

TWO-DAY TECHNICAL BRAND PROTECTION OSINT COURSE

Methodology:

Protecting your brand and your business with an online brand protection strategy is very important to any successful business. At Qwarie we realise how your brand protection team combats the loss of revenue, reputation and customer trust that occurs when someone else exploits your brand for their own gain. In this two-day course, you will have the opportunity to use & practice OSINT techniques with the guidance and assistance of our specialist trainer.

Audience:

Up to 10 participants, this training is suitable for current Brand Protection Specialists.

Objectives:

- Identify & perform OSINT techniques that a brand protection specialist can utilise to protect an extensive portfolio of fashion and luxury brands.
- Participate in methods to identify sellers advertising counterfeit products, infringing upon trademarks or copyrights, selling products outside of authorised territories, or violating other critical sales and marketing policies.
- Recognise tactics for shutting down illicit online listings.
- Compare disruption tactics against different sellers.
- Demonstrate how to produce evidence for prosecution.

Learning Outcomes: delegates will acquire:

- The ability to identify counterfeit, design and trademark infringements on the internet and gather such evidence.
- Skills to detect, identify and disrupt perpetrators.
- The ability to present a compliant case to law enforcement for prosecution.

SUBJECT

CONTENT

Introduction to Brand Protection

- Examples of brand abuse on the web.
- Scope and situation analysis.

OSINT & Brand Protection

- Search engine manipulation.
- Detection & investigation of fake websites and online shops including the dark web.
- Identifying & Investigating sellers of counterfeit goods on social media.

Protecting a Brand

- Planning an OSINT investigation.
 - Computer's security & footprints.
 - Creating and managing a false persona.
 - Audit trails, evidence gathering and prep for enforcement.
 - Using disruption tactics.
 - How Qwarie can help.
 - Questions & finish.
-

TIMETABLE

Sector	Day 1	Day 2
Morning	Registration Introduction to OSINT	Creating and Managing a False Persona
Break	Break	Break
Morning	Advanced Search Techniques Part 1 (+ Practical)	Investigating Social Media Sites - Part 1 (+ Practicals)
Lunch	Lunch	Lunch
Afternoon	Advanced Search Techniques Part 2 (+ Practical)	Investigating Social Media Sites - Part 2 (+ Practicals)
Break	Break	Break
Afternoon	Internet Structure, Domain Names & Website Investigations (+ Practical)	Audit Trails & Evidence Preparation (+ Practicals) Qwarie OSINT Gathering Practical Exercise End of Training Debrief