Disaster Recovery Journal

FALL WORLD
San Diego, California 2015
Sept. 27-30, 2015

Business Resiliency Today, Tomorrow and Beyond

DRJ Presents Our 53rd Conference — www.drj.com/fallworld
Build Your Industry Connections

The stronger the industry connections you have — the stronger your knowledge and resources. At DRJ Fall World 2015, we want to connect you with your peers and leaders, innovators and experts in business resilience. Take advantage of the packed Exhibit Hall where you can see the latest products and innovations in business continuity.

We make it easy for you to network and connect with those who can help you expand your knowledge and bring further expertise to your organization. The Sunday evening Welcome Reception hosted by DRJ and Monday Night Hospitality sponsored by Fusion and MIR3 give you a chance to mingle, relax and to make some lasting contacts.

Focused and Specialized Learning

With a packed agenda, workshops and break-out tracks you can customize your Fall World 2015 learning experience. Gain the knowledge and hands-on education that you need to strengthen your business continuity skills.

With sessions appropriate for all knowledge levels and aspects of industry — whether you’re new to business continuity or a high-level manager — you’re guaranteed to learn. We bring together only the best experts in the industry to share their experiences and knowledge with you.
Business Resiliency Today, Tomorrow and Beyond

Fall World 2015 is the premier business continuity conference in the world. We bring together the best in business continuity education, technology, and research to give you three packed days of learning and networking.

We can’t predict the future but with comprehensive business continuity planning and knowledge we can equip you to be ready and prepared. Fall World 2015 is focused on giving you the best possible business continuity education and connections that matter.

DRJ is your leader in all things business continuity — we’re backed with more than 25 years of real industry experience and knowledge.

Live Learning Center

As a DRJ Fall World 2015 Conference attendee you receive access to DRJ’s Live Learning Center at no charge! Explore the sessions to gain deeper insight into the trends shaping the industry- all on demand. You can only get this “Perk” at the world’s largest conference dedicated to Business Continuity.
Sunday Workshop Session 1
Novice/Intermediate/Advanced

title: 10 Steps to Reduce Your Risk

David Smith
PWI

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of workplace violence. The good news is that much can be done to reduce the risk. Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence. This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Participants will receive proven methods to combat the rising tide of workplace violence and proactive steps that can dramatically reduce the risk of litigation and future legal claims.

David A. Smith, founder of Professional WorkPlace Interaction, Inc. (PWI) is an author and highly experienced dynamic speaker.

Smith has extensive experience in executive management, field operations, product launch and financial management at the corporate and small business levels.

He has conducted extensive leadership, behavioral risk management, business continuity and disaster planning training for the insurance industry, corporations, private businesses, university personnel, and government agencies across the United States and Canada.

Smith currently serves as chairman of the non-profit Honor Flight San Diego and has served on the Board of Directors of various corporate, marketing and other charitable organizations.

Smith's corporate experience and expertise have been combined with PWI's professionals including backgrounds in psychology, psychiatry, legal, law enforcement and education to develop PWI training and consultative programs.

Sunday Workshop Session 2
Novice/Intermediate/Advanced

This Time the Threat is Different

Ken Schroeder
Corporate One

This workshop focuses on the new reality of terrorism threats to public and private entities, and personal safety. Discover the differences between the conventional view of terrorism, and how the threat has evolved. Learn:

- The purpose of terrorism
- Targets of opportunity versus highly visible, recognized targets
- Homegrown versus foreign terror
- Events that signal escalating

PPBI's popular scenario driven workshop will have attendees working in teams to put skills learned throughout the workshop to use in evaluating threats, controlling escalation, and developing responses.

Attendees will be using generally accepted incident command system tools and techniques to evaluate and manage the threats throughout the workshop.

Understanding the threat is one thing, but establishing mitigations pre-emptively, recognizing its evolving realization and recognizing its evolving realization and escalating activities in a deliberate and controlled manner will help organizations effectively respond.

Exposure to the practical experience of the facilitators in addition to recognized industry standards benefits both the public and private sectors. Utilize the ICS checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management. The tools are free, the simulation authentic and the class is practical, immediately useful and fun!

Ken Schroeder, MBCP is director for business continuity at Corporate One FCU.

Deidrich E. Towne, Jr. MBCP, MBCI is senior technical consultant for Hewlett Packard.

David Ziev, MBCP, MBCI, ITILv3 is the PPBI training director.

Sunday Workshop Session 3
Novice/Intermediate/Advanced

continuity awareness and training: the right way

Phil Lambert
Ripcord

Our industry for years has promoted continuity in such a way as to minimize our importance and our ability to establish significance. This has got to stop.

A new paradigm is upon us that demonstrates clearly the value a continuity program brings to an organization.

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to two primary assets: “simple, accurate and viable plans” and “knowledgeable, trained and ready people.” Both are required to achieve a resilient organization.

Training is the building block of preparedness. Education is the shoulders that hold an organization up when rapid change is needed.

Join us in this hands-on workshop and be armed with a well-organized approach to the diversity of training types and delivery models for an effective and efficient training strategy.

Learn what a training strategy looks like, how content will drive what type of training works best and learn to make training stick by delivering engaging content with just the right balance of information, instruction and entertainment.

Attendees will understand:
- How to develop great content
- Fantastic facilitation techniques
- Exercise design and facilitation
- How to measure training & exercises

Phil Lambert, MBCI, CBCP is the president and founder of Ripcord. He has more than 20 years of experience with management positions at two Fortune 500 companies. Lambert is a well-regarded advocate and thought-leader in the disaster planning community.
Sunday Workshop Session 4
Novice/Intermediate/Advanced

Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise

Dr. Steve Goldman
Goldman Mgmt. Consult.

Successful crisis management and disaster recovery takes more than a plan: it requires realistic testing and validation.

How do you do that properly? Are your exercises smoke and mirrors or do they provide as-close-to-real situations as possible? How does your program compare? How can you improve?

During this hands-on workshop, you will learn how to set up and conduct a successful BCP/DRP exercise. Students will master the aspects of effective exercise preparation and execution, including:

- Types of drills and exercises
- Elements of a successful exercise
- Scope, objectives, and extent of play
- Scheduling and coordination
- The scenario development team
- Scenario ideas and events you can use
- Resources and props
- How to conduct, evaluate, and critique
- Imagination, creativity, and leadership

Attendees will receive electronic files of all the forms and templates presented in class.

Dr. Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive multi-organizational three-day full-scale exercises.

Sunday Workshop Session 5
Intermediate/Advanced

Crisis Chaos Management: When Data Breach Strikes!

Jack Healey
Firestorm

When a Cyber-Risk, Data Breach occurs, the company’s profits, people, brand, and reputations are at stake. Understanding how business crisis-risk evolves, how to identify the onset of the data breach, what steps should be taken and when are imperative. Many times this includes what not to do or say. BCP’s are uniquely qualified to lead their management team through the consequence management of the event. During crisis, events cascade into ‘mini crises’. Knowing how to identify the ‘real’ crisis at hand, avoiding noise and distractions requires training. BCP’s are experienced in making decisions with incomplete information. Using the techniques learned in this session they will be able to provide clarity in crisis chaos, and more important, provide the leadership needed to end the crisis.

Attendees will learn: the four types of Business Crisis-Risk, attributes, the Business Crisis-Risk Indicators for Data Breach and how to use them to spot a breach, the key development stages of a Business Crisis-Risk Management Plan, effective tools to monitor and measure the impact of a crisis, including social media risk intelligence, how to determine the Crisis is over, and what to do next.

Jack Healey is the managing director business crisis practice at Firestorm. His unique background as a trained operation and financial expert, fraud examiner, audit partner, negotiator and former COO/CFO of a publically traded company brings a unique perspective which addresses the operational, governance and human behavior which lead to crisis events.

Sunday Workshop Session 6
Novice/Intermediate/Advanced

Mock Disaster Exercise

What if your company is breaking news? Is your team ready to respond? Active threat incidents have called attention to the need to be prepared for a wide range of emergencies. Are we prepared to handle an on-going hostage explosive situation that can take place over a longer period of time? Is your Incident Management Team ready to collaborate with Law Enforcement? Are you ready to deal with employees in danger, unfolding business interruption, and the impact media will have on your organization. If an organized group took employees hostage and locked down part of your company are you ready?

This mock exercise will challenge participants to deal with life safety decisions, fiscal impact control, crisis media intervention and inter-facing with Law Enforcement. As the hostage scenario evolves, and the hostage takers make demands, you will be tasked with evaluating the impact such as; responding to media rumors and leaks, global business interruption threats, interfacing with Police SWAT and family outreach for employees involved. This exercise will be presented with hands-on interaction challenging critical thinking and decision making under pressure. At certain times you will interface with onsite Law Enforcement experts, negotiators and media personnel.

Join this exciting action packed Mock Exercise for an afternoon of challenges, solutions, and entertainment. Session limited to 200 participants.

Institute of Emergency Training, LLC has been conducting live action exercises for 25 years, including full-scale hostage scenarios, active threat, bomb explosions, business takeover and natural disaster/mass casualty exercises.
**General Sessions**

**General Session 1**  
8:15 a.m. - 9:15 a.m.

**Solving Problems, Managing Frustration & Taking Action In Chaotic Times**

Regardless of our education and experience, we’re prone to tackling problems and making decisions as if all the information outside our current viewpoint doesn’t exist. Dr. Bedwell will outline a science-smart approach for efficiently sweeping the attention spotlight across the entire landscape of a problem or decision. He’ll also introduce the Emotion Equation; a powerful way to understand emotion that saves us a truckload of anxiety, frustration and stress. Expect a session that’s riveting, provocative and entertaining.

Steve Bedwell, B.Sc is a medical doctor, a research scientist and the founder/owner of Perspective Power LLC

**General Session 2**  
9:30 a.m. - 10:30 a.m.

**Flourish, Flounder or Fail? The relationships you Cultivate can Make or Break You!**

This session will be introduced and moderated by David Nolan and Ann Pickren and will feature leading senior level practitioners who will share their experiences on identifying, building and cultivating relationships that matter. The most successful BCMs are resourceful and know how to leverage strong relationships to deliver better outcomes.

David Nolan, founder/CEO of Fusion Risk Management; Ann Pickren, COO at MIR3; Andy Witts, global administrator - CSC; Tonya York VP IT service continuity office - McKesson; Melanie Lucht - MBCP, MPCI, CIC, CCM - Carnegie Mellon University; Joe Miner MBCP, MBCI, CISA - P&G

**General Session 3**  
10:45 a.m. - 11:45 a.m.

**How Do You Build Company Readiness for a Possible Cyber Attack? Practice!**

Cyber security has become one of the most pressing issues in our field today. Bank of Canada wanted to do a robust exercise to help build readiness from their mission-critical business departments all the way to the Governor and bank senior management. Discover the value of conducting such an exercise to improve your company’s overall readiness. This session will describe in detail how the exercise was designed over 15 months, and some of the key findings that the Bank discovered.

Carole Loop, CBCP, manager COOP at the Bank of Canada.  
Regina Phelps, CEM, RN, BSN, MPA, president, EMSS.

**General Session 4**  
8:15 a.m. - 9:15 a.m.

**Decision Making During Disasters & Emergencies: Research Findings & Applications to Enhance Performance**

Decision making capabilities and decision quality tends to decrease as stress and situational intensity increases. Understanding some of the dynamics of decision making under austere environments is an important aspect of disaster recovery. This session reviews recent behavioral & psychometric theories and research findings that identify challenges and problems with decision making during crises, including the physiological, psychological, and cognitive diminishment which occurs during peak periods of a crisis situation. The session focuses on how to anticipate and mitigate these barriers to quality decision making and a number of applications for improving decision making quality during disasters and emergencies.

Robert C. Chandler, Ph.D. is an internationally recognized expert on communication topics related to disaster, crisis and emergency contexts.

**General Session 5**  
9:30 a.m. - 10:30 a.m.

**While You Were Sleeping - Earthquakes, Monkeys, and Mergers, Oh My!**

Global events are happening literally while management is sleeping. For example, we awake to find out AOL and Verizon are merging, Nepal had another 7.4 earthquake, and 17 monkeys were stolen from a French zoo. The approach that managers use to each of these events is based on how the people on the scene were trained to handle it. Social media is the fastest growing risk organizations face. Organizations need to be aware of what is occurring in social media, including the ever increasing body of case law emanating from social media risk. We’ll discuss current events with a focus on consequence management - what worked, what didn’t work, and why; critical decision support, intelligence monitoring, and messaging with an Intelligent Network.

Jim Satterfield, president/COO, Firestorm Solutions, LLC.

**General Session 6**  
10:45 a.m. - 11:45 a.m.

**Business Transformation is Driving Tomorrow’s Considerations for Resiliency**

Enterprises are developing new strategic approaches to create hybrid IT environments to be agile, innovate faster, improve competitive posture, while maintaining focus on operational risk. With the advent of cloud, mobile, and predictive analytics, systems of engagement are driving business to be ‘always on’. We will discuss how these current IT trends are forcing businesses to fundamentally re-evaluate their risk management and how they plan, test and execute their resiliency strategy.

Mike Errity is vice president for IBM Business Resiliency Services.
Wrong – learn to differentiate, execute, and win. Quick, masterful results week after week. There’s not enough time to be indicators. Attendees walk out with clarity on how to align and focus for gain insight on how to formulate the right goals, and why you need leading indicators.

See how and why your strategy and execution plan should fit on one page, applicable to everyone concerned for their personal, organizational, and public safety. This session is the key to avoid dealing with the aftermath of a situation. This session is applicable to everyone concerned for their personal, organizational, and public safety. David A. Smith, founder of Professional Workplace Interaction, Inc., (PWl) is an author and highly experienced dynamic speaker.

General Session 7
8:15 a.m. - 9:15 a.m.

Workplace Violence – Prevention through Early Intervention

No one wants their company to be headline news about a workplace violence incident. This session will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Prevention through early intervention is the key to avoid dealing with the aftermath of a situation. This session is applicable to everyone concerned for their personal, organizational, and public safety.

David Smith

PWI

General Session 8
9:30 a.m. - 10:30 a.m.

Walgreens Case Study: Crisis Planning During the Civil Disturbance in Ferguson, Missouri

To prepare their potential civil disturbances, Walgreens mapped out a contingency plan and revisited technology solutions for Ferguson area stores. When the Grand Jury decided not to indict Officer Wilson, protests broke out in the area, however, Walgreens was ready with a solid plan and proven communications that not only kept the business operational and functional to serve community needs during these unstable times, but also kept employees and citizens out of harm’s way.

Richard Dodd, director of business continuity occupational safety and health for Walgreens.

Troy McAlpin, CEO of xMatters.

General Session 9
10:45 a.m. - 11:45 a.m.

Differentiate, Execute, and Win!

There are three ways for companies to improve: eliminate mistakes, shorten cycle times and improve business models. What part will you play in the improvement? In this session, learn the importance of articulating personal and departmental value related to core values and purpose. Gain tips to make sure that you’re the right person in the right job. See how and why your strategy and execution plan should fit on one page, gain insight on how to formulate the right goals, and why you need leading indicators. Attendees walk out with clarity on how to align and focus for quick, masterful results week after week. There’s not enough time to be wrong – learn to differentiate, execute, and win.

Barry Pruitt serves as the managing partner with Pinnacle Business Concepts, Inc.
Intermediate/Advanced

Technical Session 1
Intermediate/Advanced

Using Scorecards & BI Tools to Drive BCM Program Improvements

Johnny Blair, CBCP, is a senior operational risk manager at Microsoft’s Charleston, SC site. Britt Corra, MBA, CBCP, PMP, is an operational risk manager at Microsoft.

Managers Session 1
Novice/Intermediate

Where did the Central Business District go?

Mark Stinson
BECA

The Central Business District (CBD) of any large city is the location where the bulk of businesses, organizations, and financial institutions are located. When there is a threat or disaster that puts the CBD at risk, many have a lot to lose.

For Beca, an international company with a location in the Chirstchurch, New Zealand CBD, the 2011 earthquake was an instrumenal experience. Learn how Beca responded to this disaster and the lessons learned from its response and recovery processes. Also gain insight on how Beca has enhanced and improved its continuity processes as a result of this disaster.

Mark Stinson is director of corporate and commerical services for BECA a consulting firm in Asia, Pacific, Australia, and New Zealand.

Managerial Session 1
Novice/Intermediate

Information Session 1
Novice/Intermediate

Are We On Schedule? How to Measure Recovery Event Progress

Charlie Capek
Progressive Insurance

During a Recovery or Continuity event, will senior management ask “Are we on schedule?” In the DR/BC industry, we regularly hear “you need to have good plans, because with the stress and chaos of a real event people need to know exactly what to do.” This session will start with a basic event timeline, walk through common aspects of a recovery event effort, while building on the knowledge and experience of lessons learned.

Charlie Capek is disaster recovery analyst of Progressive Insurance.

Managerial Session 1
Novice/Intermediate

Plan X

Roger Stearns
Philips Home Monitoring

Have you ever thought about Plan X? Likely you’re only thinking about Plan A, Plan B and maybe Plan C… Well, it’s time to start thinking about Plan X. Since 2010 we’ve seen an evolution and divergence of multi-event compound disasters. This requires a stronger focus on business resilience and how we can better view disasters. Using real-life examples, you’ll understand the divergence of compound disasters. You’ll understand how these disasters evolve and how you need to prepare now. This process will help you see the value in the evolution from Plan A to Plan X.

Roger Stearns, MBCI, CBCP, is the service continuity/EHS/compliance manager for Philips Monitoring.

Advanced Session 1
Advanced

The Workplace as an Incubator for Infectious Disease

Nancy Welch
Virginia Department of Health

Most continuity plans focus on preparation for the unthinkable, the worst case scenarios. Infectious diseases, though often overlooked, have a predictable economic and operational impact on businesses. The annual national economic burden for influenza in the 18-64 years of age population is approximately 200 million days of diminished productivity and about 75 million lost work days. Norovirus sickens 20 million Americans each year and results in $777 million in healthcare costs. This presentation establishes the case for continuity plans to also address infectious diseases in the workplace and offers practical solutions.

Dr. Nancy Welch is currently public health director of the Chesapeake District and interim director of Western Tidewater District serving Virginia since 1976.

Advanced Session 1
Advanced

November 1:30 - 2:30 pm

Breakout Track 1

Breakout Track 1

Strategic Session 1
Novice/Intermediate/Advanced

Case Study: BIA from Inception through Delivering a Final Report to Management

Richard Cooper
Arbor Continuity

Jose Sanchez
MWD

Learn from first-hand experience how the the largest wholesale public water utility in the U.S., selected a framework, created BIA questions, assessed and analyzed impacts and recovery priorities of business functions, and enlisted support for the initiative from the initial kick off through presenting a final findings report to management. Hear how the presenters managed and organized this process to ensure a successful effort. This session will help companies trying to decide on the framework and approach for a new BIA or to refresh an existing BIA.

Jose Sanchez is the business continuity program manager at the Metropolitan Water District of Southern California.

Richard Cooper, is the CEO of Arbor Continuity Inc.

Emergency Session 1
Novice/Intermediate/Advanced

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Jose Sanchez is the business continuity program manager at the Metropolitan Water District of Southern California.

Richard Cooper, is the CEO of Arbor Continuity Inc.
This session will attempt to dispel confusion about incident management systems addressing some basic information gaps among business continuity managers: What is the difference between incident management and emergency notification systems? Would an incident management system require me to re-write all my business continuity plans? What types of organizations benefit most from an incident management system? This session will provide extensive cross-sector examples of how incident management software is used in healthcare, financial services, manufacturing, transportation and public agencies applications.

Jason Zimmerman is vice president at MissionMode.

Plan Maintenance: Boring But Critical

You’ve just built your BCP plan documents and everyone sighs a breath of relief, we’re finally done! Change is constantly going on and what was once a completed plan is soon an out of date plan. If you don’t plan for on-going plan maintenance, you’ll be starting all over again. This session will unfold a maintenance program developed by Delta Dental. Keeping plans current is just as important as building the plan in the first place. Managing the change in your organization is difficult at any level, but by implementing a few simple accountabilities, checkpoints and processes you can have a long running, effective and difficult plan. This session will provide extensive cross-sector examples of how incident management software is used in healthcare, financial services, manufacturing, transportation and public agencies applications.

Dave Morgan, MBCI, MBCP is senior business continuity manager for Delta Dental.

Gain Efficiency by Centralizing your Corporate Business Resilience Process

Get first-hand knowledge on how CenterPoint Energy centralized the oversight of their various business continuity plans to ensure regular updates and testing. Learn from their experience in rolling out the Incident Command Structure across the company, and hear some lessons learned from their tabletop and mock drill exercises.

Robert Martinez is the corporate business continuity coordinator for CenterPoint Energy’s Risk Control group.

Managing Global BC Programs as THE Lone Planner

Are you managing a BC program by yourself or with a compact BC department? BC pros face a great challenge today, especially as THE lone planner that manages an enterprise-wide program. Attendees will learn strategies and current practices, including how to: gain executive support, manage your time and create frugal innovation, leverage your organization for amazing results. To get the most from this peer-to-peer exchange, participants are encouraged to bring real-world questions/challenges for our experts to address.

Frank Perlmutter (CBCP, MBCI), is president at Strategic BCP®. Keith Cantando (MBCP, CBCLA), manager of global business Resiliency at Cisco.

Michael Lazcano, director of global business continuity services at Gap Inc.

Risk Focus and Continuous Review Provides True Preparedness

Many corporations have established business continuity programs that meet prevailing standards and regulatory requirements. Does this mean you are really prepared and are providing your organization a true state of readiness at all times? The introduction of risks and changes in our organizations are not on the same timetable we manage our business continuity programs. This session will look at each of the development and maintenance components of the business continuity program to explore ways to achieve this goal and provide a more proactive means of ensuring our preparedness for tomorrow.

Barney Pelant, MBCP, is owner and director of Barney F. Pelant & Associates, LLC.

Dust Off That Pandemic Plan and Turn it Into an Infectious Disease AND Pandemic Plan

Diseases seem to be popping up everywhere you turn, but they’re not the catastrophic, once-in-a-lifetime outbreaks we had been planning for. They’re common illnesses we thought were long gone. Now is the time to modify your pandemic plan to include these common diseases and illnesses, as well as provide guidance for the once in a lifetime pandemic.

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.
How to Build a Better BCM Program: Hint it Involves Pressure

With the potential of large scale power outages, natural disasters such as hurricanes and floods, and looming terrorist attacks; BMO Financial has improved its preparedness and planning, and will continue to enhance its processes and procedures to provide the heightened level of recovery that is required for key financial institutions. Learn how BMO Financial Corporation has changed their view of business recovery. This conceptual change allowed the BCM initiative to gain support, funding, and resource commitment.

William Simmons, CBCP is vice president and senior manager in BMO Harris’s Business Continuity Program Office.

The State of Business Continuity Management

Learn the results from DRJ and Forrester’s Annual Market Study. Discover fascinating facts about how the industry has evolved over the years. Specific sections include a discussion of how firms organize and manage their BC programs, how they execute on the BC planning lifestyle, the most common causes of BC plan invocations and the lessons learned from past invocations. There will be an overall assessment of BC management efforts and recommendations and suggestions for improvement provided.

Stephanie Balaouras leads a team of analysts at Forrester who provide research and advisory services.

Resiliency in the Cloud is Far More Than an a Simple IT, Cost Based Decision

Leveraging the cloud for resiliency is something that, on the surface, provides all of the answers to the challenges being faced by traditional continuity and recovery designs. However, designing a true resiliency capability is more than infrastructure and facilities (IaaS), it is about managing to business expectations. Explore in detail the requirements, benefits, and considerations for moving resiliency to the cloud. Learn about what has really changed, and what benefits cloud capabilities offer to enable more effective Business and IT resiliency.

Joe Starzyk is senior business development executive with IBM Resiliency Services.

It’s Time to Dissect Your BIA

There have been a myriad of opinions regarding the methods used to collect BIA data and whether certain information is even necessary. While intricate charts and graphs may look appealing, they are not necessary to provide an overview of the most critical processes and resource requirements. Learn about a simplified approach that maximizes business unit participation with a focus on ‘real world’ experiences. Discover how simplifying your approach could minimize the administrative burden of performing a BIA.

Michael Harding, AFBCI, CBCP is the BCM program lead at Automotive Resources International.

Going Global – A Globally Led, Regionally Delivered BCP

Moving from business continuity plans to a global continuity program - Aon’s challenges and triumphs of going global. We will share our journey through story-telling, tips and thought leadership to help you take your business continuity program from local to global. Learn how Aon’s program has grown and changed over the years. Discover how to develop unified global program strategies that translate into actionable local delivery plans. Learn insights into proven metrics, meaningful reporting, maturity modeling and efficiency initiatives.

Barbara McAvenia, CBCP, CBRA, is senior manager in Aon's internal Global Business Continuity team.

Carey Loukides, ARM, CBCP, MBCI, is senior consultant at AON Business Continuity Management.

Certification is Just the Beginning

Discover a complete understanding of the globally recognized CBCI certification and the professional levels of BCI membership. Designed for those just beginning a career in the field of business continuity or related discipline, and for experienced professionals in business continuity or a related field, BCI certification and membership demonstrates a level of competency in the subject that is known around the world. Attending this session will be useful for everyone, even if you already hold a certification from other awarding bodies. We welcome all BC professionals to become members of the BCI and enjoy the benefits.

The Business Continuity Institute (BCI) is the world’s most eminent BCM institute and our name is instantly recognized as standing for good practices and professionalism. www.thebci.org
Strategic Session 4
Intermediate/Advanced

Mission Continuity and Resiliency in Higher Education

The complex environment in higher education differs extensively from other organizations. As such, contingency planning often requires a customized approach. This session will demonstrate how USC created a culture of resilience by building successful response, recovery and continuity programs using industry best practices. Join us to learn how using modified techniques and methodologies can be adopted by any organization where a traditional approach to planning might not be as effective. In addition, learn how plans have been validated through actual incidents.

Jill Frater, MBCI is the business continuity specialist for the University of Southern California.
Steve Goldfarb is the emergency manager for the University of Southern California.

Managerial Session 4
Novice/Intermediate/Advanced

Is Resiliency an Achievable Objective?

Depending on your approach, there are multiple ways to achieve resiliency. Starting with conceptualizing what your resiliency objectives are, to creating a program that can deliver a resilient organization, the presenter will build a case based upon real experience, using real scenarios.

Ramesh Warrier, director, is the chief visionary and conceptualist behind the eBRP brand.

Technical Session 4
Intermediate/Advanced

True Business Continuity: Let's Look Under the Hood, And Then Light it on Fire

In this session, you will learn the most recent innovations in the business continuity technology field, and the best ways in which you can protect your business data. Discover the most common and unexpected types of disasters impacting your businesses uptime and the true hard cost of that time. The average small-medium business will experience 17.82 hours of down time per year - do you know how much money that will cost you? Using our eight question calculator (which is yours to keep) we'll run through real examples in order to show you how to monetize these risks.

Rob Rae is vice president of Business Development at Datto. With more than 25 years of sales and B2B activities, Rae has extensive experience in IT hardware and software sales.

Emergency Session 4
Intermediate/Advanced

Thriving In The Hot Seat! It's All About Being Prepared – But What Does “Being Prepared” Really Mean?

Thrive in the hot seat when seconds count, executives demand answers, and when everyone looks to you for leadership. Learn how leading business continuity practitioners organize and manage their programs, resources, and relationships to survive and even thrive in the “hot seat” as leaders of comprehensive business continuity management programs in this interactive panel session moderated by Andy Mercker, vice president, Fusion Risk Management.


Advanced Session 4
Intermediate/Advanced

Are You Willing To Stake Your Reputation on your Cyber Security Incident Response Program?

It must be robust yet flexible. Unfortunately in spite of all of the Cyber Events, many companies are taking a long time to respond. Teams must be trained and have written procedures. Time is critical in responding to an incident. Every incident costs the organization, money and reputation. In this session you will learn: Best practices and the standards that make up a great Cyber Incident Response Program. Learn what teams should be part of your CSIRT Team. Get insight into how to create CSIRT Playbooks and Management Plans. Learn how to conduct inexpensive tests of the CSIRT Teams and Programs. This program will help you determine your current Gaps and provide milestones for correcting the Gaps.

Dr. Michael C. Redmond is CEO & Lead Consultant for Redmond Worldwide.

Information Session 4
Novice/Intermediate

Lessons from the Past

The stories of past disasters and crisis events help teach others “why” it is important to be prepared prior to anything happening. This session focuses on some trends I discovered over the past 5 years while teaching our senior leaders globally to prepare for disaster events. It is the stories that convinces them to own their program. These same stories can help your management own their program to become more resilient in the face of disruption.

Joan Landry has been at Abbott Laboratories for more than 17 years.
Tuesday Workshop Session 3  
Intermediate/Advanced

Measuring Organizational Resilience

Frank Lady, MBCI, CBCP, CISSP, CRISC, PMP, currently serves as a senior vice president of business continuity for Bank of America’s Global Corporate Services organization. He chairs the Disaster Recovery Journal’s Editorial Advisory Board and its Glossary of Terms Committee.

Tuesday Workshop Session 2  
Novice/Intermediate

Birds of a Feather: Business Continuity Roundtable Discussions

This is a great session to fast-track your networking efforts during the conference. The session provides a platform for you to address concerns, ask questions, explore solutions, and dialogue about BC planning strategies and practices being used at other organizations.

Experienced business continuity professionals will lead these structured, yet flexible BC roundtable discussions on industry trends and key topics. You will gain solutions, while having the opportunity to build relationships and solve problems among BC planners in similar situations.

So come and participate in dynamic dialogue with fellow conference participants and expand your network!

Potential Topics:
• Recent Events – Planning and Response
• Crisis Management Planning
• BC/DR Planning
• Risk Assessment and BIA
• BC Governance and Commitment
• BCM Exercises and Testing
• Supply Chain Management
• Other Topics Selected by Participants

Moderator: Robbie Atabaigi, MBCI, MBCP, CISA, ITIL Foundation – KPMG LLP

Industry Roundtable Facilitators:
• Barney Pelant, MBCP
  – Barney F. Pelant & Associates
• Frank Lady, MBCI, MBCP, CISSP, CRISC, PMP
  – Bank of America
• Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL – HP

Tuesday Workshop Session 1  
Intermediate/Advanced

Engage Your Incident Management Team and Business Units in the Cyber Threat. How? Perform a Cybersecurity Exercise

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

Just a few years ago, a cybersecurity event, information security incident, or data breach seemed like a fluke or something a bit more unusual. Fast-forward to today and it seems like these incidents have turned into “a breach-a-day.” Target, Home Depot, Anthem, Apple, and Chase are just a few of the recent big-name data breaches. It appears this trend is unlikely to abate any time soon.

One of the ways you can prepare and advance the thinking on managing this type of incident is to conduct a cybersecurity exercise. Attend this session and learn how to go about developing a realistic cybersecurity exercise that will challenge the Incident (Crisis) Management Team, the technology staff, and the business units. Leave this workshop with a draft of a cybersecurity tabletop exercise in your hands, feeling better prepared (and perhaps a bit more paranoid).

Topics Covered
• What do you need to consider when designing a cybersecurity exercise?
• Who should be involved in the planning?
• What should be in your exercise plan?
• How can you challenge everyone, not just the “techies”?

Tuesday Workshop Sessions

Tuesday 3:00 - 5:30 pm

Regina Phelps
EMSS

“This is my 5th conference and every one of them has been great! I always leave with useful, relevant information.”
Tuesday Workshop Session 4
Intermediate/Advanced

Build an ISO 22301 Management System to Capture Executive Attention

Management systems concepts have been included in nearly every business continuity standard written in the last six years – including ISO 22301 – but remain relatively unknown in our profession. This workshop will introduce management systems processes and their unique benefit of forcing/enabling alignment with your executives’ and customers’ expectations.

Management systems processes include defining scope and objectives, engaging management and other interested parties, identifying business continuity obligations, documenting a policy, establishing personnel competencies, performing recurring internal audits and management reviews, managing corrective actions – and above all, continual improvement.

Workshop attendees will come away with an understanding of management systems principles and processes, as well as the value of management system standards. Each management system component and process will be introduced using examples and case study content, as well as specific, practical ways to implement these processes in any environment.

Brian Zawada, MBCI, MBCP, is the director of consulting for Avalution and the vice president and executive director of the USA Chapter of the Business Continuity Institute.

Tuesday Workshop Session 5
Intermediate/Advanced

Rip Off the Bandaid ... Assess Your BCM Compliance Now

Ripping off a bandaid is painful but its over with quicker than you think. So, why are you waiting to assess your BCM compliance? This workshop will take you through the steps to assess your BCM compliance and generate metrics. The session will review BCM standards and how using only one standard may not be the way to go as one size does not fit all. Additionally, the workshop will cover how to develop a set of questions based on the standards and score them on importance and level of compliance. Attendees will learn how to develop a BCM roadmap based on the findings in your assessment. And finally, it will address management reporting and presentation.

Michael Herrera is the chief executive officer of MHA. In his role, Herrera provides global leadership to the entire set of industry practices and horizontal capabilities within MHA.

Tuesday Workshop Session 6
Novice/Intermediate/Advanced

Creating an Emergency Response Team (ERT)

This session is for anyone that needs emergency procedures and help with emergency response teams. Ralph and Joe will share how they created emergency procedures and a standard but flexible emergency response team program for their fortune 400 company with 100 locations and 12,000 employees in eighteen states. They use the principles of the National Incident Management System (NIMS) Incident Command System (ICS) to design the structure of the ERT’s. The ERT’s manage the first few minutes of an emergency incident. The ERT’s provide for accountability, communications and span of control for staff. They have developed these teams in buildings with as many as 1500 people and as few as 20 people. They will share simple forms they created and information on supplies and equipment. They will share statutory requirements (OSHA) and sample emergency procedures that reflect the use of the ERT’s. They will provide examples of presentations they created for their employee learning management system (LMS) to achieve compliance for their company.

Joe Layman, MIS, CPCP, ITIL, CRISC, is the director, business continuity management for Molina Healthcare.

Ralph Davis is the business continuity program manager for Molina Healthcare.

“I’ve been coming to these conferences for 20 years. I still learn something new every time I come! Thanks!”
Solutions Track 1: Emergency Notification: Why It’s Essential and Where It’s Headed

Emergency notification technology continues to grow as an essential tool for business resiliency. Yet, many professionals still do not fully understand its capabilities, or how it is transforming to meet new needs. This session will cover key capabilities of emergency notification, along with major trends impacting its future.

Lorin Bristow is the senior vice president, marketing for Send Word Now.

Solutions Track 2: BCM Maturity: How Mature Is Your Organization?

A variety of benefits present themselves from a BCM Maturity program, including it as a proven framework to assess Business Continuity capabilities. This session will discuss how the BCM assessment when aligned with comprehensive processes will ensure continual governance and control over the organization against all possible threats. You’ll find the answers to those rhetorical questions: “Where are we now in terms of business continuity?”, “Where are we going?”, “How will we get there?” & finally “How do we communicate the progress?”

Neil Smith, MBCP, is a principal manager in CSC’s Cybersecurity Business Continuity Services (BCS) organization.

Solutions Track 3: How I Operationalized My Business Continuity Program and Why It Is A Game Changer

What does “Operationalizing” BC really mean? Incorporating your BC programs into daily corporate life helps you earn BC adoption. People in your organization need multiple reasons to access your BC program on a daily/weekly basis. By collecting and being able to visualize that data, we have been able to drive people to our program. During this session we will discuss how C.H. Robinson has implemented strategies to operationalize their resiliency program.

Anne Marie DeBoard is business continuity manager at C.H. Robinson. Aaron Callaway is the managing director for Fairchild Consulting.

Solutions Track 4: Protect Your Business

As the complexity and scale of IT infrastructures grow, ensuring enterprise service availability is becoming increasingly difficult. A single undetected configuration error can undermine even the best-designed DR and HA environments. Traditional DR testing is necessary, but not enough to ensure your failover and recovery will succeed. It organizations must adopt predictive capabilities that enable them to eliminate risks before they impact the business.

Peter Laz, MBCP, MBCI, is a managing consultant in Forstyhe’s IT risk management division. Chris Johnson is technical product specialist at Veritas.

Solutions Track 5: Engagement: The Path to Business Continuity and Risk ROI

Engaging everyone in advanced business continuity and operational risk management like any transformational change is still difficult. But a focus on communicating, easy to use tools, and leadership will engage administrators, employees, management and executives. Discover the five must haves for engaging everyone in advanced BCM and GRC convergence and how you can triple the odds of success.

Tejas Katwala is the CEO and co-founder at Continuity Logic. Jim Holt, executive vice president, sales and marketing at Continuity Logic.

Solutions Track 6: Why “5 9s” is a Myth, and How to Establish Appropriate Uptime Targets

Google Apps, AWS, Microsoft Azure fail to achieve even close to five 9s, so why do executives continue to ask for this goal? Do they even know how much downtime is represented by five 9s? It’s time to move away from the abstract and mythical goal of five 9s and set appropriate targets based on real business impact. Strategies include using previous incidents as a measuring stick for establishing MTO, and measuring availability based on hours and minutes of downtime – something everyone can relate to rather than annual uptime percentages.

Frank Trovato is manager of infrastructure research at Info-Tech Research Group.

Solutions Track 7: Effects of Social Media on Incident Management: Are You Prepared?

In today’s always connected world, information is communicated quickly, and usually in less than 140 characters. When an incident occurs and you are knee-deep in response, do you know what information is being communicated by the public? Is the damage during an incident not only physical but also brand reputation because of social media misinformation? Do you have a social media strategy as part of your risk resiliency and incident management? This session will explore the burgeoning influence of social media, inclusion of social media in testing regimens; and building strategies as part of response and incident management.

Dru Ullery is a member of the core creative team at BC in the Cloud.

Solutions Track 8: Ready or Not? Is your Organization Prepared for your DR Program?

Learn why an excellent technical solution and good intentions are not enough to ensure the success of a BC/DR project. Whether you are responsible for developing a new BC/DR program or just trying to make changes to an existing one, ensuring your technical objectives are in harmony with and accepted by the organizational culture will be key to ensuring lasting success. Attendees will receive a quick reference worksheet and practical tips to help ensure the success of your DR/BC projects.

Jared Goudy, CBIP, ITIL v3, ACMP, SCO is manager of change leadership program for McKesson.

Solutions Track 9: Dynamic, Static or Work from Home - What is the right Workplace Recovery Solution for You?

Learn why an excellent technical solution and good intentions are not enough to ensure the success of a BC/DR project. Whether you are responsible for developing a new BC/DR program or just trying to make changes to an existing one, ensuring your technical objectives are in harmony with and accepted by the organizational culture will be key to ensuring lasting success. Attendees will receive a quick reference worksheet and practical tips to help ensure the success of your DR/BC projects.

Joe Sullivan is managing director for the IT and workplace recovery business practices at Regus. Dan Pennin is the global solutions director at Regus.

Sunday 4:00 - 5:00 pm.
The Fusion Framework Risk Management & Contingency Planning System is the most advanced and easy-to-use system for comprehensive contingency planning. www.fusionrm.com

MIR3 is the premiere provider of intelligent notification and response software for business operations or any area that needs reliable two-way notification. www.mir3.com

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Firestorm is a nationally recognized leader in Crisis Management, Continuity Planning, Critical Decision Support, Crisis Response, Crisis Communications, Crisis Public Relations and Consequence Management. www.firestorm.com

Forsythe brings cross-platform expertise to its technology consulting, technology leasing, and value-added reseller services. While addressing the complete technology lifecycle, including assessment, design, integration, and management, Forsythe offers a single point of contact for managing the cost and risk of information technology infrastructure. www.forsythe.com

IBM Business Resilience Services can help you rapidly adapt and respond to internal or external dynamic changes and continue operations. www.ibm.com/services/resiliency

MissionMode provides superior collaboration solutions for business continuity. Our Situation Center provides an easy-to-use collaboration platform that serves as a virtual command center for your team. Our Notification Center delivers intelligent 2-way messaging across multiple communication devices for mission-critical enterprise use. www.missionmode.com

Strategic BCP leads the way in elevating the productivity and relevance of business continuity management (BCM) professionals. We help save time and money. www.strategicbcp.com

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The Business Continuity Institute (BCI) is the world’s most eminent BCM institute and our name is instantly recognized as standing for good practice/professionalism. www.thebci.org

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The International Consortium for Organizational Resilience provides access to the many offerings of education and credentialing expertise. www.theicor.org

Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies. www.pbpbl.org

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Involta is a provider of data center, technical and managed technical services nationwide. We offer clients the ability to focus on their core business instead of on IT infrastructure. For more information, visit www.involta.com.

Quantivate’s Business Continuity module enables an organization to easily develop and implement plans, keep plans up-to-date, perform exercises, monitor incidents, and increase the enterprise wide availability. www.quantivate.com

RecoveryPlanner’s consultancy services and its RPX software provide all components to support Crisis Incident Management. With our customer centric approach, we make BCM easy for you. www.RecoveryPlanner.com

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RES-Q™ provides the full range of Managed Recovery, Disaster Recovery, and Quick-Ship Services. Corus360 has multiple locations with its flagship Recovery Center located in Norcross, Georgia. RES-Q™ delivers recovery options for all major technology platforms, including IBM Mainframe, IBM Power, and Open-Systems, and provides Workgroup Recoverypositions for business recovery. www.resqdr.com

Ripcord is a management consulting, advisory and training firm that specializes in business continuity, disaster recovery, crisis management, emergency management and life safety programs. www.RipcordSolutions.com

RockDove Solutions, developer of In Case of Crisis is an award winning mobile solution that helps institutions and their safety professionals’ better care for the well-being of their people by offering easy and secure access to institutional-specific emergency procedures and safety guidelines. For more information, visit us at www.rockdovesolutions.com

Sustainable Planners® does it all; takes less than 20 minutes of user training, adapts to your business, even as needs change, and can assist you with every component of your resilience program. Plus, our SP Analytics offers amazing data visualization. www.virtual-corp.net

VOLO Recovery was designed to enable businesses to stabilize internal/external communications when faced with outages due to disaster or failure. www.volorecovery.com
Hotel Reservations:
A block of rooms is reserved for Fall World 2015. Once filled, reservations are made based on the available hotel space, with the rate subject to change at the discretion of the hotel. We recommend you make your reservation early to guarantee the best rate possible! Attendees are responsible for making their own hotel reservations. Call 1.800.445.8667 and ask for the DRJ special room rate.

Or reserve your hotel room online visit www.drj.com/fallworld for the direct link to the hotel with DRJ’s special room rate. For government room rate contact Conference Director Patti Fitzgerald at patti@drj.com.

Guest Rooms:
Each room has a large work desk, high speed Internet and a 37” flat panel LCD HD television. Enjoy the heated saltwater pool and a walk in the 4.3-acre park and waterfront promenade.

Transportation to the Hotel:
You have a few options including arranging a car rental service in advance with Terramoto, www.terramoto.net. Use the Terramoto website to book with this environmentally friendly shuttle service. You have additional options with a taxi service or the San Diego Super Shuttle, www.supershuttle.com.

Car Rental:
A partnership with Budget and Avis ensures a discounted rate on rental cars for Fall World 2015 attendees. Call 800.842.5628 to make your reservation or use the link found at www.drj.com/fallworld. Use file #U404172 to take advantage of the special discounted rates.

Pre/Post Conference Classes:
We have partnered with a number of leading experts to provide you with additional learning opportunities. These courses will require separate registration, see page 18 - 23 for more information.
Presonal Information

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□ Insurance  □ Health Care
□ Communications  □ Petroleum
□ Manufacturing  □ Mgmt. Consultant
□ Government  □ 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

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Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 27, 2015 without penalty. No refunds or credits will be given for cancellations received after Aug. 27, 2015.
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.

Please complete this section to make your breakout and workshop selections. Circle only one session per time slot. General sessions are held each morning and are open to all conference attendees.

Sunday, Sept. 27
Workshop Sessions SWS-1  SWS-2  SWS-3  SWS-4  SWS-5  SWS-6
Solutions Track     ST-1    ST-2    ST-3    ST-4    ST-5    ST-6    ST-7    ST-8
Monday, Sept. 28
Breakout Session 1 SS-1  MS-1  TS-1  ES-1  AS-1  IS-1
Breakout Session 2 SS-2  MS-2  TS-2  ES-2  AS-2  IS-2
Breakout Session 3 SS-3  MS-3  TS-3  ES-3  AS-3  IS-3
Tuesday, Sept. 29
Breakout Session 4 SS-4  MS-4  TS-4  ES-4  AS-4  IS-4
Workshop Sessions WS-1  WS-2  WS-3  WS-4  WS-5  WS-6
Pre-Conference Courses

**PRC-1: IT/DRP/Certified Business Resilience IT Professional**

- **Sat., Sept. 26, 9:00 a.m. - 5:00 p.m.**
- **Sun., Sept. 27, 8:30 a.m. - 11:30 a.m.**
- $1695 per person
- Presenter: Rick Wellman

Today’s businesses rely heavily on a robust and resilient information technology (IT) and telecommunication infrastructure to deliver essential business services in order to meet company mission, objectives, and key targets. This dependence on information technology stems from several requirements and demands.

This CBRITP course teaches students how to develop, test, and maintain an IT disaster recovery plan for recovering IT and telecommunications systems and infrastructure in the event of a disaster or business disruption.

The workshop provides a comprehensive step-by-step IT disaster recovery plan development methodology, and presents key IT availability planning concepts and principles including continuous and high availability.

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data. Students will receive a workbook and take-home disaster recovery plan templates. Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

For more information on this course and outline, please visit www.sentryx.com or call 1-800-869-8460.

*Rick Wellman, a senior business continuity and resilience trainer and consultant for Sentryx, is a highly skilled subject matter expert with more than 25 years of training and consulting experience.*

**PRC-2: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program**

- **Sat., Sept. 26, 9:00 a.m. – 5:00 p.m.**
- **Sun., Sept. 27, 8:30 a.m. – 11:30 a.m.**
- $1195 per person
- Presenter: Doug Cassell

The Business Impact Assessment (BIA) is an essential component of any solid Business Continuity or Disaster Recovery program. It lays the foundation for all of the components that follow in the creation or update of a comprehensive program, and there is no tool that provides a better view of what needs to be included in your strategies and plans, as well as what does not need to be included.

This course will take you through the fundamentals of a solid BIA. It includes “What are the MUST have components”, “The Art of getting accurate, useful information”, and “How to interpret the information you get”, and much more. We will finish with a review of a BIA Report and its key components.

Participants will leave with an understanding of how the BIA is used, essential components, potential traps and how to avoid them, and what to do next to get your BIA, and your BC/DR program up and running fast.

This session is intended for beginners getting ready to create a new program, as well as professionals that are looking to improve their skills and understanding of the BIA and related processes.

For more information on this course outline please contact: continuityseminars@gmail.com

*Doug Cassell, CBCP MBCI, ITIL is a certified BC/DR professional with more than 20 years of experience in the field. He has worked in both consulting and program management roles in multiple industries, including Healthcare, Manufacturing, Banking/Finance and Telecommunications among others.*
PRC-3: ISO 22301 Self-Assessment Workshop

Sat. Sept. 26, 9:00 a.m. – 5:00 p.m.
Sun. Sept. 27, 8:30 a.m. – 11:30 a.m.
Cost: $995.00
Presenter: Lynnda Nelson

Attend this one and a half day workshop and learn how to align your BCM program to the requirements of ISO 22301. Gain an understanding of the key practices of a business continuity management system for organizations of all sizes and the essential elements of the following standards: ISO 22301, ISO 22313, ISO 19011, ISO 17022.

Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee. The workshop also includes a review of the ISO 22301 self-declaration of conformity process. The ISO 22301 Maturity Model sells for $995.00 and is included in the workshop fee. The workshop reviews the following topics:

• Part 1: Requirements for a Business Continuity Management System, the Role of the Auditor and the Audit Process
• Part 2: Developing Strategies to Mitigate Risk and Continue Operations
• Part 3: BCM Program Implementation
• Part 4: Developing a BCM Culture
• Part 5: Program Maintenance and Improvement

For more information regarding this course contact ICOR at:
education@theicor.org • phone: 1-866-765-8321 or +1-630-705-0910

Lynnda Nelson is the president of the board of The International Consortium for Organizational Resilience, (ICOR).

PRC-4: Successfully Conduct Your FIRST BCP/DRP Drill!

Sat., Sept. 26, 9:00 a.m. – 5:00 p.m.
Sun., Sept. 27, 8:30 a.m. – 11:30 a.m.
$1495 per person
Presenter: Steve Goldman

Your first BCP (or DRP) tabletop or drill can make or break your BCP/DRP efforts, including your career. A good job is not sufficient; your first drill needs to be outstanding! This course will teach you how. During this hands-on class, you will learn the elements of how to organize, set up, conduct, and evaluate a successful first BCP/DRP drill. Topics include:

• The company politics of your first Drill
• “First Drill” Planning Checklist
• Using incomplete department plans to your advantage
• Painless involve IT, PR, and management
• 100+ Ideas for scenarios
• Develop a timeline for your company!
• Documents you will need
• Expected problems and their solutions
• Critique the Drill and still keep your job
• Using the leverage from this Drill to move onward and upward!

Dr. Steve Goldman is a leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, he has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.

Pre-Conference Course Registration Form

Mail form to:
Disaster Recovery Journal,
1862 Old Lemay Ferry Road, Arnold, MO 63010
or fax to (636) 282-5802.
Make check payable to Disaster Recovery Journal
or provide credit card information.

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Cancellation Policy: Course enrollment may be cancelled through Aug. 27, 2015 without penalty. No refunds or credits will be given for cancellations received after Aug. 27, 2015. All no shows will be charged the full amount. All cancellations must be received in writing.

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Note: A class will be cancelled if minimum number of registrants is not met.

NOTICE: REGISTRATION FOR THIS COURSE IS CLOSED

Earn up to 16 CEAPs by attending a Pre-Conference Course
Post-Conference Courses

**POC-1: Everything You Need to Know to Design a Successful Exercise**

*Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.*
*Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.*
*$1595 per person*
*Presenter: Regina Phelps*

Learn from the exercise master, Regina Phelps, who conducts over 100 exercises a year. If you have a documented emergency plan but have not tested it, you might discover that your document is less than sufficient. There are 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 is certainly a lot less stressful. This workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with a draft of your next exercise planned and a copy of Regina’s new book.

The workshop will cover:

- Six types of exercises
- The exercise Design Team
- The exercise plan
- Creating exercise injects
- Developing A-V tools
- Selecting and training a Simulation Team
- Rules of exercise facilitation
- Writing the after-action report

You will:

- Participate in an advanced tabletop exercise
- Develop the outline for your own tabletop exercise
- Receive feedback on your exercise design
- Receive a copy of Regina’s new book,
  From Response to Recovery
  – Everything You Need to Know to Create a Great Exercise

For more information regarding this course:
emsinfo@ems-solutionsinc.com or go to www.ems-solutionsinc.com

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

**POC-2: Certified Business Resilience Auditor**

*Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.*
*Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.*
*$1695 per person*
*Presenter: Rick Wellman*

The CBRA (Certified Business Resilience Auditor) Seminar teaches students how to conduct a business continuity program audit. It provides a comprehensive and in-depth audit methodology to help you determine the effectiveness, adequacy, and quality of an organization’s business continuity program and is designed for anyone who wants to:

- Learn audit concepts, principles, and a step-by-step methodology
- Conduct a BC program assessment within their own organization
- Provide BC program audit consulting services

CBRA (Certified Business Resilience Auditor) is BRCCI’s business resilience auditor designation. A CBRA provides independent and objective assurance and consulting expertise to organizations throughout the initiation, analysis, development, implementation, testing, and maintenance process of the business continuity and resilience program.

Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website, www.sentryx.com or call 1-800-869-8460.

Rick Wellman, a senior business continuity and resilience trainer and consultant for Sentryx, is a highly skilled subject matter expert.

**POC-3: Preparing for Bioterrorism Events & Public Health Emergencies**

*Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.*
*Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.*
*$1295 per person*
*Presenters: Harlan Dolgin, Meg Nash*

This class will enlighten you on how to plan and prepare for threats related to bioterrorism events, such as an Anthrax release in their community. Attendees will learn how to identify their immediate operational needs and dependencies, critical staff, and infrastructure and evaluate their response plans to ensure continuity during an extended public health emergency.

Learn how to plan and implement a federal program to receive life-saving medications to their employees and families in the event of an attack. A Closed Point of Dispensing (Closed POD) program can be adapted in all locations. Attendees will also learn how to logistically structure this program across locations in multiple jurisdictions and strategies to manage the complexity of a national implementation.

Identify the advantages to partnering with local public health departments, and the common language in a Memoranda of Understanding, as well as the many resources businesses will need to plan and implement a Closed POD. The class will include sessions on the essential contents of a Closed POD plan, and receive templates and all documents needed to create the plan;

- employee notification and communication considerations
- aspects of the federal legal liability shield called the PREP Act
- telecommuting and remote work during public health emergencies;
- ethical considerations
- best practices from other corporations
- training and exercise requirements
- A simulated tabletop exercise will be included.

By the time you leave this session, you will have the information you need to effectively and efficiently plan for a bioterrorism event
and maintain business continuity during an extended public health emergency. Gain in depth knowledge of how to implement this federal program, stand up a Closed POD at your facility, and protect your staff and their families. All tools discussed during the workshop will be provided to you electronically to utilize at your company.

Any questions about the course outline contact: mnash@biodefensenetwork.com, or text or call (540) 454-9560.

Harlan Dolgin is the co-owner of Bio-Defense Network with more than 15 years of experience and co-founder of PandemicPrep.org.

Meg Nash is a seasoned business continuity professional with a unique background in management consulting, emergency response, disaster preparedness and public health.

POC-4: ICOR Critical Environments Technology Professional

Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.
Thur., Oct. 1, 8:30 a.m. – 5:00 p.m.
Fri., Oct. 2, 8:30 a.m. – 5:00 p.m.

$1495 per person

Presenter: Jim Nelson

When it comes to meeting the challenges of preserving, protecting, and recovering data and infrastructure, organizations today need to control IT expenditures and reduce business risk while improving operational efficiency and increasing resilience. The focus of TI 2050: Critical Environments Technology Professional, is on how to align IT resources with business objectives, deliver relevant and reliable IT service, manage risk, and optimize operational efficiency.

In addition, the course focuses on computing resources, data and data storage resources, and network & communication resources. The course concludes by exploring key infrastructure initiatives for organizations today such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization.

1. Critical Environments Concepts
2. Understanding Storage Management
3. Availability Concepts, Challenges, & Solutions
4. Addressing IT Risk: ICT Continuity & Disaster Recovery
5. Understanding & Protecting Against Security Breaches

For more information regarding this class contact ICOR at: education@theicor.org • phone: 1-866-765-8321 or +1-630-705-0910.

Jim Nelson is the president of Business Continuity Services, Inc. and is the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience.

“Great Conference! Well organized & very well managed.”
The World’s Leading Institute for Business Continuity and Resilience

Established in 1994, the BCI has established itself as the leading membership and certifying organization for Business Continuity (BC) and Resilience professionals worldwide. With circa 8,000 members in more than 100 countries, working in an estimated 3,000 organizations in private, public and third sectors, the BCI truly is the world’s leading institute in this industry. The BCI stands for excellence in the business continuity profession and its certified grades provide assurance of technical and professional competence in BC. The BCI offers a wide range of resources for business continuity professionals concerned with raising levels of resilience within their organization or considering a career in business continuity.

More than certification

Membership

BCI Membership provides business continuity professionals worldwide a formal route to achieve international recognition and status through the accreditation of their technical and professional competence in business continuity by a recognized professional body.

Successful accreditation by the BCI leads to an internationally recognized post-nominal designation or certification membership grade that provides global assurance of technical and professional competence.

BCI Membership offers many opportunities, face to face and online, including a wide range of tools and resources, for the development of professionals currently working in this growing industry or who are considering embarking on a career in it – these benefits include CPD and mentoring. To find the full list of member benefits visit www.thebci.org

Are you certified with another USA-based BC organization?

If you already hold an alternative credential you may be able to join the BCI through the Alternative Route to Membership without having to sit the Certificate of the BCI exam (CBCI).

Visit the website to see what credentials are accepted.

For more information visit www.thebci.org or contact membership@thebci.org
BCCI at Fall World 2015

BCI Good Practice Guidelines Training Course
The BCCI Certification Training Course is based on the Good Practice Guidelines (GPG) the independent body of knowledge for good Business Continuity (BC) practice and is aligned to ISO 22301, the global standard for BCM. The course offers a solid description of the methods, techniques, and approaches used by BC professionals worldwide to develop, implement, and maintain an effective BCM programme. This training course is intended to meet the technical and professional needs of BC and resilience professionals working in organizations of any type and size, in any industry or sector worldwide.

Further courses to be announced – check drj.com for more information.

A Chance to Win!
BCI and DRJ are offering one winner the chance to attend the BCCI Good Practice Guidelines Training Course at Fall World 2015, sit the BCCI Exam and one year’s BCCI membership.
To win the prize you must be a paying delegate at Fall World 2015. To enter, simply email your details to education@thebci.org before 31st July 2015. Terms & conditions apply.

Training & Education
The BCI offers world-class, award-winning education services, delivered in partnership with BCI licensed Training Partners and Approved BCI Instructors located around the globe. All our instructors are highly experienced business professionals in the continuity and resilience discipline, bringing a wealth of expertise to enhance the learning experience.

For more information visit the Training & Education area of the website or contact education@thebci.org

Thought Leadership & Research
The BCI seeks to promote and facilitate the adoption of good practice by driving global thought leadership for business continuity and resilience. The BCI conducts research and publishes reports and white papers on key subject matters such as supply chain, emergency communications and horizon scanning.

The BCI has also set up a number of think tanks around the world to gauge thoughts and opinions of regional experts. Visit www.thebci.org for more information.

Events & Awards
The BCI holds a variety of events around the world in partnership with our Chapters and Forums with the main event being the BCI World Conference and Exhibition in London, UK. BCI World attracts over 1000 delegates, visitors and exhibitors from around the world for one of the largest gatherings of BC and resilience professionals globally.

Our BCI Awards are held regionally to recognize the outstanding achievements in the business continuity and resilience industry. Each winner from the regional awards is entered into the Global Awards which are celebrated in a Gala Dinner and ceremony at the annual BCI World Conference and Exhibition. For more information and to find out about our BCI Hall of Fame, please visit our website or contact events@thebci.org or awards@thebci.org.
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