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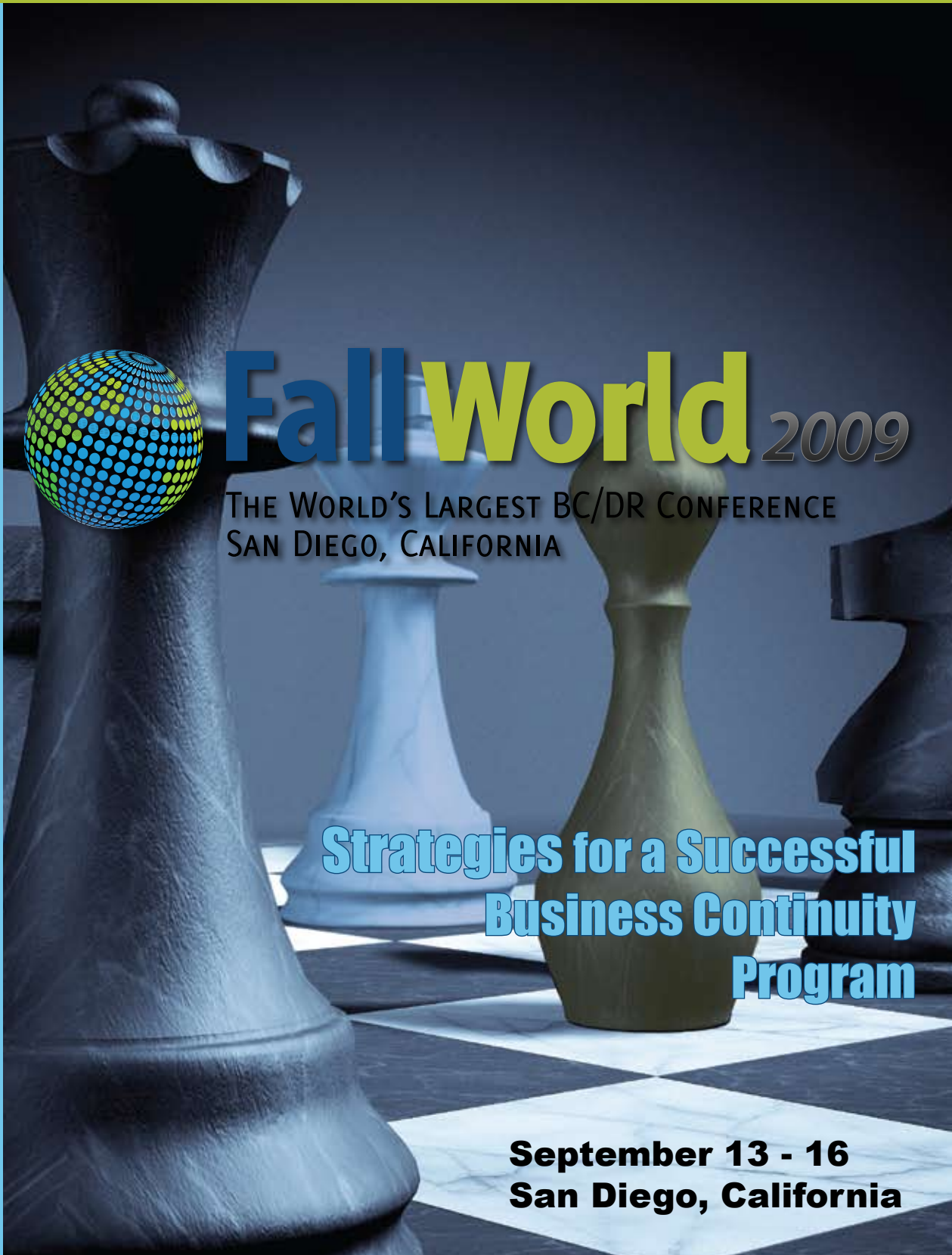
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Fall World 2009

THE WORLD'S LARGEST BC/DR CONFERENCE
SAN DIEGO, CALIFORNIA

Strategies for a Successful Business Continuity Program

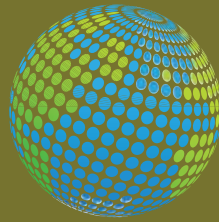
September 13 - 16
San Diego, California

DRJ Presents Its 41st Conference!



Strategies For A Successful Business Continuity Program

San Diego, CA
Sept. 13 - 16



Fall World 2009

THE WORLD'S LARGEST BC/DR CONFERENCE
SAN DIEGO, CALIFORNIA

Tough challenges require strategic moves that work. There is never one game plan that fits every situation. Learn how to make your best move at Fall World 2009!

Strategies for a Successful Business Continuity Program offers unlimited opportunities for fine-tuning your program. Face-to-face meetings are very beneficial for networking, feedback and connecting with peers.

Fall World 2009 is the place to strategize with industry experts and continuity planners from around the globe. Take on the tough challenges and win. Attendees learn real-life solutions to put them ahead of the game.



Richard
Arnold, CBCP

CEO

Bring your team and learn how to strategize together to make the best game plan for your organization. Quiz the experts on site; challenge the old methods and learn how to forge ahead to the next level of business continuity.

We have kept our prices down for 40 conferences and will continue to do so. Register by July 13, 2009 and take advantage of our low \$895 fee. (Further discounts for DRI International and other contingency groups drop the price even more!) Don't miss out on the lowest cost for the No. 1 conference in the industry. Join us as we take on today's tough challenges and **WIN!**

Conference Value

For a low fee, attendees receive:

- Session admission
- Networking meals
- Conference materials
- Admission to hospitalities
- Welcome reception
- Product demonstrations
- Mock disaster exercise
- Cyber city
- Exhibition hall
- Conference bookstore

You won't find a better conference or a better value! Early registration discounts make it an even better deal. See page 5 for registration information and details.

Conference Agenda

Fall World 2009 is the 41st conference sponsored by Disaster Recovery Journal. Our conferences are designed for planners of any experience level. Customize your schedule from more than 45 unique sessions that meet your needs.

General sessions are held each morning, while afternoons are filled with workshops and breakout tracks.

All attendees leave our conferences with materials, information and contacts to build a stronger business continuity program.



10 Reasons To Attend Fall World 2009

1. **Learn how to do more with less.** Discover ways to deal with budget and staffing cuts.
2. **Protect your organization** in the toughest times with tips from experts.
3. **Network** with hundreds of others in the industry.
4. **Discover future trends** in the industry. Get your organization aligned for growth once the economy improves.
5. **Customize your schedule** to include workshops, mock exercises, general sessions, classes and more.
6. **Get complete conference materials** you can share with others!
7. **Enjoy receptions, the cyber city and more.** Attendees also receive complimentary breakfasts and lunches on three days of the conference as well as refreshment breaks.
8. **View the exhibition hall.** Find hundreds of services, wares and products.
9. **Attend pre or post conference courses.** Renew a certification, learn a new skill, earn a specialized certification.
10. **Registration fees are lower** than any conference in the industry.



Conference Highlights

Mock Disaster Exercise

Experience an actual disaster situation and learn the techniques needed to act accordingly. Sponsored by Sydion, LLC.

Welcome Reception

This fun-filled reception is enjoyed by all attendees, exhibitors and speakers on Sunday evening in the exhibit hall.

Monday Hospitality

Attendees always enjoy the Monday Evening Hospitality. Hosted by the conference gold sponsor, the event offers plenty of networking.

Exhibition Hall

The exhibit hall provides a great opportunity to network. It is open during three days of the conference.

Cyber City

The Cyber City allows attendees a place to check websites or e-mail in a convenient setting. It is sponsored by Rentsys Recovery Services.

Attendees Night Out

Attendees can enjoy tours to Tijuana or a local casino on Tuesday evening. Separate registration and fees are required. Details are mailed after conference registration is received.

Download a Conference Justification Kit and find other details on Fall World 2009 at www.drj.com.

Conference Venue

Hotel Reservations

The official conference hotel is:

**Sheraton San Diego
Hotel and Marina**
1380 Harbor Island Drive
San Diego, CA 92101-1092

877-734-2726 Refer to Booking #20716

Attendees are responsible for making their own hotel reservations by calling 877-734-2726. Refer to Booking #20716. Ask for DRJ's special room rate. Visit www.drj.com for information on government rooms.

Make your reservations early. A block of rooms has been reserved at the Sheraton San Diego Hotel and Marina and they fill fast!. Once the block is filled, reservations will be made on a space available basis, *with the rate subject to change at the discretion of the hotel.*

Conference Attire and Climate

The average daytime temperature in San Diego in September is 73 degrees. The suggested dress code for the conference is business casual, which should include a jacket or sweater. Temperatures in the meeting rooms can fluctuate. No shorts or jeans please.

Conference Registration Fee

For one low fee you receive: admission to all sessions, including workshop sessions; conference material for sessions on CD; networking breakfasts and lunches; use of the Cyber City; and admission to the Monday night hospitality and a welcome reception. Browse the conference book store and tour the exhibit hall.

Transportation Information

Airlines: American Airlines is DRJ's official airlines for Fall World 2009. In order to make your reservations, please call 800-433-1790 or visit www.aa.com. Use file #A3699AA for the discounted rate on American Airline flights.

Car Rental: Avis is DRJ's official rental car service. When making reservations call 800-331-1600 or reserve your car online at www.drj.com. Use file #D005078 to receive the discounted rate.

Local Transportation: The Sheraton San Diego Hotel and Marina provides free shuttle service to and from the airport, from 5:30 a.m. to midnight. Shuttles run approximately every 15 minutes.



Pre and Post Conference Courses

Make your trip to Fall World 2009 the best it can be by adding pre and post conference courses to your agenda.

Attendees can earn Continuing Education Units by attending one or more of the courses! Courses are led by industry experts and cover a wide range of topics. Learn new skills, certifications and methods to make you a better asset to your organization.

All courses require separate registration and fees. A registration form and details will be in our upcoming brochure. For information on DRJ courses, see pages 6 and 7 of this brochure.

A sample of past sessions include:

- **Ready, Set, Exercise:** Learn how to set up and conduct a successful crisis plan exercise.
- **NIMS ICS for Business and Industry:** This offers an easy to adapt ICS model.
- **Emergency Operations Center:** Everything you need to design the center.
- **BC Planning Made Simple:** Learn the necessary components to start a DR/BC plan.
- **Current State Assessment:** Measure the effectiveness of the BCP program over time.
- **Outrageously Easy Recovery Planning:** Prepare an indepth emergency response plan.
- **CBRA Seminar: Advanced Program Audit:** Provides a comprehensive audit methodology.
- **Certified Crisis Communications Planner:** Skills to execute the crisis communications plan.

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**Strategies for a Successful
Business Continuity Program**



**Earn up to 16 CEU points
by attending a pre or post
conference course!**

Date _____ List Your CBCP, FBCI, CRP# _____

Mr/Mrs/Ms _____ First Name _____ Last Name _____

Company _____

Title _____ Email _____

Address _____ Mail Stop _____

City _____ State _____ Zip _____

Country _____ Telephone _____ Fax _____

Print Name As It Should Appear On Badge _____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number _____

Check here if you require special needs Please specify _____

Notify conference personnel during Onsite Registration of your arrival and special needs.

Industry Information

Indicate Your Industry: Banking/Financial Public Utilities Transportation Insurance
 Communications Manufacturing Government Education Computer Services
 Wholesale Health Care Petroleum Mgmt. Consultant Other: _____

Rank Your Experience Level Novice (less than 2 yrs) Intermediate (2-5 yrs.) Advanced (5+ yrs.)



Is This Your First Conference at DRJ? Yes No

Payment Information

Check enclosed for \$ _____ Which Discounts Apply (if any) ? _____

Bill my company, Attn: _____

Purchase order attached, P.O. # _____

Bill my  Bill my  Bill my AMEX Bill my DISCOVER

Security Code _____ (three-digit number found on back of card, four digits on front for AMEX)

Account # _____ Exp. Date _____

Signature _____

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through August 13, 2009 without penalty. No refunds or credits will be given for cancellations received after August 13, 2009. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy. _____

Promotional Policy: DRJ retains the right to use attendee images and comments for promotional purposes.

Registration Rates

Registration rates for the conference are as follows:

- only \$895.00 through July 13, 2009
- only \$995.00 through Aug. 13, 2009
- only \$1095.00 through Sept. 13, 2009

Make conference checks payable to Disaster Recovery Journal. All fees must be paid in US currency only and payment must be drawn on a U.S. bank.

Three Easy Ways To Register

Fax: 636-282-5802
24-hours a day

Mail: DRJ Registrar
P.O. Box 510110
St. Louis, MO 63151

Web: www.drj.com

For information

636-282-5800
9 am - 5 pm CST
-or email-
mercedes@drj.com

Registration Discounts

DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions below. If you are eligible, mark the appropriate place on the registration form.

- Three or more employees from the same company who register at the same time are eligible for a 10% discount.

- All certified individuals (**must be certified at the time of registration**) are eligible for a 10% discount.

- All contingency group members are eligible for a 10% discount with proof of membership.

These discounts must be requested at the time of registration. No refunds of the discount will be issued, and **only one discount per registrant will apply.**



Certification Especially for Vendors

Now there is a certification that is designed exclusively for individuals selling or providing services to the business continuity community—the CBCV—Certified Business Continuity Vendor.

CBCV is designed to help bridge the credibility gap with your clients and customers. It provides an assurance that a product or service-provider representative understands the complexity of a client's business recovery needs.

CBCV is for individuals with some knowledge in business continuity planning who are not practitioners within an organization, but rather provide services to the industry and have acquired the necessary experience for certification.

For more information, visit the DRI International Web site at www.drii.org.



You have the knowledge.

Courses and Exams Available at DRJ's Fall World 2009 in San Deigo

Pre-Conference Course and Qualifying Exam	Qualifying Exam Schedule \$500 (exam only)
9/10-12 BCP 501 Business Continuity Planning Review \$1405.00*	9/12 8:30 am - Noon
	9/18 1:30 pm - 5:00 pm
Post-Conference Course and Qualifying Exam	9/20 1:30 pm - 5:00 pm
9/16-18 BCP 501 Business Continuity Planning Review \$1405.00*	
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9/16-20 BCLE 2000 Business Continuity Planning Accelerated \$2550.00	
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9/16-18 BCP 601 Master Case Study Review \$1645.00	Master Case Study Exam Schedule \$300 (exam only)
	9/18 1:30 pm - 6:00 pm
<hr/>	
9/17 BCP-AUD Business Continuity Planning for Auditors \$795.00	
This one-day seminar takes the auditor through the processes used to create a successful Business Continuity Management program, providing insights into organizational structure, analysis, strategy options, plan development, testing, and maintenance. It presents the attendee with a working knowledge of the elements that constitute a "Good Practices" business continuity environment.	

Certifications available through DRI International

- ABCP Associate Business Continuity Professional
- CBCV Certified Business Continuity Vendor
- CFCP Certified Functional Continuity Professional
- CBCP Certified Business Continuity Professional
- MBCP Master Business Continuity Professional

You have the experience.

Are you Certified?



Extend DRJ's Fall World 2009 and take a step closer to professional certification. Courses and Qualifying Exams are available before and after the conference.

Build Professional Credentials in the Field of Business Continuity Planning

DRJ's Fall World 2009 is an excellent opportunity to take one of our courses and begin your progress toward validating your experience, skills and commitment through professional certification. These courses fill quickly. Register Today.

Courses and Exams Available at DRJ's Fall World 2009 in San Diego

Visit our website for complete course descriptions and registration details. All course fees include instruction, materials and Qualifying Exam Fee (a \$500 value).

*This is a special DRJ's Fall World 2009 rate. May not be combined with other discounts. Register Today.

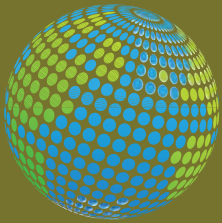
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***the institute for
continuity management***

+1.866.542.3744

www.drii.org



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