



# PRE-CONFERENCE COURSES

Sign up for an in-depth study of business continuity basics and specialized subjects with these pre-conference courses. Separate registration and fees apply.

## PRC-1: BCP Management

Saturday, March 5, 8:00 a.m. - 5:00 p.m.  
Sunday, March 6, 8:00 a.m. - 11:30 a.m.  
\$495 per person  
Presenter: Randy Till, CBCP  
Maureen Stauber, CBCP

Learn practical and real-life solutions required to establish a business continuity program within your organization. The key to success in moving your BCP program forward is gaining the foothold within your organization's culture and business processes. Till will provide examples, roadblocks that can be overcome and proven techniques using the 18 years of experience and knowledge he has gained implementing business continuity programs within several organizations.

This class will concentrate on the establishment of the BCP program within your organization, covering the steps necessary to setup a program, define a vision and work to gain the necessary support and participation within your company will be discussed in detail. Following best practices in the industry, you will learn how to increase the value of business continuity planning within your organization. Till will share his views on the necessary components and practices required to establish a comprehensive BCP program and discuss keys to the successful implementation and integration of BCP concepts and practices within your company. This class promises to provide value and insight to the students in attendance.

In addition, each student will receive a free copy of the educational film "Best Practices in BCP" and will be provided with practical and valuable strategies, concepts and methods to support business continuity planning efforts within their organization

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.



Maureen Stauber, CBCP is MasterCard International's director of global business continuity management for technical recovery.



## PRC-2: Risk: Assess, Mitigate, Protect

Saturday, March 5, 8:00 a.m.- 5:00 p.m.  
Sunday, March 6, 8:00 a.m.- 11:30 a.m.  
\$595 per person  
Presenters: Barry Pruitt,  
Michael Herrera, CBCP

How to assess threats to your organization; know your level of mitigation, and when/where to spend limited monies for protection. Learn key definitions; how to identify applicable threats and mitigating controls; and write winning risk event statements. You'll learn the pitfalls – and gain insight – for presenting the risk assessment to executives. As a professional, you need proven risk approaches as one of the cornerstones of your BCP program, and the confidence to apply it to your organization.

- Identify the relevant threats: man-made, natural, technology
- The probability of threats: how to know that you know and prepare for executive questions
- Interviewing: be organized with a system and save time by asking the right questions
- Site analysis: know how, understand why, and prepare for future updates
- Level of mitigation: Identify/evaluate mitigating controls, determine current level of mitigation, document findings and make recommendations.
- Management report: prioritize threats, report status of mitigating controls, present the findings/recommendations, and implement an action plan to address relevant threats, mitigate risk, and map risk to your BIA.

This comprehensive session provides tested and proven principles and practices for identifying and managing risk – don't be caught without the necessary skills to protect your organization.

Barry Pruitt has 22 years experience managing projects major projects, teaches at USC School of business, and has more than 13 years consulting and training experience on the topic of risk.



Michael Herrera, CBCP, is the managing principal of MH & Associates, has more than 16 years technology, business, and recovery experience, and knows risk – he has first hand experience with four major disasters.



## PRC-3: Emergency Operations Center: The Critical Tool for Event Management

Saturday, March 5, 8:00 a.m. - 5:00 p.m.  
Sunday, March 6, 8:00 a.m. - 11:30 a.m.  
\$695 per person  
Presenter: Regina Phelps

An emergency operations center (EOC) is critical for effective management of an event. It allows for command, control and communication and also helps to prevent the formation of "silos" that so commonly develop in an emergency environment. This workshop covers everything you need to know to design both the center and the management concept.

- Physical design factors
- Incident command system
- Equipment and tools
- Who should be involved?
- Sustained operations
- Communication concerns and solutions
- Role of senior management
- Forms and processes
- Virtual EOC's

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



## PRC-4: Incident Management Plan Assessment

Saturday, March 5, 8:00 a.m. - 5:00 p.m.  
Sunday, March 6, 8:00 a.m. - 11:30 a.m.  
\$495 per person  
Presenter: Deidrich Towne, Peter Laz

Learn to use the BCP audit checklist developed by PPBI from recognized standards and industry best practices in this highly interactive course. Responding to the overwhelming success of its workshop presentation, PPBI has developed a one and one-half day course to explore the effectiveness of public and private incident

management plans. You will use the checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management. The tools are free, the simulations authentic, and the class is practical, useful immediately, and fun!

*Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.*



*Peter Laz, CBCP, is a board member of PPBI and a founding board member of Business Network of Emergency Resources, Inc.. He is responsible for the BC and incident management programs at Capital District Physicians' Health Plan.*



### PRC-5: BC Planning Made Simple

Saturday, March 5, 8:00 a.m. - 5:00 p.m.  
 Sunday, March 6, 8:00 a.m. - 11:30 a.m.  
 \$450 per person

Presenter: Norman Harris, CRP  
 Tracy Cowan, CBCP

Since 9/11 what are we most worried about? Network security? Physical security? Terrorist threats? Loss of critical staff? Power outages? Natural disasters? This interactive class will teach the student everything he/she needs to know to get started on their DR/BCP. Bring your laptop to this class and we will provide you with a CD full of

resources, forms and questionnaires to utilize. Harris will cover the following:

- Risk assessment questionnaires
- Network security questionnaires
- Development of business processes
- Recovery time objectives
- Time lines for recovery
- Development of DR/BCP teams
- Impact on operations

This unique class is taught by Norm Harris and during the class he will personally assist you with your SR/BC Plan and insure that you have all the tools you need. Come to this class for one on one training, but register early. Space is limited.



*Norman Harris is recognized as a leader in IT management and as founder of the DRP industry. He is the former chairman and CEO of Harris Recovery Solutions LLC.*

*Tracy Lee Cowan, CBCP, CRP is business continuity/ disaster recovery consultant for ICSI Consulting Services, Inc.*

### PRC-6: Ready, Set, Exercise: The Full Monty!

Saturday, March 5, 8:00 a.m. to 5:00 p.m.  
 Sunday, March 6, 8:00 a.m. to 11:30 a.m.  
 \$695 per person

Presenter: Steven B. Goldman

This workshop is the comprehensive version of Steve Goldman's "Ready, Set, Exercise!" seminar. During this hands-on workshop, you will learn the details of how to set up and conduct a successful crisis plan exercise.

- Where to begin
- Types of exercises
- Getting management support
- The exercise planning checklist
- The exercise design dream team
- Scope, objectives, and extent of play
- Developing your exercise manual
- Resources, data, and props
- Controllers, evaluators, observers and players
- How to conduct and critique the exercise
- Leveraging for your next exercise

The class will become skilled at the exercise development process; we will also develop a basic exercise scenario. Then we will practice what you learned as we participate in a table top drill and a simulated exercise.

*Steven Goldman is a leading crisis management, business continuity, and crisis communications consultant. He has developed, conducted, and evaluated more than 100 drills and exercises.*



### Pre-Conference Course Registration Form

Complete this form and mail to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (314) 894-7474. Make check payable to Systems Support Inc. or provide credit card information.

- PRC-1: BCP Management (\$495)
- PRC-2: Risk Assess, Mitigate, Protect (\$595)
- PRC-3: Emergency Operations Center (\$695)
- PRC-4: Incident Management Plan Assess. (\$495)
- PRC-5: BC Planning Made Simple (\$450)
- PRC-6: Ready, Set, Exercise: (\$695)

Check enclosed for \$ \_\_\_\_\_ Check # \_\_\_\_\_

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Company \_\_\_\_\_

Address \_\_\_\_\_ Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

*Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 6, 2005 without penalty. No refunds or credits will be given for cancellations received after Feb. 6, 2005. All no shows will be charged the full amount. All cancellations must be received in writing.*



# POST-CONFERENCE COURSES

## POC-1: BC Implementation

Wed. March 9, 1:30 p.m. - 5:00 p.m.  
Thurs., March 10, 8:00 a.m. - 5:00 p.m.  
\$495 per person  
Presenters: Randy Till, CBCP  
Maureen Stauber, CBCP

Numerous examples, practical experiences and real-life solutions required to implement various components of a business continuity program are outlined in this course. Students will be provided with concepts and techniques associated with assessing risks and how to determine impacts associated with business disruptions. Time will be spent discussing the approach and best practices for emergency response and crisis management plans required to initiate and manage the recovery process. The class will review the planning steps and processes associated with business and system recovery planning. Special emphasis will be exercising recovery plans and the need to evaluate recovery readiness results, then reporting findings to management. Management commitment and participation is a key factor in the success of your program. Till will share techniques on how to engage the management and staff within your organization. Experienced or new business continuity planners will be sure to walk away with techniques and concepts that will help their organizations.

In addition, each student will receive a free copy of the educational film "Best Practices in BCP" and will be provided with practical and valuable strategies, concepts and methods to support business continuity planning efforts within your organization.

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International.



Maureen Stauber, CBCP is MasterCard International's director of global business continuity management for technical recovery.



## POC-2: Best Practices and the BIA

Wed., March 9, 1:30 p.m. - 5:00 p.m.  
Thurs., March 10, 8:00 a.m. - 5:00 p.m.  
Friday, March 11, 8:00 a.m. - 12:00 p.m.  
\$695 per person  
Presenters: Barry Pruitt  
Michael Herrera, CBCP

This technical workshop is a hands-on consultative approach of leading participants through the BIA process.

You'll gain cutting edge material including best practices from around the world. Learn:

- How to complete a BIA
- Tips, traps, and pitfalls in a BIA
- Suggested BIA tools
- How to identify risks & leverage results
- Advice on how to best "sell" the BIA
- Identify your audience

Take home a participant workbook and BIA questionnaire sample on disk. Participants receive an audio of "Negotiate for All Your Worth" and "An Overview of Project Management," featuring Michael Herrera and Barry Pruitt.

The workshop concludes Thursday at 5:00 p.m. Bring your BIA (or personal questions) and schedule a FREE consultation on Friday morning.

You'll receive personal and specific feedback and advice.

Barry Pruitt has 21 years experience managing projects, teaches 'train the trainer' for project managers and has 12 years of project consulting and teaching experience.



Michael Herrera, CBCP, is the managing principal of MH & Associates Consulting. He has more than 15 years technology and business experience and recovery experience.



Post-conferences courses provide an extended chance to explore BC subjects. Separate registration and fees apply.

## POC-3: From A to Z: Designing the Successful Exercise

Wed., March 9, 1:30 p.m. - 5:00 p.m.  
Thursday, March 10, 8:00 a.m. - 5:00 p.m.  
\$695 per person  
Presenter: Regina Phelps

Do you have a plan but have not yet tested it? You might discover that your document is less than sufficient. There is really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and certainly allot less stressful! The workshop details everything you need to do to design a successful exercise from the ground up!

- Five types of exercises
- Exercise design team
- The development of the exercise plan
- Selecting & training a sim team
- Rules of exercise facilitation
- Participate in two advanced tabletop exercises
- Develop the outline for your own tabletop exercise

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



## POC-4: ICS for Business and Industry

Wed., March 9, 1:30 p.m. - 5:00 p.m.  
Thurs., March 10, 8:00 a.m. - 5:00 p.m.  
\$495 per person  
Presenters: Dr. Thomas Phelan,  
Deidrich Towne, CBCP

Private sector businesses and industries are using the incident command system to organize their response to critical incidents. CEO's can build an effective response team around ICS principles and practices that work

well when adapted for business.

Learn how your company can make excellent use of ICS in a corporate setting. This practical course is based on the National Incident Management System (NIMS) and industry standards.

*Dr. Thomas D. Phelan, President, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security. He has recently consulted for USDA, FDIC, I.B.M., the American Institutes for Research, and several counties.*



*Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.*



### **POC-5 Reasonable Precautions: Continuity Planning for Terrorism, Violent Crime, and Assault/ Threats**

Wed., March 9, 1:30 p.m. - 5:00 p.m.  
Thurs., March 10, 8:00 a.m. - 5:00 p.m.  
Fri., March 11, 8:00 a.m. - 11:30 a.m.  
\$595 per person  
Presenter: Robert C. Chandler, Ph.D.

In the aftermath of 9-11, awareness of the risks of terrorism against corporate and public targets in North America has grown exponentially. Furthermore, the incidents of workplace violence and occupational homicide

are on the rise even without deliberate "terrorist attacks." This course is designed for managers, employees, and executives of all levels who are interested in preparing for these threats. This course was not designed for seasoned security professions, but rather it is a generous introduction to the issues, decisions, processes, structures, and topics that are involved with this type of disaster planning. The main goal of the class is to assist your company in moving toward the reasonable precautions necessitated by the current threats of terrorism and violent acts.

The "reasonable precautions" class seeks to offer a summary of approaches and representative models of contemporary best practices to vividly illustrate and document the lessons learned in previous criminal and terrorist attacks. This interactive participative workshop is designed to provide cutting edge information, numerous practical examples, engaging sessions to stimulate creative thinking, focus on applications to the unique environment of your own company, and allow time to develop and critique individualized action plans.

*Robert Chandler, Ph.D, is a professor of communication at Pepperdine University specializing in communication, crisis management training and assessment.*



### **POC-6: Outrageously Easy Recovery Planning**

Wed., March 9, 1:30 p.m. - 5:00 p.m.  
Thurs., March 10, 8:00 a.m. - 5:00 p.m.  
Friday, March 11, 8:00 a.m. - 11:30 a.m.  
\$795 per person  
Presenter: Jeffrey Williams

This workshop is a special presentation of the very popular seminar that normally costs \$2,091 and has been given around the world. Topics include the reasons for planning; the parameters of recovery planning; security; how to do a TRA, a BIA and a risk analysis; how to determine critical processes; what alternate methods are available; how to select recovery strategies; the importance of records management; offsite storage; and much more.

Included is a fully-registered copy of the Phoenix Disaster Recovery Planning System. At this workshop, you will develop the first draft of a recovery plan for your own company. This is a seminar for those who must develop the skills to manage their disaster recovery plan.

You will learn how to prepare an in-depth emergency response plan and by the end of the seminar, you will have a draft of your first plan to take back to your office.

*Jeffrey Williams is president and chief strategist for Binomial International Inc. and DisasterRecovery.com*



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- POC-2: Best Practices and the BIA (\$695)
- POC-3: From A to Z: Designing/Exercise (\$695)
- POC-4: ICS for Business and Industry (\$495)
- POC-5: Reasonable Precautions (\$595)
- POC-6: Outrageously Easy Recovery Planning (\$795)

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