

Homeland Security Executive Certificate Studies Program

Strategies for Homeland Security and Risk Management: Lessons from the World's Top Experts

An invaluable opportunity to collaborate with new regional partners.

December 12 - 18 , 2021

Current Security Challenges

Terrorism poses an expanding and escalating threat to the free world today. The nature of terrorism has changed dramatically from a localized and politically motivated ideology to an international global phenomena motivated by an uncompromising religious ideology and global agenda.

A common misperception of the terrorist threat is that it is limited to only certain parts of the world. However, since 9/11 major attacks have been carried out throughout the world. Furthermore, plots and unsuccessful or thwarted attacks demonstrate that global terrorist groups today remain both motivated and capable of carrying out significant and sophisticated attacks on targets worldwide both within the physical and increasingly in the cyber spheres.

Why Come to Israel?

Due to different circumstances, including historical, religious, political, ideological and geographical, Israel has been forced to face extreme security challenges for decades. These circumstances have forced Israel to develop some of the most advanced and innovative techniques designed to better cope with constant and evolving Homeland Security threats. As terrorism has become a global threat, countries throughout the world are increasingly looking to Israel for best practices and proven methodologies in the fields of Homeland Security and counter terrorism.

Testimonial

"I attended the course and have to say that it was the most beneficial and immersive learning experience I have ever been exposed to. The course is aimed at high level security professionals, law enforcement and Government Agencies. As well as academic input, which crystallised my understanding of the current situation in the Middle East, we were exposed to high level experts who gave us the benefit of their specialisms whether that be suicide bombing, target hardening, intelligence management or leadership. The onsite visits to the Gaza Strip, Golan Heights and security installations and Airport reinforced the learning in a practical and beneficial way. I cannot recommend the course highly enough."

Ms. Sharon Kerr
Vice President for Security Services,
Investigations and Crisis Management
American Express

Overview

We are pleased to invite security practitioners and executives from government agencies and private corporations with Homeland Security, anti-terrorism and corporate security responsibilities to participate in an innovative Homeland Security Executive Certificate Studies Program (HSECS).

This week-long seminar partners the renowned academic reputation of Tel Aviv University with the American Society for Industrial Security (ASIS) International, the world's premier organization for security professionals and ASERO Worldwide, one of the world's foremost experts on Homeland Security, counter terrorism, cyber security and risk management. The course combines case study analysis, academic lectures and discussions on relevant topics with a series of exclusive, professional on-site field trips designed to demonstrate lessons and methodologies presented throughout the week in the context of Israel's unique security environment. The course has been evaluated, approved and endorsed by ASIS international. It also falls under the direct supervision of the Tel Aviv University Senate.

This intensive course will be led by members of Tel Aviv University's distinguished academic faculty and

Testimonial

"I found the ASERO sponsored Homeland Security Executive Certificate Studies program to be of outstanding quality, combining stimulating classroom discussion with rare field trip experience. Even as a seasoned security practitioner I learned valuable insights and innovative prevention techniques I will now work to apply in the private sector. I would strongly encourage my professional colleagues in the security industry to attend and participate-they will not be disappointed. "

James A. Savage, Jr.
Vice President of Global Security
Hunt Consolidated, Inc.
Dallas, Texas

a team of ASERO experts who offer over one hundred years of combined field and regulatory experience in the development and implementation of Israel's best practices in the fields of Homeland Security and counter terrorism. ASERO lists among its professional team of instructors former senior ranking officials from the Israeli Security Agency (ISA) - including Doron Bergerbest-Eilon, former Director for Protection and Security, Israeli Security Agency, and Founder and CEO of ASERO Worldwide —high level operational management from Ben Gurion International Airport and senior ranking officers from the Israel Defense Force (IDF) Home Front Command (HFC) and Israel National Police (INP). A series of guest lecturers will also contribute their valuable security expertise on a variety of topics throughout the course.

Participants in this course will gain practical, real-world experience and a better understanding of evolving threats, risk management and protective security methodologies, different approaches to cognitive-based security screening for the aviation, maritime and land

domains, critical infrastructure protection, quality assurance tools and best practices aimed at mitigating both existing and potential future threats based on field-proven techniques developed over decades of experience. They will also gain unparalleled access to top Israeli security and counterterrorism experts as well as important strategic, cultural and historic sites in the Holy Land.

This course is conducted in English and is limited to 20 security professionals per course (*pending Covid-19 restrictions in place at the time of the course*).

We believe that this program represents the best in comprehensive Homeland Security instruction and education and are proud to present this program for your consideration.

Course Dates

This pioneering course which brings together new regional partners in our mutual effort to combat global threats shall be offered from December 12 – 18, 2021.

Who Should Attend?

Our program is designed to meet the professional needs of security managers and executives from the government, public and private sectors. The program has been designed for mid-to-senior level personnel with experience in Homeland Security looking to enhance their knowledge and capabilities to combat current and potential future threats and security challenges.

Upon completion of this seminar, participants receive a certificate signed by the Dean of Special Programs of Tel Aviv University recognizing the achievement of 40 academic theoretical hours in Homeland Security studies.

Tuition

Costs for the Homeland Security Executive Certificate Studies Program are: \$4,400 for ASIS members, \$4,900 non-members. The Government Employee rate is \$3,900 for ASIS members, \$4,400 non-members. This price includes all prearranged meetings and site visits, guide services and some meals. Participants are responsible for their own accommodations and transportation to and from Israel.

ASIS International is the preeminent organization for security professionals, with more than 36,000 members worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests, such as the ASIS Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates the role and value of the security management profession to business, the media, government entities and the public. By providing members and the security community with access to a full range of programs and services, and by publishing the industry's No. 1 magazine—[Security Management](#)—ASIS leads the way for advanced and improved security performance.

Tel Aviv University campus—located in Israel's cultural, financial and industrial heartland, Tel Aviv University is the largest university in Israel. Participants will benefit from the University staff's "best practices" expertise and experience and view first-hand the advanced security measures deployed throughout the secure sites. Experienced, Israeli, security professionals and renowned, academic professors will accompany the entire program.

ASERO Worldwide, an industry leader in the homeland security market, is a global security and risk management consulting firm headquartered in Washington, D.C. The company provides clients with comprehensive security services to help diminish risks to clients' businesses. ASERO provides strategic and tactical counsel to governments and businesses on risk mitigation through integrated security solutions incorporating consulting, information assurance, training and technological innovation.

Testimonial

"The HSECS is the most professional and complete course that I have taken on the subject of HLS. The classroom case studies followed by field trips to the sites studied allowed one to fully comprehend the situation and to formalize solutions. If you can attend only one HLS course this one is a must."

Mr. Paul Benoit
Former President and Chief Executive Officer
Ottawa International Airport Authority

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	Course introduction and opening remarks 08:30 – 09:00	The principles of first response based on the Israeli model: key players, roles and responsibilities 08:30 - 10:00	The rising cyber threat: trends, insights and possible solutions + ssocal media monitoring tools and tactics 08:30 – 10:45	Briefing by an IDF officer on the situation in the South and the Gaza Strip 09:00 – 10:15	Professional visit and briefing at the Israeli Parliament (Knesset) in Jerusalem 08:30 – 10:00	Risk management in Homeland Security 08:45 – 10:15	Day trip and tour of the North of Israel 08:00 – 19:00
	Introduction to anti-terrorism and homeland security 09:00 – 10:15					Quality Assurance (QA) models in Homeland Security 10:30 – 12:00	
Morning	Current trends in ‘glocal’ terror and analysis of adversary modus operandi 10:30 – 12:30	Emergency management lessons learned from the Covid-19 pandemic: the Israeli perspective 10:15 – 12:00	Air cargo and supply chain security 11:00 – 12:30 Mr. Ilan Biton	Security briefing about the constant threat of rocket fire in Sderot 10:30 – 11:30	Case study and site visit to Armon HaNatziv, the site of the 2017 ramming attack 10:30 – 11:30	Concluding remarks and Feedback session 12:00 – 12:30	
	Lunch						
Afternoon	Case study analysis and site visit to Rabin Square, the site of the assassination of former Prime Ministry Yitzhak Rabin 14:00 – 15:30	An academic and historical perspective on the rise of extremism 13:00 – 14:30	Professional visit and briefing at Ben Gurion International Airport 14:00 – 16:00	Pro-active approaches to sensitive installation security 13:30 – 15:00	Walking tour of the Old City of Jerusalem + Tour of the Al-Aqsa Mosque 13:00 – 18:00		
Afternoon	Walking tour of Tel Aviv terror attack sites 15:30 – 17:30	Site visit and briefing at Magen David Adom (MDA) station 15:00 – 17:00		Behavior pattern recognition: a pro-active approach 15:15 – 17:00			
	17:30 Welcome reception hosted by ASERO		18:00 Dinner hosted by ASERO		19:00 Dinner hosted by ASERO		

Homeland Security Executive Certificate Studies Program
Tel Aviv University, Israel
December 12 – 18, 2021

Attendee Reservation Form

We are pleased that you are interested in participating in this unique collaborative opportunity to join security professionals. **REGISTER EARLY** - Due to security considerations relating to program events, we must limit the number of attendees to 20 (pending Covid-19 related restrictions).

In order to reserve your spot, please complete the form below and return it to Mr. Zori Kor, Vice President, ASERO Worldwide at zkor@asero.com. All information will remain confidential.

Prefix: ☐ Mr. ☐ Ms. ☐ Dr. ☐ Other

Name: _____ Position: _____

Organization: _____ Years Exp: _____

Address: _____

Address 2: _____

City _____ State _____ Zip _____ Country _____

E-mail: _____ Contact Phone 1 _____ Contact Phone 2 _____

D.O.B _____ Passport # _____

Type of organization: ☐ Government ☐ Nonprofit ☐ Public ☐ Private

ASIS Member ☐ Yes ☐ No Member #: _____

Current Position ☐ Executive ☐ Sr. Manager ☐ Supervisor Other ☐

Years in current position: ☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20

Please describe your current organizational responsibilities:

School /University Attended: _____

Professional certifications: _____

Homeland Security Executive Certificate Studies Program
Tel Aviv University, Israel
December 12 – 18, 2021

You may use this space to enter specific questions, requests, or comments:

How did you learn about our HSECS course offerings?

☐ ASIS Website ☐ Colleague ☐ Other: _____

Payment Methods:

☐ Check ☐ Wire transfer ☐ Other: _____

☐ Please confirm my attendance at the **December 12 – 18, 2021** course and reserve my spot on the attendee roster.

☐ I will be unable to attend any of these sessions but would like information on future sessions.

NOTE: Due to the content and information presented in this seminar, ASERO-TAU-ASIS reserves the right to refuse seminar participation from individuals who do not have the necessary security clearance and/or background.

Homeland Security Executive Certificate Studies Program Tel Aviv University, Israel

TUITION INFORMATION:

ASIS Member Registration Fee	** \$4,400.00	<input type="checkbox"/>
Non-Member Registration Fee	** \$4,900.00	<input type="checkbox"/>
ASIS Member (Government Employee) Registration Fee.....	** \$3,900.00	<input type="checkbox"/>
Non-Member (Government Employee) Registration Fee.....	** \$4,400.00	<input type="checkbox"/>

*** A non-refundable down payment of \$900 must be made a minimum of 45 days prior to the course in order to reserve a place in the coming session. The balance of the course fee should be made no later than 15 days prior to the start of the course.*

***Charges do not include airfare, lodging and most meals.*

HOTEL INFORMATION:

Preferred HSECS Program attendee rates have been negotiated with the exclusive Dan Tel Aviv Hotel. The Hotel, overlooking the Promenade and the Mediterranean Sea, is the perfect setting for the discriminating professional offering proximity to Tel Aviv's finest beaches, one of the largest open markets in Israel, the Carmel Market, and Jaffa, among other destinations.

The Dan Tel Aviv Hotel website address is:

<https://www.danhotels.com/TelAvivHotels/DanTelAvivHotel>

Program participants will benefit from a special attendee room rate of \$250 for a single room with free internet connection and breakfast included. If you wish to extend your stay, the preferred attendee pricing will be honored.

*** Hotel and rates are subject to change.*

*** Double occupancy rooms are subject to additional charge.*

*** ASERO shall facilitate hotel reservations for participants electing to stay at the Dan Panorama Hotel. Participants electing to stay elsewhere are responsible for coordinating their own reservations and for arranging transportation to and from the Dan Panorama on a daily basis.*

Name (Print) _____

Signature _____ Date ____ / ____ / ____

Please email this form to dsmith@asero.com
Attn: Danielle Smith, Director, ASERO Worldwide
Phone: +972 (3) 766-2626