Banking, Finance & Investments    | <input type="checkbox"/> Industrial             | <input type="checkbox"/> Tourism & Hospitality      |
| <input type="checkbox"/> Broadcasting & Telecommunications | <input type="checkbox"/> Insurance              | <input type="checkbox"/> Transportation             |
| <input type="checkbox"/> Building & Construction           | <input type="checkbox"/> Medical & Healthcare   | <input type="checkbox"/> Other, please specify      |
| <input type="checkbox"/> Consumer Products & Manufacturing | <input type="checkbox"/> Mining                 |   |
| <input type="checkbox"/> Energy & Power                    |   |   |

### PREVIOUS EMPLOYMENT EXPERIENCE

- |    |                |                      |                           |
|----|----------------|----------------------|---------------------------|
| 1. | _____          | _____                | _____                     |
|    | Title/position | Company/Organization | Years Held i.e. 2001-2009 |
| 2. | _____          | _____                | _____                     |
|    | Title/position | Company/Organization | Years Held i.e. 2001-2009 |
| 3. | _____          | _____                | _____                     |
|    | Title/position | Company/Organization | Years Held i.e. 2001-2009 |
| 4. | _____          | _____                | _____                     |
|    | Title/position | Company/Organization | Years Held i.e. 2001-2009 |
| 5. | _____          | _____                | _____                     |
|    | Title/position | Company/Organization | Years Held i.e. 2001-2009 |



**METHOD OF PAYMENT**

- Enclosed, please find my cheque payable to the **Institute of Corporate Directors**
- I would like to make payment by:  Visa  MasterCard
- For ICD.Ds with membership in good standing: \$950 Plus Applicable Taxes (see chart on page 1)
- For current ICD members: \$1,050 Plus Applicable Taxes (see chart on page 1)
- For non-members: \$1,395 Plus Applicable Taxes (see chart on page 1)

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 Card #

Expiry Date (mm/yy)

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 Name on Card

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 Signature of Applicant

Authorized cardholder signature (if different from applicant)

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 Date

Course fees are due at the time of application. In the event that the applicant is not admitted into the course, a refund will be issued.

**CANCELLATION POLICY**

Refunds will be given for cancellations received in writing to the ICD no later than 14 days before the start date of the course, and will be subject to an administrative fee of \$250 (plus applicable taxes). No refunds or credits will be provided for cancellations received less than 14 days before the start date of the course. Non-attendance will incur the full course fee. Should the ICD need to cancel or postpone a course offering, applicants will be issued a full refund. Complimentary membership will be revoked in case of a refund.

**COLLECTION OF PERSONAL INFORMATION AND PROTECTION OF PRIVACY**

For more details visit [www.icd.ca/privacy](http://www.icd.ca/privacy).

**DECLARATION**

I hereby certify that all statements on the application and in any material filed in support hereof are true, correct and complete and all material information has been disclosed. I understand that if the Institute of Corporate Directors (ICD) finds to the contrary, my association with, admission to, or registration in the course may be rescinded and cancelled after notice in writing to me. Once registered in the DDR course, I understand that I am fully responsible for all fee payments. I pledge to conduct myself in a manner of integrity, honesty and respect for individuals in the ICD community. If I am found to act in a manner contrary to the aforementioned values, I understand that I may be required to withdraw from the course.

**SIGNATURE**


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 Applicant's Signature

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 Date
**PLEASE SEND YOUR COMPLETED APPLICATION FORM TO:**

Institute of Corporate Directors  
Attn: DDR registration administrator

2701–250 Yonge Street, Toronto, ON Canada M5B 2L7

T: 416.593.7741 x289

T: 1.877.593.7741 x289

F: 1.888.398.4794

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