

This guide tells you what makes an event CSIDES, what you can shape locally, and the main things to include or not include.

Version 1.1 I October 2026

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What makes it CSIDES?

CSIDES is a community event with local roots and a coastal focus. It is for anyone who is curious, not only people who work in cyber security.

CSIDES is:

- Open to everyone, whatever their age, background, knowledge or skills
- A place to learn, meet people and build lasting local connections
- Serious ideas explained in plain English, real life examples and hands-on activities
- Built with the local community, not simply brought into it
- Run for community benefit, not personal profit

CSIDES is not:

- A BSides event or a standard conference
- Only for cyber security professionals or people looking for cyber security jobs
- A day of technical talks
- A sales event or a way to collect leads
- A platform built around one organiser, speaker or sponsor

The things every CSIDES must keep

Keep this	What it looks like
Plain English	Explain unfamiliar terms. Never make people feel left out
Real life	Use examples people recognise from home, work and their community
Participation	Make room for questions, conversation, trying things and meeting people
Local knowledge	Involve someone who understands the area and its demographic
Local relationships	Work with residents, colleges, community groups, businesses and public services where possible
Shared ownership	Build a team. CSIDES is about the community, not one personality
The CSIDES brand	Use the official name, look and tone correctly (see brand guidelines)

1. Check that CSIDES is right for your community

Do not start with speakers or a venue. Start by researching the needs of your local community. Find at least one person who understands the area. They might come from a college, community group, local business, public service or another trusted network.

Have conversations with people such as:

- Member of Parliament (MP)
- Business owners
- Council
- Social or community groups
- Colleges and schools

Ask to use the CSIDES name

Before you promote the event, contact the CSIDES founders. Share your location, local purpose, rough plan, and date. Organisers should get written agreement before using the CSIDES name or logo.

2. Build your team

For example:

Someone needs to own	In everyday terms
Overall lead	Keeps the plan moving and is the main CSIDES contact
Community and access	Builds local relationships and removes barriers
Activities and speakers	Shapes a varied, useful and understandable programme
Venue and safety	Contact for the venue, suppliers, risks and event-day plan
Money and supporters	Tracks the budget and manages sponsors fairly
Information and welcome	Handles the website, joining details, volunteers and brand

3. Shape the day around people

- Use a venue that feels welcoming to the general public
- Check step-free access, toilets, seating, sound, lighting, quiet space and transport
- Tell people clearly what to expect before they arrive
- Keep the event free or genuinely affordable. Offer concessions if you charge
- If it works locally, consider an out-of-season date that supports the area at a quieter time

Make the programme varied

Technical sessions are welcome, but they should not take over. A CSIDES programme might include:

- everyday safety, privacy and scams
- hands-on activities and demonstrations
- stories from local people and businesses
- creative or family-friendly sessions
- careers, mentoring and routes into learning
- community discussions and problem-solving

Test your content by asking:

- Will a curious beginner understand why it matters?
- Is it in plain English, with a real-world example?
- Can people ask, discuss, practise or take part?
- Is it useful rather than promotional?

Invite ideas openly

Ask publicly for talks, workshops, demonstrations and activities. Encourage first-time speakers and offer help. Sponsors can put forward ideas, but they do not buy a place in the programme.

4. Looking after people

Accessibility

Publish honest information about the venue, travel, food, noise, lighting, quiet space etc.

Children and Vulnerable Adults

If children or adults at risk may attend, name a safeguarding lead and follow the rules that apply where you are. Agree supervision, consent and photography arrangements before registration opens.

Code of Conduct

Publish a short Code of Conduct. Say how people should treat each other, what is not acceptable, and how to ask for help.

Data Protection

Only ask for information you genuinely need

Say why you need it, who can see it and when it will be deleted

Never sell or hand participant lists to sponsors

Do not use badge scanning for sales leads

Offer a clear way to avoid photographs or recordings

> **KEEP IT HUMAN** People should know who the organisers are, where to find help, and that a concern will be taken seriously.

5. Work with sponsors without it becoming a sales event

Sponsors can make the event affordable. Their support should show commitment to the community, not buy access to people.

- Offer clear, fair sponsor packages
- Do not sell speaking slots or control of the programme
- Do not promise personal data or guaranteed leads
- Keep sponsor activity focused on community content, not selling their products or services

Use local suppliers where you can

Look locally for venues, food, print, equipment, creative work and other services. Thank these suppliers by acknowledging them as community sponsors, even if you paid for their services.

6. Keep the money simple and visible

- Any surplus sponsorship should be donated to a local charity or put into the following year's event
- Organisers volunteer their time and skills and should not be paid from sponsorship money
- All CSIDES events should be managed ethically and in-line with your country's tax and business laws

> **AIM** Finish without debt, hidden costs or awkward questions. A modest event that breaks even is a success.

7. Consider risks

Some of these may fall under the responsibility of the venue or suppliers, but consider the following:

- medical emergencies, fire and evacuation
- safeguarding and lost children or vulnerable people
- access problems and participant welfare
- weather, transport and coastal conditions
- venue, food, equipment, power and internet
- data, photography and reputation
- speaker, supplier or volunteer cancellations

On the day

- Brief the whole team and volunteers before opening
- Make organisers and help points easy to spot
- Keep key phone numbers and the event plan in one place
- Know who can pause or stop an activity
- Record incidents carefully and only share details with people who need them

8. After the event

Thank people, pay bills, gather feedback, delete data on time and follow up on post-event activities.

9. What success looks like

- Did people feel welcome and able to take part?
- Did they learn something useful or gain confidence?
- Did the event support local people and suppliers?
- Where new local connections created?

> **LAST TEST** Would someone with no technical background feel that this event was made for them too?

A short note on this blueprint

Local organisers need to follow the law and obtain suitable advice for areas such as safeguarding, insurance, accessibility, data protection, licences and finance. The CSIDES founders only provide guidance on high-level event requirements, brand identity, and lessons learnt via this document.