



Strategic Multi-platformed Analyst Research Training

Advanced Internet & Online Intelligence Investigations Seminar!

Finding, Using, and Verifying Internet and Online Intelligence. Learn how to uncover valuable information from public and private online databases, social networks and Web 2.0 applications. Understand the full range of online investigative tools and techniques in order that you may conduct thorough, fully rounded investigations.

The Audience: Fraud Examiners, Attorneys, Paralegals, Accountants, Auditors, Law Enforcement, Security Professionals, Government, Licensed P.I.s, Insurance and Education professionals.

Take Home: Get S.M.A.R.T. The Seminar includes valuable handouts, Course Guidebook, and Continuing Education Certificate for 8 hours of training. This Guidebook will become an invaluable tool for everyone from occasional to full time online research professionals.

When and Where: Get S.M.A.R.T. will be held on Friday June 18, 2010 at the Curtis (Doubletree Hotel), located at 1405 Curtis Street, Denver CO 80202.

Some Details: Registration starts at 8 AM, Class starts at 9 AM, Coffee breaks will be provided, and lunch is on your own. Wireless Internet Access is provided, however no I.T. assistance will be able for troubleshooting during class.

Cost: \$249.00 per attendee, Active Law Enforcement \$199.00 per attendee, Groups of 3 or more less 10% off the total price. Contact the office for group discounts and law enforcement registration, or to register by phone. Otherwise, register online at <http://www.hetheringtongroup.com/smart>.

Get S.M.A.R.T. Now and Register @
<http://www.hetheringtongroup.com/smart>

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Get S.M.A.R.T. - Class Outline

Introduction to Internet Intelligence Training

In this opening session, attendees will participate in an instructor-led session and discuss the various ways that computers have been used in examinations and how this is changing.

Internet Investigations 1.0 – Beyond Google

The Internet can serve as either an aid or a curse to investigators depending on how you use it. Learn how to effectively use Internet resources, create proper search strategies, and run advanced Internet searches. Understand the limitations of what is available and how that can hurt your case.

Internet Investigations 2.0 – Investigating with Auction Web sites

This session continues with the use of the Internet in your examinations. The instructor will take you on-line to some of the most productive sites that are available. You will also learn how to deconstruct a Web site for intelligence, understand caching and how that can be your best lead and backdoors that are useful for your investigations.

Advanced Internet Investigations Web 2.0 1.0 – Public Information in Open Sources

The Internet is no longer a Web site world, and crime is happening in real time scenarios. Learn about blogs RSS feeds, and Web 2.0 driven social networks. We will roll up our sleeves and get into Web 2.0 sites to track down leads in cases.

Advanced Internet Investigations Web 2.0 1.5 - Continuation

A continuation of the blog and social network sites, as well as a using the tools and resources from the prior day, we will track down so-called anonymous posters and create profiles based on the information we learn.

Internet Intelligence Top Ten List in Action

Using the sites evaluated throughout the day and identified as the go-to sources for investigators, the class will conduct a practical exercise in locating individuals and information relevant to our cases.

Highlights:

- We will expose fraudulent people and enterprises, locate assets and uncover intelligence.
- Learn how to use eBay and other online auction sites for investigations.
- Learn free resources found on the Internet for conducting due diligence and background investigations.
- Understand the difference between Web 2.0 and traditional Web sites and learn how to deconstruct a profile for your investigations.
- Hunt down online social network profiles.
- Connect the associations between users of LinkedIn and Myspace type Web 2.0 services.
- Prevent exposing yourselves and your families online.

Get S.M.A.R.T. Trainer - Cynthia Hetherington, MLS, MSM

Cynthia Hetherington has more than 15 years of experience in research, investigations and corporate intelligence. She is the founder of Hetherington Group, a consulting, publishing and training firm focusing on intelligence, security and investigations. Cynthia most recently was the leader of Aon Consulting's Corporate Strategic Intelligence group.

Cynthia applies her expertise in library science and information systems to provide clients with strategic insight into research and complex investigations. During her career, she has assisted a vast number of clients with Internet investigations related to employee theft and intellectual property loss. Cynthia has also applied her research skills while conducting online and database research to uncover well-hidden relations between fraudulent associates, their assets and secrets. She has experience overseeing international investigations for Fortune 500 companies and other organizations in the Middle East, Europe and Asia.

A widely-published author, Cynthia authored *Business Background Investigations (2007)* and the *Manual to Online Public Records (2008)*, published by Facts on Demand Press. She is the publisher of *Data2know.com: Internet & Online Intelligence Newsletter* and has co-authored articles on steganography, computer forensics, Internet investigations and other security-focused monographs. She is also recognized for providing corporate security officials, military intelligence units, and federal, state and local agencies with training on online intelligence practices. In addition, Cynthia is a faculty member for the Association of Certified Fraud Examiners teaching Computer-Aided Investigations, and a former adjunct to the Federal Law Enforcement Training Center, where she taught a program on cyber counterterrorism investigations.

Noteworthy Engagements

- Conducted background investigations of multinational for-hire security forces operating in war zones as well as performed analysis of their activity and suitability for clients needs.
- Determined identity and provided additional data that resulted in the arrest of an employee accused of embezzling almost \$1 million from a global organization. Research and analysis resulted in recovering \$600,000 worth of recoverable assets.
- Located the assets of a family with ties spanning six countries for judgment collection by Israeli government.
- Removed a company's proprietary evidence from a competitor's computer. Filed declarations confirming the process.

Professional Affiliations

- ASIS International
 - Economic Crime Committee, Board Member
- United States Professional Investigator Association, Board Member
- Institute of Corporate Forensic Professionals, Board Member
- New Jersey Association of Licensed Private Investigators, President
- New Jersey Institute of Technology, Information Technology Program, Board Member
- Past President, Alpha Lambda Honor Society

Education

- New Jersey Institute of Technology, Master of Information Systems Management
- Rutgers University, Master of Library Science
- Montclair State College, B.A., philosophy

EXPANDED COURSE OUTLINE FOR C.E.U. ACCREDITATION

Introduction to Internet Intelligence Training

I. Introduction

- A. Instructor Introductions
 - 1. Instructor's experience, length of service
- B. Course Information
 - 1. Course purpose
 - 2. Course Content overview, module by module
 - 3. What the student can expect to learn by the end of course
- C. Why are we here?
 - 1. Discuss scenarios for online investigations
 - 2. Combat terrorism, both International and Domestic
 - 3. Internet investigations for organized crime, asset forfeiture and drug trafficking investigations

Investigations 1.0 – Beyond Google

I. Free Resources

- A. Google
 - 1. Google.com limitations for investigations
 - 2. Google.com alternatives
- B. Expert Searching
 - 1. Boolean searching in free resources
 - 2. Search engine operators
- C. Alerting Services
 - 1. Setting up alerts for research

II. Fee Resources

- A. Fee based services introduction
 - 1. Alerting services, fee based
 - 2. Database providers of public records
 - 3. Quality of data
 - 4. Timeliness
 - 5. Customer service
- B. Fee based services with limited free access
 - 1. Testing database providers
 - 2. Foreign databases

Internet Investigations 2.0 – Investigating with Auction Web sites

- I. Using Popular Auction Web sites to discover intelligence
 - A. eBay
 - 1. Searching eBay for user identities
 - 2. Understanding eBay layout and where intelligence can be discovered
 - 3. Deconstruction images, leads and comments
 - B. Craigslist
 - 1. Understanding postings, their origins and intent
 - 2. Locating phone numbers, email addresses and identities
 - 3. Introduce class to auction search resources

- II. Behind the scenes technical applications
 - A. IP Addresses
 - 1. Primer to IP addresses
 - 2. Introduce class to whois and traceroute tools.
 - B. Caching and Alerts
 - 1. Three caching servers introduced
 - 2. Three alerting services introduced

Advanced Internet Investigations Web 2.0 1.0 – Public Information / Open Sources

- I. Public Records
 - A. Public records as open source information
 - 1. Explaining the volume of resources available in the US
 - 2. Understanding the security threat to law enforcement and their families
 - B. Limitations
 - 1. Types of records vary widely from state to state.
 - 2. Searches are limited by geography.
 - 3. Online records may be brief abstract of original record.
 - C. Resources for searching public records
 - 1. Free resources
 - 2. Fee based resources

- II. Public Information
 - A. Definition
 - 1. Social networks over exposure
 - 2. Discerning the difference between authentic and planted information
 - 3. Understanding the security threat to law enforcement and their families

- III. Web 2.0
 - A. Definition
 - 1. Explaining the difference between HTML and XML
 - 2. Understanding availability and real-time searching applications

Advanced Internet Investigations Web 2.0 1.5 - Continuation

I. Searching Web 2.0

- A. Country and Language specific sources
 - 1. Introduction to the sites and services
 - 2. Foreign language or demographic specific sites
- B. Identifying information
 - 1. Drug habits and exploits
 - 2. Personal photos and videos
 - 3. Schedules
 - 4. Affiliations, associations
- C. Using Real-time engines
 - 1. Understanding that real time means instant intelligence and leads
 - 2. Locating and incorporating real time engines into your operations

Internet Intelligence Top Ten List in Action

I. Highlights of the Days' Top Sites

- A. Practical review of the specific sites most practical for intelligence operations
 - 1. Search Engines
 - 2. Auction sites
 - 3. IP Searches
 - 4. Social Networks
 - 5. Real-time search engines

Wrap up

- I. Questions and comments
- II. Practical walk through using examples

Get S.M.A.R.T. - Hourly Distribution

Time	Class Event	Time Lapse
0800 – 0900	Registration	<i>60 minutes</i>
0900 - 0930	Introduction to Internet Intelligence	<i>30 minutes</i>
0930 – 1030	Internet Investigations 1.0 – Beyond Google	<i>60 minutes</i>
1030 – 1040	<i>BREAK</i>	<i>10 minutes</i>
1040 – 1200	I.I. 2.0 – Investigating with Auction Web sites	<i>80 minutes</i>
1200 – 1300	LUNCH	<i>60 minutes</i>
1300 – 1430	A.I.I.W. 2.0 1.0 – Public Information	<i>90 minutes</i>
1430 – 1440	<i>BREAK</i>	<i>10 minutes</i>
1440 – 1600	A.I.I.W. 2.0 1.0 – Continued	<i>80 minutes</i>
1600 – 1610	<i>BREAK</i>	<i>10 minutes</i>
1610 – 1630	Internet Intelligence Top Ten List in Action	<i>20 minutes</i>
1630 – 1700	Questions, Wrap-Up	<i>30 minutes</i>