

## Homeland Security Executive Certificate Studies Program

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

May 18 - 24, 2025

September 7 - 13, 2025

### 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.

### Overview

We are pleased to invite security practitioners and executives from government agencies and private corporations with Homeland Security (HLS), 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, Israel's largest 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.

### 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**

### **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**

This intensive course will be led by members of Tel Aviv University's distinguished academic faculty and a team of ASERO experts who offer hundreds of 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 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 participants per 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.

### **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, and never more so than today.

In the early morning hours of 7 October 2023, thousands of armed Hamas terrorists infiltrated Israel from Gaza and brutally murdered over 1,200 residents of towns and communities along the Israel-Gaza border and attendees at an overnight music festival in proximity to the border fence. Over 240 people including women and children were taken hostage into Gaza and many still remain captive. The attacks came alongside 3,000 rockets launched against Israel reaching as far the center of the country.

Immediately following this unwarranted attack, one of the worst terror attacks in modern history, Israel declared war on Hamas. The war, which has resulted in the largest call up of Israel Defense Force reservists in Israel's history, is still ongoing at a lower intensity.

The events of 7 October 2023 represent huge failures on the part of the Israeli defense establishment. However, with failure comes an opportunity to learn. We believe that it is important for security practitioners to witness firsthand the impacts that 7 October had and continues to have on both the

security infrastructure and the daily lives of Israel's citizens and to extract invaluable insights and lessons which may be learned from not only the failures but also, and importantly, from the resilience and initiatives undertaken by the Israeli public in the aftermath.

This course aims to provide a holistic perspective on security, balancing the need to understand the events of 7 October within the context of how it is like to impact security not only in Israel but throughout the world going forward, while also demonstrating and exposing participants to advanced and innovative security practices in place in other domains throughout the country.

As terrorism and civil unrest continue to pose a significant threat throughout the world, Israel is still considered to be among the leaders in devising and implementing 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**

### Course Dates

This course, which brings together Homeland Security practitioners from around the world in our mutual effort to combat global threats shall be offered twice in 2025 including from May 18 - 24 and September 7 – 13.

### 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: \$4,500 for ASIS members, \$5,000 non-members. The Government Employee rate is \$4,000 for ASIS members, \$4,500 non-members. This price includes all prearranged meetings and site visits, guide services and some meals. Participants are responsible for the costs of accommodations and transportation to and from Israel.

### Registration

To reserve your spot, please email Ms. Danielle Smith, *Director*, at [dsmith@asero.com](mailto:dsmith@asero.com). All information will remain confidential.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>Morning</b>	Course introduction and opening remarks	Black Arrow Monument: Briefing by an IDF officer on the situation in the South and the Gaza Strip	On-site visit and security briefing at Ben Gurion International Airport	The rising cyber threat: trends, insights and possible solutions + Social media monitoring, disinformation campaigns and fake users detection – tools and tactics	Professional visit and briefing at the Israeli Parliament (Knesset) in Jerusalem	Risk management in Homeland Security	Day trip to the Golan Heights and the North of Israel	
	Israel's complex security environment: challenges and lessons learned	Pro-active approaches to sensitive installation security		Civilian resiliency under times of extreme crisis and war		Quality Assurance (QA) models in Homeland Security		
<b>Morning</b>	The events of the 7 October 2023 massacre and how they will shape Israel going forward	Visit to Kfar Aza / meeting with civilians impacted by 7 October		At Armon Hanatziv Promenade: Ramming attack incident (2017)	Concluding remarks and Feedback session			
Lunch								
<b>Afternoon</b>	Case study analysis and site visit to Rabin Square, the site of the assassination of former Prime Ministry Yitzhak Rabin	An academic and historical perspective on the rise of extremism	Professional visit and briefing at SwissPort Cargo Center	On-site visit and briefing at the Dalia Power Plant and SOC	Walking tour of the Old City of Jerusalem + Jerusalem tunnel tour			
<b>Afternoon</b>	Walking tour of Tel Aviv terror attack sites					Dinner hosted by ASERO Worldwide		Dinner hosted by ASERO
	Opening cocktails hosted by ASERO							