



Email Templates

For employees & leadership

1. Employee Template

Subject: Ready for the challenge? AI Scams at Work starts now 🚩

Hi all,

October is **European Cybersecurity Month** and this year we're taking on **AI Scams at Work: Spot the Red Flags**.

Attackers now use the same AI tools we do. Phishing emails read more naturally, scam calls sound more convincing, and fake videos and voice notes are harder to catch. One weak moment, clicking, replying, sharing, can lead to real damage: lost data, fraud, disrupted work.

That's why we're running this campaign all month. Each week, you'll get:

- One Scene Inspector challenge: a short, realistic scenario to inspect and find the red flag.
- A Red Flag Card to collect once you crack it.
- Supporting resources (videos and tips) to help you spot the pattern in real life.

Here's what's coming:

- **Week 1:** Phishing
- **Week 2:** Voice Scams
- **Week 3:** Shadow AI
- **Week 4:** Deepfakes

Pause. Spot the red flag. Verify before you act. Collect all 4 Red Flag Cards and you'll earn a certificate of recognition, signed by [Senior Leader Name].

👉 Start this week's challenge: [link/QR]

Every red flag you catch makes all of us harder to trick. Thanks for taking part.

Best,

[Name]

[Title]

2. Leadership Template

Subject: Help us make AI Scams at Work: Spot the Red Flags a success this October

Dear [Leadership Team],

October marks European Cybersecurity Month, and this year's focus is AI Scams at Work: Spot the Red Flags, helping employees recognise AI-powered phishing, voice scams, Shadow AI risks, and deepfakes before they cause harm.

For [Company], this is more than a training exercise. It's a chance to put security in the spotlight, reinforce daily habits, and show that spotting a scam is part of how we work, not an afterthought. Attackers already use AI to sound more convincing and look more legitimate; the more of us who know what to look for, the harder we are to trick.

Throughout October, employees will:

- Take on one Scene Inspector challenge each week - Phishing, Voice Scams, Shadow AI, and Deepfakes.
- Collect a Red Flag Card for each challenge completed.
- Earn a certificate of recognition for finishing all four.

Your support matters here. A mention in a team meeting, a quick note in Slack/Teams, or simply encouraging your team to take this week's challenge shows that security isn't just IT's job – it's everyone's.

Thank you for helping make this a company-wide effort, not just a campaign.

Best regards,

[Name]

[Title]

