



DISASTER RECOVERY JOURNAL

# Fall World

SAN DIEGO, CALIFORNIA — 2014

**DRJ Presents Our 51st Conference • September 7-10, 2014**

**Register by September 7th and Join us in Beautiful San Diego!**

## Building Your Program Using Best Practices



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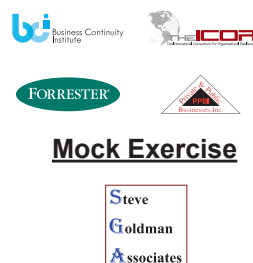
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DISASTER RECOVERY JOURNAL

# Fall World

SAN DIEGO, CALIFORNIA — 2014

**Building Your Program Using Best Practices**

**Discover how you can  
Build Your Program  
Using Best Practices  
and much more!**

## Welcome to Fall World 2014

We are thrilled to welcome you to our 51st conference! With each conference we strive to provide you with the best education, networking, and exhibiting options in the industry. Thanks to years of experience we are able to attract the leading business continuity experts to present at Fall World.

The feedback from our attendees reinforces how important continued learning and networking can be for career and business development. The connections made at our conference speak for themselves with the number of return attendees we see year-after-year.

Fall World is sure to be one of our best conferences yet. For a second year in a row we're returning to the very popular Hilton San Diego Bayfront. Located along the bay with stunning views and convenient access to numerous downtown activities, this is the ideal conference setting.

If you've been to a Fall World or Spring World before, you can expect the same expertise, professionalism and friendly atmosphere that DRJ is recognized for. We want our attendees to have a pleasurable learning environment that ensures they get the most out of their time spent at our conference.

Take advantage of our new sessions, break-out tracks, and solutions track – all centered around the Fall World theme of: Building Your Program Using Best Practices. Gain the skills and knowledge you need to make a difference in your company's business continuity program.

We look forward to meeting you at Fall World! Remember DRJ offers the leading industry conference that gives you the best value and learning for your education dollars. We want you to discover why DRJ shows are number one in the industry!

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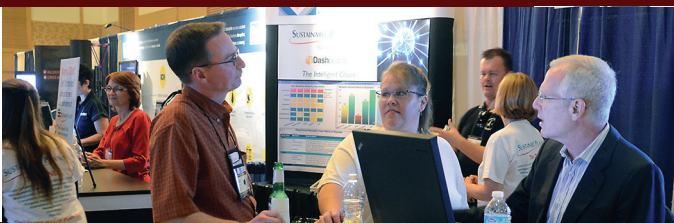
## Top Amenities and Benefits!

Fall World is the 51st show we have hosted and organized. You can be guaranteed to benefit from our years of experience and knowledge in understanding what makes an outstanding conference. This list below is just a glimpse of what sets a DRJ conference apart from the rest:

- Expert Presenters and Speakers
- Lowest Conference Fees
- Mobile Conference App
- Mock Disaster Exercise
- Daily Meals and Snacks
- Experienced Management Team
- More than 50 Sessions
- Latest Industry Trends and Topics
- Registration and Travel Discounts
- Top-Notch Conference Facilities
- Packed Exhibit Hall
- Complimentary Hospitality and Networking Events







## Top Facilities and Features!

Once again the Hilton San Diego Bayfront will be our conference venue. This first class venue is conveniently located near the popular Gaslamp Quarter, San Diego Convention Center and the airport. Take advantage of this location to enjoy the best of San Diego and to have a very successful Fall World experience.

Be sure to review our in-depth conference schedule and get started on selecting your conference sessions. There are more than 50 sessions to choose from – each one led by an industry expert. You can get the exact business continuity education and networking experience that you need to benefit you and your company.

Don't miss the **Welcome Reception on Sunday evening and the Monday Night Hospitality**, hosted by our **Gold Sponsor Send Word Now**. These complimentary networking events are a great way to mingle with fellow conference attendees, presenters, and vendors.

Conference after conference, we get great feedback on the **Mock Disaster Exercise** – definitely register for this very popular and unique learning experience **sponsored by Steve Goldman & Associates**.



## Conference Schedule

### Sunday

Pre Conference Courses - Continue .....	8:30 AM - 11:30 AM
Onsite Registration Opens .....	11:00 AM - 8:00 PM
Cyber City .....	12:00 PM - 8:00 PM
Sunday Workshops .....	1:00 PM - 3:30 PM
Solutions Track .....	4:00 PM - 5:00 PM
Exhibit Hall Opens .....	5:00 PM - 7:00 PM
Welcome Reception .....	5:00 PM - 7:00 PM
Product Demos .....	5:30 PM - 7:00 PM

### Monday

Cyber City .....	6:45 AM - 5:30 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Onsite Registration .....	7:00 AM - 5:15 PM
General Session 1 .....	8:15 AM - 9:15 AM
General Session 2 .....	9:30 AM - 10:30 AM
General Session 3 .....	10:45 AM - 11:45 AM
Exhibit Hall Opens .....	11:00 AM
Lunch .....	11:45 AM - 1:00 PM
Exhibits/Product Demos .....	11:45 AM - 1:30 PM
Breakout Session 1 .....	1:30 PM - 2:30 PM
Break .....	2:30 PM - 2:45 PM
Breakout Session 2 .....	2:45 PM - 3:45 PM
Refreshment Break in Exhibit Hall .....	3:45 PM - 4:15 PM
Breakout Session 3 .....	4:15 PM - 5:15 PM
Exhibit Hall Closes .....	5:00 PM
Product Demos .....	5:30 PM - 6:30 PM
Hospitality .....	6:30 PM - 8:30 PM

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EVERY MESSAGE COUNTS™

### Tuesday

Cyber City .....	6:45 AM - 6:00 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Registration/ Info Desk Open .....	7:00 AM - 5:30 PM
General Session 4 .....	8:15 AM - 9:15 AM
General Session 5 .....	9:30 AM - 10:30 AM
General Session 6 .....	10:45 AM - 11:45 AM
Exhibit Hall Opens .....	11:00 AM
Lunch .....	11:45 AM - 1:00 PM
Exhibit/Product Demos .....	11:45 AM - 1:30 PM
Breakout Session 4 .....	1:30 PM - 2:30 PM
Refreshment Break in Exhibit Hall .....	2:30 PM - 3:00 PM
Workshop Sessions .....	3:00 PM - 5:30 PM
Exhibit Hall Closes .....	3:00 PM

### Wednesday

Cyber City .....	6:45 AM - 12:00 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Information Desk Open .....	7:00 AM - 12:00 PM
General Session 7 .....	8:15 AM - 9:15 AM
General Session 8 .....	9:30 AM - 10:30 AM
General Session 9 .....	10:45 AM - 11:45 AM
Lunch .....	11:45 AM - 1:00 PM
Post Conference Courses .....	1:30 PM

# Sunday Workshops

1:00 - 3:30 PM

These interactive sessions allow attendees to explore topics in-depth. Choose one session and mark your preference on page 17. Sessions are rated according to experience levels.

## Sunday Workshop Session 1 Novice/Intermediate



### Birds of a Feather: BC Management Roundtable Discussions

Robbie  
Atabaigi

Do you want to be on the fast track for networking at the DRJ conference? The Birds of a Feather session is structured to provide you an opportunity to discuss your issues and concerns with your peers and share lessons learned. This facilitated session focuses on business continuity trends and key topics of interest coordinated within industry roundtables. Experienced BC professionals will lead these structured, yet flexible BC roundtable discussions.

This session will enable you to explore solutions, address concerns, ask questions, and dialogue about BC planning strategies and practices being used at other organizations.

#### 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

Potential Industry Roundtable Facilitators could include:

- Martin Myers, MBCP, HP
- Barney Pelant, MBCP, Barney F. Pelant & Associates
- Frank Lady, CBCP, CISSP, CRISC, PMP, ITIL

## Sunday Workshop Session 2 Novice/Intermediate/Advanced



Stan  
Polit

Firestorm  
Solutions



Dillon  
White

Axiom  
Mktg

### Rebuilding the Road Towards Continuity: Using Merged Media Strategies to Enhance Crisis Communication Efforts

Communicating during a crisis is crucial. Effective communication can eliminate the harmful effects of a crisis before they manifest. Ignoring these signals can damage corporate reputations and interrupt even the most well-designed business continuity plan.

This workshop aims to provide DRJ participants with the opportunity to learn about crisis communication best practices through an interactive case study environment.

Participants will be presented with a hypothetical scenario about an industrial accident that has created significant environmental harm and interrupted a company's continuity strategy.

With each stage of the crisis, the presenters will engage the participants to think critically about the kinds of messages that need to be shared, the audiences that need to be included, and the best mediums to use. Such mediums will include press conferences, social media, conventional press releases, website strategy, and various PR efforts.

Participants will then work in teams to craft messages using these different platforms and present them to the group for feedback and commentary. To close the workshop, the presenters will discuss how the best practices discussed during the session could have been applied to actual examples of ineffective crisis communication efforts.

Stan Polit, Firestorm Solutions Expert Counsel member, is a nationally recognized speaker, communication coach and crisis communication scholar.

Dillon White, new media and digital policy manager for Axiom Marketing and Communications, is a specialist in crisis communication in the digital age and global branding for international companies.

## Sunday Workshop Session 3 Novice/Intermediate/Advanced



Rob Chubb

Colour  
Spectrums



Rose  
Meir

Williams

### ColourSpectrums Stress Management and Disaster Recovery

Disasters affect people in different ways and their recoveries are vastly different too. Organizations only recover as fast as people do.

In this dynamic, interactive session participants will learn an innovative way to quickly identify how different personalities react to stress and how to respond to facilitate fast recovery and business continuity. Attendees will use the ColourSpectrums personality styles system to quickly identify and engage personality strengths and recovery solutions. They will easily identify personality challenges and stressors with a view to facilitating resiliency, healing and complete organizational recovery.

Attendees will use four colors to identify the four dimensions of personality: BLUE emotional, GREEN intellectual, RED physical and YELLOW organizational functioning.

They will sort the four colorfully illustrated ColourSpectrums cards to reveal their ColourSpectrums personality; a unique spectrum of bright colour strengths and pale colour challenges. Sort cards at <http://www.colourspectrums.com/sort/cards/>

Participants will respond to on location news coverage and documentary footage of a major disaster in the making and will work in brightest color groups first and then will work in pale color groups. Ultimately, you will identify eight sources of stress people experience in various combinations.

Rob Chubb is the author, founder and director of ColourSpectrums; inspiring human development and team empowerment through education, interaction and fun.

Rose Meir, CBCP, CISA, ITIL v3 Foundation, is an IT systems analyst with Williams. She holds a Computer Science degree from the University of Maryland.



**Sunday Workshop Session 4**  
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 demonstrate clearly the value a continuity program brings to an organization.

Having plans on-the-shelf do 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.

*Phil Lambert is the president and founder of Ripcord. He has more than 20 years of experience with management positions at two Fortune 500 companies. Lambert excels at bridging silos within organizations by engaging team leaders to develop an enterprise-wide "continuity culture" that strengthens and conditions organizations to rapidly respond to changing conditions. Lambert is a well-regarded advocate and thought-leader in the disaster planning community. He holds two certified designations, MBCI and CBCP.*

**Sunday Workshop Session 5**  
Intermediate/Advanced



**Hands-on-Workshop to Build and Exercise Cyber Contingency Examples**

*Susan Rogers  
Cyberwise*

In this workshop, participants will review components of the NIST Cyber Security risk framework to protect critical infrastructure. Experience business continuity activities that can be leveraged and included to strengthen cyber framework controls and impact reduction. The NIST framework is important and provides a vehicle for BC leaders to engage with Information Security colleagues to increase an organization's cyber and physical response capability. The ramification of a significant cyber event exceed the current capability of "all hazards" contingency planning approach because of the combination of impact to physical and critical technology. BC leaders and teams work with all business and functional areas of an organization and are well positioned to guide the organization's cyber response planning. The workshop will provide content to begin this effort.

Participants will engage in the following: (a) Break into teams and be presented with a crisis scenario, (b) debate the ramifications of a cyber-event, (c) identify areas of BC plan enhancement and (d) identify function based contingency activities to consider when faced with the complexity of a physical & cyber disruption.

The teams will then join together to share their contingency activities and discuss next steps to add cyber risk impact into BC mitigation planning.

*Susan Rogers, principal consultant and CEO of Cyberwise CP, is a seasoned technology and risk management expert with more than 30 years of experience in the banking and finance industries. Rogers is leading a talent pool of experienced risk consultants providing: regulatory risk management support, gap assessment for technology risk, cyber response planning, impact reduction BC planning, vendor risk control development and operation risk program enhancement.*

**Sunday Workshop Session 6**  
Intermediate/Advanced



**Multiple Event MOCK EXERCISE!**

Sponsored by

*Steve Goldman  
Goldman Mgmt. Consult.*

This mock exercise is different! We will simulate several events concurrently at three different organizations:

- ACME, a large multi-national corporation
- Pixel University
- Buckley, a small local company

Participants will divide into organization responders or exercise facilitators. The exercise will first deal with a workplace violence event. Police representatives will respond and advise each organization's crisis team. Following resolution of that event, each organization will develop a recovery strategy based upon initial response and, yes, additional events.

Finally we will conduct a media briefing on the response. Everyone will participate in the media briefing because YOU are the reporters! The simulation will conclude with videos of:

- Media coverage of an actual workplace violence event
- Dept of Homeland Security guidance on workplace violence events
- A good fire drill gone bad

During this fast-paced and highly interactive event, you will exercise the principles of workplace violence response, business continuity, disaster recovery, and crisis communications. Under Goldman's experienced guidance, participants will develop response strategies, and then learn if they work. Test your knowledge, compare your company's response plans, and have some fun while learning.

*Dr. Steve Goldman is an internationally recognized expert in BCP, crisis management, crisis communications, and disaster recovery.*

# General Sessions



The morning General Sessions are tailored to a broad audience covering topics that appeal to all conference attendees. Start your day of learning and networking with sessions that focus on the best business continuity strategies, trends and topics in the industry.

September 8, 2014

Monday

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



Ron  
Culbertson

## Do it Well; Make it Fun!

The business of business continuity is not a funny one. The stress levels can be high and the demands intense. But, there are ways to improve the processes into more enjoyable and motivational steps. In this humorous session, attendees will learn how to change perspective in life and work to manage stress, communicate more effectively and improve the work environment. Discover how organizations can be more productive and staff can be more content. It's the little things that make the big differences!

*Ron Culbertson has been speaking professionally since 1996 and has spoken to more than 140,000 people in more than 1000 organizations. He was also the 2012-2013 president of the National Speakers Association.*

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



Tony  
Schmitz

## Achieving World Class Critical Communications

Communication is the backbone of business resiliency. Yet many organizations fail to fully leverage today's technologies and associated best practices when faced with a critical event. Based on real world examples, this session will provide attendees with unique insights into the role communication plays in business continuity, along with the capabilities and emerging trends of emergency notification technology.

*In his time as president and CEO of Send Word Now, Tony Schmitz has overseen a strong period of growth while adding both value and vision to the company's performance.*

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



Damian  
Walch

## Critical Success Factors for Cyber Response Programs

Investments in cyber security are at an all-time high, yet successful cyber-attacks are on the rise, both in number and sophistication. Today's cyber criminals aren't focusing exclusively on financial assets; many are stealing intellectual property, and the most motivated focus on disrupting and destroying critical infrastructure. Cyber incidents will occur, and some may become full-blown business crises. How damaging they become depend, in part, on how rapidly the situation can be analyzed, how decisively leaders take action, and how effectively teams interact with customers, media, legal counsel, law enforcement, and industry peers. How prepared and resilient is your company? Learn the critical success factors in building a comprehensive Cyber Incident Response Program.

*Damian Walch is director with the Deloitte's Cyber Risk Services practice.*



**General Session 4**

8:15 a.m. - 9:15 a.m.

**Shake It Up! How to Bring Energy and New Life into Your Program**

Regina Phelps

What does it mean to “shake it up - ” to do things differently, to try something new, and reinvent yourself and your work? If you find yourself spinning in circles, how can you reinvent, reimagine your program? What are you doing to ensure that you are a valuable asset of the company and are also creating opportunities for your professional future? This session addresses the “been there, done that” pattern of your program, and then quickly moves to making our programs come alive and get people engaged.

Regina Phelps, CEM, RN, BSN, MPA, is president, Emergency Management & Safety Solutions.

**General Session 5**

9:30 a.m. - 10:30 a.m.



Michael Puldy



Pat Corcoran



Larry Ponemon



Deborah Orr

**Getting to the Dollars and Sense of Business Continuity: Planning In an Always On World**

The full value of effective business continuity is often hard to articulate but this panel of experts can help shed light on how companies all over the world are making the important connection on how the ROI for business continuity has never been so important to the business. Forbes Insights provides perspectives on the fiscal impact on brand and reputation, the Ponemon

Institute shares the unique and valuable role of business continuity and the actual savings in time and money. The panel also will discuss how you can drive up the profile of business continuity and share personal best practices.

Michael Puldy, moderator, is the service and solution executive for IBM Business Continuity and Resiliency Services North America. Panel members: Dr. Larry Ponemon, chairman and founder of the Ponemon Institute, and Pat Corcoran, global business development executive for IBM Business Continuity and Resiliency Services. Deborah Orr, Forbes Insights Analyst.

**General Session 6**

10:45 a.m. - 11:45 a.m.



Roberta Flynn

**Effects of Traumatic Stress on Employees**

The psychological impact of traumatic stress can be mitigated by learning resilience traits and good coping strategies. The signs of traumatic stress involve behaviors, thoughts and actions that anyone can learn and develop. Participants will learn how mental rehearsal affects not only our readiness to face traumatic incidents, but our resiliency. Participants will be exposed to the five emotional response phases of disaster response and discover how important it is to know which phase they are going through and what to expect. Effective communication strategies will be included.

Dr. Roberta Flynn is vice president, trainer, and threat assessment specialist for Professional Workplace Interaction, Inc.

**General Session 7**

8:15 a.m. - 9:15 a.m.

Robert Chandler,  
Ph.D.**Robots Are (Not) People, Too**

Exciting robotics technology is emerging that is designed to aid dramatically in disaster relief while helping to spare emergency and recovery personnel from potential harm. Approaching the booming robotics trend, questions and challenges arise. What are the ways in which it may be safely used in rescue and recovery? In what ways may this technology impact employment and educational factors for the field? This presentation offers proactive steps for recovery-workforce and individual resilience, including recognizing checkpoints and important training resources.

Robert C. Chandler, Ph.D. is professor of communication and director of the Nicholson School of Communication at the University of Central Florida.

**General Session 8**

9:30 a.m. - 10:30 a.m.



Bruce Blythe

**Lessons Learned from 2014's Crises: Now... Before It is Too Late**

Events move quickly in a crisis. The consequences last for years. What do you need to know, do, and say? A crisis is not business as usual; It is business as unusual. Your actions and response in a crisis can create a second crisis. This session will review 2014's most significant crisis events, their impacts, and the lessons learned. Learn what you must have and do to make your crisis plans align with today's best practices, before the crisis starts. Hear and experience a crisis from inside and understand the 'why' that many others miss.

Bruce T. Blythe is the CEO of Crisis Management International, Inc.

Jim Satterfield serves as president and COO of Firestorm Solutions, LLC.

**General Session 9**

10:45 a.m. - 11:45 a.m.



Barry Pruitt

**Moving from Best Practice to FASTpractice**

It's critical for BC professionals to mesh multiple program initiatives and tasks seamlessly together. In today's high pressure environment, you may feel overrun with day-to-day responsibilities while fending off external influences. If you and your team are stretched, overworked and underutilized, always busy but not productive, or finding agendas constantly hijacked, this session offers you a way out. Forget getting more done in less time. Get the right things done that make measurable difference. Get ready to 10x your output and reclaim professional control with FASTpractice.

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

Michael Herrera is the CEO of MHA Consulting, a leading business continuity planning and information technology consulting firm.



Michael Herrera

# Breakout Track 1 - Monday 1:30 - 2:30 PM

## Strategic Session 1

Novice/Intermediate/Advanced



John  
Bowman

BMO  
Financial  
Group

### A Practical Framework for Assessing Emerging Risks

Participants will learn a methodology to assess the current level of BC in their organizations and consider the factors ("drivers") that will change the level of risk. Discover a hazard identification and risk assessment model to identify the likelihood and impact of hazards. Identify the drivers that influence the likelihood or the severity of each hazard. Drivers include forces like: social and technological drivers; environmental drivers like climate change; economic and political influences, and more. Discussion will also include how the drivers affect the rate of change to risk over time.

John Bowman, senior specialist, enterprise business continuity management, has more than 30 years experience in business continuity, business operations, risk management and strategic planning.

## Managerial Session 1

Intermediate/Advanced



Michael  
Gifford

U S Bank



Stacie  
Herzog

U S Bank

### Are you Insane? It's Time to Think Differently Before Doing Any BIAs!

Although it might be tempting to build your business continuity program and company risk profile by asking a few common questions found in a traditional BIA, have you considered all of the ramifications by not taking the time to understand the footprint of your organization and ultimately what is the goal of your BIA? This session will explore why it is important to take a different look at BIAs, including the key decisions that need to be made before asking a question, why it matters to fully understand the organization's hierarchy, and the risks associated with taking short-cuts.

Michael Gifford, MBCI, CBCP is a director within enterprise readiness services for U.S. Bancorp.

Stacie Herzog, CBCP is a business continuity manager for U.S. Bancorp, responsible for managing the business readiness services team.

## Technical Session 1

Intermediate/Advanced



Stephen  
Weber

McKesson

### Recovery Solutions for Applications Running in the Cloud

Are you considering running applications in either a public or private cloud? If so, will your applications be recoverable? Are your applications dependent on some systems running in a cloud and other systems or applications running in a data center or another location? This session will cover key areas to consider when exploring recovery options for systems or applications running in a cloud. The session will conclude with a demonstration of a multi-tiered application being provisioned in a cloud, followed by a technique to protect that environment to an alternative location, and finally a demonstration of the application being failed over into an isolated test environment.

Stephen Weber is an architect and BC/DR program manager for McKesson.

## Emergency Response Session 1

Intermediate/Advanced



Tracy Hall,

Wolf & Co,  
P.C.

### Bringing Your Business Continuity Plan to the Next Level

Natural disasters and terrorist events in recent years have led to increased scrutiny to ensure that businesses are prepared to sufficiently recover from interruptions. Companies are required to provide more detailed information and are called to prove their recovery strategy. Regulators and others are demanding evidence of preparedness that has been tested and proven. Learn areas of a BC program that may require enhancement based on recent audit feedback, revisions to regulatory guidelines, and lessons learned. Attendees will learn what examiners are analyzing and where other institutions have fallen short.

Tracy Hall, IT assurance manager for Wolf & Company, P.C., is one of the leading business continuity planning experts in the country with more than 15 years of experience and expertise.

## Advanced Session 1

Advanced



Dr. Arash  
Azadegan

Rutgers  
Univ.

### Supply Chain Resilience or Organizational Resilience? A Scenario Based Interactive Session

This session is designed to share recent research efforts being conducted at the Rutgers Business School Supply Chain Disruption Research Laboratory. In one part, results of two ongoing research studies at SCDRL will be shared. In the first study, results highlight how organizational resilience and supply chain resilience can affect recovery efforts during supply chain disruptions. In the second study, insights on the type of system and management styles that are effective depending on the type of disruption are shared. The second part involves audience participation in a written scenarios based experiment. Rutgers Business School researchers will tally the results for a discussion in real time.

Arash Azadegan, PhD, is an assistant professor at Rutgers Business School and the Director of Supply Chain Disruption Research Laboratory.

## Information Session 1

Novice/Intermediate/Advanced



Deborah  
Higgins

BCI

### Certification is Just the Beginning ...

Discover a complete understanding of the globally recognized BCI 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.

Deborah Higgins head of learning and development, is responsible for delivering the global training and education program and for delivery of the BCI's global event program.





# Breakout Track 2 - Monday 2:45 - 3:45 PM

## Strategic Session 2

Novice/Intermediate/Advanced



### DRJ and Forrester BC/DR Market Study: The State of DR Preparedness

Stephani  
Balaouras

Forrester

Learn the current state of enterprise disaster recovery preparedness and technology adoption and how much progress we've made over the past few years. The results from the Disaster Recovery Journal and Forrester's Annual BC/DR Market Study will be reviewed in this session and compared to the results of the last time this survey was run. Coverage will include: Company practices regarding DR planning, plan maintenance and testing; The percentages of companies that have alternate recovery sites and how they provision them (i.e., in-house, traditional outsource, cloud, etc); Current recovery tiers and technology selection; Company confidence in their DR preparations and more. The conclusion will provide an overall assessment of current DR preparedness efforts and provide recommendations and suggestions for improving preparedness.

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

## Managerial Session 2

Intermediate/Advanced



### From Samba to Waltz: Choreographing Disparate Activities to Create A Holistic, Top-Notch Enterprise Continuity Program

Marc  
Kantor

Voya  
Financial

Many firms have relied on a legacy 'network' of individuals, processes, tooling and documentation that may have organically evolved to fit needs present at a given time. These disparate activities are often not centrally organized, managed, or sometimes not universally known, and have a tendency to become outmoded and ineffectual. Using a defined methodology that extends itself to virtually any organization, firms can create a holistic and centrally managed continuity program. Learn how drawing on available enterprise IT resources, leveraging the tools readily available, creative use of human capital, along with refined data collection and aggregation, and well defined messaging, you can effectively create a resilient firm-wide continuity program.

Marc Kantor is the head of business resilience (business continuity and crisis management activities) for Voya Financial.

## Technical Session 2

Intermediate/Advanced



### IT Disaster Recovery Orchestration

Bob  
Sibik

Fusion

Discovering how to ensure comprehensive recovery capabilities within defined RTO/RPO's remains challenging in IT environments large and small. Typically, IT DR tests are narrow in scope and large-scale testing has proven too difficult and time consuming to fully evaluate the IT DR strategy and plans, leaving many IT organizations at significant risk of recovery failure. Discussion will include approaches and methodologies for large organizations to significantly advance and mature their ability to conduct large-scale testing and IT recoveries.

Bob Sibik, senior vice president, field engagements for Fusion, has more than 30 years experience in the IT and IT risk management fields.

## Emergency Response Session 2

Novice/Intermediate/Advanced



Regina  
Phelps

EMSS

### Want a Great Incident (Crisis) Management Team? It Only Requires Three Things

Do you have an incident management team (formerly referred to as a crisis management team)? Are you developing one? Are you retooling the one you have? If so, plan to attend this critical session to learn the top three things you need to have to have a great team. The goal of this session is to help you create both a great team and a great process in order to manage incidents large and small. There are three key things that we often find missing in company teams and plans: Clearly identified roles and responsibilities, a formal assessment process, and how to develop an Incident Action Plan (IAP). This session touches on those three critical aspects of the successful incident management team. Attend this fast-paced session to learn how to build a great team.

Regina Phelps' niche includes incident management team development, pandemic planning, EOC design, and development of emergency exercises.

## Advanced Session 2

Advanced



Barney  
Pelant

BFP &  
Assc.

### Aligning your BCM and SEC 10-K for Sustainability

The Securities Exchange Act of 1934 requires most publicly held companies to file an annual report with the Securities and Exchange Commission on Form 10-K. Does your SEC Form 10-K filing accurately portray the goals and objectives, support and deliverables of your business continuity management and risk management programs? Learn who is responsible for filing a SEC Form 10-K including Item 1 (Risk Factors) and Item 7 (Management's Discussion and Analysis) and their importance to your programs. Explore the opportunities that exist and learn how your 10-K filing can provide you with new opportunities for support, improvement and sustainability.

Barney Pelant, owner and director of Barney F. Pelant & Associates, LLC, has more than 35 years focusing on BC planning, disaster prevention and recovery.

## Information Session 2

Intermediate/Advanced



Ginna  
Rodriguez

Global  
Payments

### International Enterprise BCM Strategy Review

Has your BCM program been around a while? If so, it may be time to take a second look at how you will recover the business in the case of an event. Learn how to do an international organization review for a mid to large-sized company. There are many options in today's environment including moving work between sites, hot site work space, telecommuting, halting non critical functions, business process outsourcing, etc. How do organizations go about choosing the right options and who should be involved in the process? While doing a business continuity strategy review you may also be able to find cost savings and add significant resiliency.

Ginna Rodriguez is the vice president of resource management and business continuity planning for Global Payments Inc.

# Breakout Track 3 - Monday 4:15 - 5:15 PM

## Strategic Session 3

Novice/Intermediate/Advanced



Rhonda  
Russell



Zona  
Walton

### Mission Impossible: ADP's Global Business Resiliency Program

Learn how ADP developed and implemented a centralized global business resiliency program aligned to all divisions and business units across the enterprise. This session will explore the good, the bad, and the ugly of global program development in a multi-national corporation. We will discuss how ADP built a global business resiliency organization and their unique approach to global business resiliency planning.

*Rhonda Russell, CBCP, MBCI, is a business resiliency manager within the global business resiliency organization for the Automatic Data Processing.*

*Zona Walton, CBCP, MBCI, is the director of global business resiliency within the global business resiliency organization for Automatic Data Processing.*

## Managerial Session 3

Novice/Intermediate/Advanced



Dr. Mark  
Riccardi

### Crowdsourcing During Disaster Operations

Crowdsourcing, or using the power of the Internet and social media to "virtually" bring together large groups of people in support of a cause or event, has successfully been used to help emergency responders during disaster management. A recent example includes the 2012 Waldo Canyon Fire in Colorado and the 2013 tornados that struck Oklahoma. In both of these incidents, crowdsourcing techniques were used to help responders identify and pinpoint destroyed structures. The purpose of this research is to explore the use of crowdsourcing during a disaster as a way of mobilizing resources in support of recovery operations. How can crowdsourcing methods be used in support of the incident commander during response operations? In exploring the use of crowdsourcing what could be used in future disaster operations?

*Dr. Mark Riccardi is an associate professor and program director for Homeland Security Studies at American Military University.*

## Technical Session 3

Novice/Intermediate/Advanced



Kevin  
Finch  
FCStone,  
Inc.

### Talking Shop: How to Get What You Need Out of IT

We've all been there, because we all need help from IT. Whether it's getting a server built, some information about backups, or participation in an exercise, it's always hard to get what you need out of the IT staff. It doesn't have to be. Learn a unique perspective on how to communicate with IT staff and find common ground to get things done. The presenter will draw on real life experiences to provide attendees with strategies, techniques and inside tricks to getting what you need out of IT.

*Kevin Finch, global head of IT business continuity and disaster recovery at INTL FCStone, Inc., started in IT as a programmer and lead system configuration engineer on a payroll software project.*

## Emergency Response Session 3

Novice/Intermediate/Advanced



Ramesh  
Warrior

eBRP

### Incident Readiness is the New BCM

With our experience implementing BCM programs for many global enterprises, State and Federal Agencies, eBRP is fortunate to have a bird's eye-view into BCM Program's trends. As organizations mature in their BCM programs, the program objectives constantly evolve and change. Some of the program objective changes are driven by the regulators & auditors who are looking for assurance that your BCM program is viable, can withstand stress and is sustainable. During this informational session, eBRP will showcase the trends & approaches in Planning, Exercising, Incident Response and Incident Management.

*Ramesh M. Warrior, director, is the chief visionary and conceptualist behind the eBRP brand.*

## Advanced Session 3

Intermediate/Advanced



Suzanna  
Hall

Qualcomm



Donna  
Greenspan

Qualcomm

### Bridging the Great Divide: How Enterprise Architecture Links Business Continuity and IT

The business continuity department partnered with the enterprise architecture department to build a portal for business continuity planning on the Troux Tool. As a global operation, Qualcomm wanted to better understand dependencies and its impact in any situation. This partnership of business continuity, enterprise architecture and Troux will demonstrate how the tool was implemented and used to mature the business continuity program.

*Suzanna Ryan Hall is the senior manager of global business continuity at Qualcomm. She provides oversight and development of the BCM and emergency management programs.*

*Donna Greenspan is a Senior Business Continuity Specialist at Qualcomm. Prior to Qualcomm, she was a contractor for the U.S. Centers for Disease and Control for 9 years.*

## Information Session 3

Novice/Intermediate/Advanced



John  
DiMaria

BSI

### What does the NIST Cyber Security Framework Mean to Industry?

President Obama's Executive Order - Improving Critical Infrastructure Cybersecurity - has been the hottest topic in the security space since it was issued last year. It will have a definite impact on the private sector and the supply-chain that currently services the nation's critical infrastructure. Since the final draft was first released, there has been controversy regarding the impact on the country and the private sector. While called "voluntary," there are concerns that legislation is looming and the framework will not meet privacy concerns of the EU.

*John DiMaria; CSSBB, HISP, MHISP, AMBCI, is the ISO product manager for BSI Group America Inc with 30 years of experience.*



# Breakout Track 4 - Tuesday 1:30 - 2:30 PM

## Strategic Session 4

Intermediate/Advanced



### Creating and Implementing a Resiliency (DR/BC) Standards and Compliance Program

John  
Kotas

JP  
Morgan  
Chase

We will begin with building a simple recovery plan and then build a standards and compliance program to support the plan. Supporting documentation will be provided to all attendees. The audience will participate and learn that the business continuity standards that we will create will ensure that consistent and thorough plans are developed supporting a company's critical business processes. Resiliency planning standards are established to meet a company's strategies and goals relating to business continuity. Communicating status reports will be explored as well.

John F. Kotas, CBCP, has 23 years of DR and BC experience. He serves as the resiliency disaster recovery manager at JP Morgan Chase.

## Managerial Session 4

Novice/Intermediate/Advanced



### Elevating BCP Value Through the Language of Governance

Leah Core

Cherry  
Creek  
Mortgage  
Company

Are you feeling stuck in your BCP role? Are you tired of 'fighting the good fight' and being called Chicken Little or the Grim Reaper? Explore several concepts you can leverage to elevate your role and perspective. We'll start with governance and explore how the COBIT and ITIL frameworks not only complement business continuity planning but can help operationalize it. We'll investigate and discuss areas from HR to racing to gain insight on how to expand our conversations about resilience, improve relevance of risk activities, present with clarity, and facilitate better decision making.

Leah Core, MBCP, MBCI, PMP, is business continuity manager for Cherry Creek Mortgage Company. She has served in a variety of roles within and symbiotic to business continuity for more than 15 years.

## Technical Session 4

Intermediate/Advanced



### Compliance (HIPAA, FFIEC, etc.): What Keeps You Out of Jail?

Jack  
Orlove

MAXIMUS



Ingela  
Orlove

Cyber  
Comm Inc.

The goal of providing compliance to the regulators is not always the best avenue to control your risk in a disaster. Instead it's the ability to show the regulators/auditors that you are aware of the regulations and have a project plan on how to become compliant ... eventually. In the meantime, you are addressing the true risk of recovering from the most likely disaster, becoming resilient with the main production elements needed to satisfy your customer's needs and showing the regulator/auditor a roadmap for the rest. Learn project planning and have the roadmap needed to keep you justified in your actions and not fined/penalized or worse.

Jack Orlove has designed and managed the implementation for a complex ATM infrastructure project and an implementation project for a 600 node frame relay/DSL interstate retail network).

Ingela Orlove is the President of Cyber Communication Inc., and has over 20 years of experience in information security.

## Emergency Response Session 4

Novice/Intermediate/Advanced



Joyce  
Shroka

NiSource

### Developing a Personal Information Breach Response Plan

Personal information is often compromised via the Internet, cyber attacks, hacking of accounts and more. While this can be complicated to tackle for an individual, it can also have further reaching impact. In this session, we will explore the components of a personal information breach and form a response plan. Discussion will include the definition of a breach; team member and individual team member roles and responsibilities; potential people/groups to notify; responsibility matrix; breach checklist and breach exercise.

Joyce Shroka, CBCP, CORS, is director of business continuity and records at NiSource Inc.

## Advanced Session 4

Advanced



Dave  
Morgan

Delta  
Dental

### Hazard Mitigation and Business Continuity

In a complete business continuity program where a risk assessment is conducted to identify the hazards impacting a location, business, or employees, hazard mitigation can be a natural outcome and should be considered a standard of good practice. We need to recognize the value and practicality of prevention that underlies effective hazard mitigation. Hear an overview of the role of hazard mitigation in the risk assessment process and how it can enhance other planning steps. Referencing the 2013 California Multi-Hazard Mitigation Plan, the session will review the goals and objectives of a State hazard mitigation program and The National Preparedness System (Presidential Policy Directive 8: National Preparedness (2011)).

Dave Morgan is a senior business continuity manager for Delta Dental.

## Information Session 4

Novice/Intermediate/Advanced



Gerry  
Printz

AMSADOR  
Consulting

### What if Your Auditor Really Understood BC/DR Planning?

A good auditor can be our friend. They can help us identify problems before they occur and they can help us meet our goals by highlighting critical needs in their report. Unfortunately, they can also cause problems when they merely follow a checklist and don't know the right questions to ask. The more bureaucratic an organization is, the more likely the audit program is rigid and not really meeting the needs of the organization. A host of Federal and State regulations provide guidelines including FISMA, NIST Special Publication 800-34, PPD-8, HIPAA, OCC, etc. This session will take us through several common gaps you may have in your plans, give you some suggestions on how to correct them and excel if an audit was conducted by an auditor who really understood contingency planning – or, more importantly, before you had a REAL disaster.

Gerry Printz, president, AMSADOR Consulting, has over 30 years of experience in Information Risk Awareness. He has designed and prepared business continuity and disaster recovery plans, privacy and security assessments, and security programs.

# Tuesday Workshop Sessions

3:00 - 5:30 PM.

These interactive sessions allow attendees to explore topics in-depth. Choose one session and mark your preference on page 17. Sessions are rated according to experience levels.

## Workshop Session 1

Novice/Intermediate/Advanced



Regina Phelps

EMSS

### How to Make Standards Work for You and How to Leverage Them as Governance and Assessment Tools

How can you use standards to truly build a program? This workshop answers that question.

This workshop will examine ways to use business continuity standards as a general program development tool, as opposed to a "standards compliance" tool. We will explore two of the most commonly used standards (ISO 22031 and NFPA 1600) :

- What standards don't tell you about your program that you really need to know.
- How standards can be leveraged within an environment where they are not mandated.
- How to use standards to promote business continuity with your executives.
- How to use standards effectively as an informal benchmark for overall program development.

This workshop is not intended to provide an in-depth analysis of specific provisions of either ISO 22301 or NFPA 1600, nor is it designed to prepare you to conduct an audit (or to be audited). Our goal is to take a step back and consider industry standards from the perspective of business continuity practitioners working in a non-regulated environment who are always looking for more and better ways to move their program forward.

Regina Phelps, CEM, RN, BSN, MPA, is founder of Emergency Management & Safety Solutions, a consulting and training firm.

Kelly David Williams, MBA JD, works as a senior consultant with Emergency Management and Safety Solutions. He works with clients in all aspects of developing and exercising comprehensive business continuity management systems.

## Workshop Session 2

Novice/Intermediate



Joe Layman

Molina Healthcare

### Business Continuity: Emergency Response to Recovery, One Company's Experience

Molina Healthcare, Inc.'s business continuity team will share their experiences and some take home tools for session participants on how they developed the business continuity program for one of the fastest growing companies in the country.



Ralph Davis

Molina Healthcare

They will share the challenges of coordinating business continuity needs for five business lines in 16 states, describe how they implemented the use of NIMS Incident Command System and set up Incident Management Teams for all Molina business lines and locations.

Learn how you can transition from your emergency procedures into an incident management team using ICS to address life safety, business continuity and disaster recovery. Hear a simple after action report process to help you identify and track improvement in your business continuity plans.

Participants will learn how to find resources in the public domain that can be customized to help develop and implement or improve your business continuity management process.

Participants can also learn to conduct a tabletop exercise that adds value to the business continuity planning process.

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

Ralph Davis is the business continuity program manager and provides guidance to the organization to develop incident management teams and use ICS to respond to incidents that disrupt business functions.

## Workshop Session 3

Novice/Intermediate/Advanced



David Smith

Prof Workplace Int.

### Workplace/School Violence: 10 Steps to Reduce Your Risk

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of violence in the workplace.

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



**Workshop Session 4**  
Intermediate/Advanced



**Build an ISO 22301  
Management System to  
Capture Executive Attention**

Brian  
Zawada

Avalution  
Consulting

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.*

*Over the past 18 years, Zawada has consulted with organizations of all sizes, in nearly all industries, to build business continuity programs that are credible, pragmatic, and long lasting.*

*Active in developing standards, and a strong proponent of using standards and management systems to improve organizational performance, Zawada serves as the Head of the United States delegation to Technical Committee 223, the group responsible for the development of ISO 22301.*

**Workshop Session 5**  
Intermediate/Advanced



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

Dr. Steve  
Goldman

Goldman  
Mgmt.  
Consult.

A DRJ attendee favorite and one of our longest running workshop! 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
- Goldman's highly acclaimed exercise planning checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. Exercise conduct, evaluation, and critiquing strategies will be discussed.

*Dr. Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Over his long career Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.*

**Workshop Session 6**  
Intermediate/Advanced



**Essentialism – Applying the  
Disciplined Pursuit of Less to  
BCM**

Michael  
Herrera

MHA  
Consult-  
ing

BCM programs are highly complex with many moving components that must be synchronized like a watch in order to ensure they will work seamlessly when needed.

With so many components to address along with limited resources and time, what essential components we should address?

This presentation will use the concept of Essentialism – The Disciplined Art of Pursuing Less to identify what is the minimum we need in place to have an effective BCM program that will recover the critical business activities of our organization.

So, bring an open mind and participate in a presentation designed to bring a state of mindfulness and focus on less is more in our BCM programs.

*Michael Herrera is the CEO of MHA Consulting, a leading minority owned, business continuity planning and information technology consulting firm servicing today's leading private and public sector organizations.*

*He has 20 plus years experience in information technology and business continuity planning encompassing the biotech, consumer, education, financial, government, healthcare, hi-tech, insurance, manufacturing, retail and public utility industries.*

Discover solutions to key problems affecting business continuity practitioners. Seasoned industry veterans will discuss products, case studies, research findings and much more. Sessions are targeted to all experience levels.



## Solutions Track 1: Operational Resiliency for a Virtualized Environment

Peter Laz  
Forsythe

Do you have a goal to automate failover, failback and recovery process of your virtualized IT environment? Are you challenged to reduce RTOs, RPOs, complexity, costs – and still maintain availability of your mission-critical applications? Many organizations have a pressing need to reduce risk and accelerate the process toward operational resiliency. Coordinating the state of the data the application is challenging. Learn how to protect and recover data- and the application at the same time reduce hardware costs, recovery complexity and streamline IT operations.

*Peter R. Laz, MBCP/MBCI, is a managing consultant in Forsythe's Business Continuity and Disaster Recovery (BC/DR) practice.*



## Solutions Track 2: Five Disaster Recovery Flaws Your Last DR Test Missed

Doron  
Pinhas

Continuity  
Software

Historically, IT professionals have agreed that a resilient data center could be achieved with the right technology and techniques. Unfortunately, recent history has proven otherwise. Despite considerable investment, most organizations are still not confident in their ability to recover in an emergency. Learn the top five critical recovery flaws your last DR test likely missed; how they would impact your business; and how to make sure you will never miss them again in future tests.

*Doron Pinhas, chief technology officer, has been with Continuity Software since 2005.*



## Solutions Track 3: Production Resiliency and Tiered Recoverability Trends & Directions

Stephen  
Piggott

Sungard

As companies have an ever-creasing dependence on technology, secure access and robust minute by minute performance is not only a baseline expectation but an assumed right. Hard questions are being asked of IT executives every day in regards to increasing application and infrastructure availability. If downtime is not an option and data protection is not enough, how do IT managers respond? As a by-product of assessing resiliency, the need for enterprise, tiered recoverability has never been more prevalent.

*Stephen C. Piggott, vice president, premier accounts program, has been involved with business continuity/disaster recovery program development for more than 25 years.*



## Solutions Track 4: How to Assess If Cloud-Based Resilience Is an Option for You?

Jenny  
Chen

IBM

Cloud computing has the potential to change how organizations define, manage, and deliver information technology. Many organizations are under pressure to delivery 7/24/365 service to their customers with a stagnant budget. Organizations need to explore the available options that provide the most benefit to business. The traditional resilience approaches are not meeting the shorter recovery objectives required by business. Cloud-based resilience solutions can be a viable alternative. Hear a structured approach to examine your business resilience requirements and transition your business resilience using cloud computing.

*Jenny Chen is an IBM certified consultant with over 28 years of experience in the information technology field. She is a Certified Business Continuity Professional (CBCP) and a Member of the Business Continuity Institute (MBCI).*



Mike  
Robinson

NetIQ

## Solutions Track 5: How Many Nines? Understanding RPO and RTO Metrics for BC/DR

Virtualization and the prospect of using the cloud for backup or disaster recovery scenarios offers the prospect of scale, flexibility and resilience that IT can leverage to shrink costs and consolidate infrastructure while maximizing application uptime. How does an understanding of RPOs (recovery point objectives) and RTOs (recovery time objectives) impact the ability of IT to set SLAs? How much downtime occurs and data is lost between a "two nine" (99 percent) and "five nine" (99.999 percent) RPO? Explore the differences between RPOs and RTOs, determine how to apply them to server workloads, and learn guidelines for selecting the right DR technologies for the right workloads.

*Mike Robinson is a senior product marketing manager at NetIQ Corporation.*



Anthony  
Gonzalez

Virtual  
Corp

## Solutions Track 6: Know your BR Requirements Early On, Keep Current – Save Money and Time

In many cases determining business resilience needs for new processes, functions, and their supporting systems does not take place until internal or external business continuity professionals subject those processes or functions to a business impact analysis and risk assessment. This session will address how you can utilize existing development life cycles and change management processes to assure process and function owners start thinking about business resilience requirements early on and assure their resilience strategies remain current and effective moving forward.

*Anthony Gonzalez, CBCP, MBA, is director of the business continuity service center at Virtual Corporation.*



Skip  
Williams

Kings-  
bridge

## Solutions Track 7: Millions of Threats? Three Situations! Let's Plan!!

We all follow industry best practices for response planning, but is that the best track? Scenario planning is fine until the disaster scales above or beyond what was thought possible. To have a successfully executable response plan, it needs to be representative of what you would do in the event of any scale and scope... so perhaps "actual" best practices is the better choice over "traditional" best practices. You will hear about a controversial new option for easing your BC/DR planning, by planning for three defined situations instead of endless "potential" threats.

*Skip Williams is the BCI's 2014 North American Business Continuity Consultant of the year.*



Frank  
Perlmutter,  
CBCP,  
MBCI  
Strategic  
BCP

## Solutions Track 8: Cisco Case Study: Risk-Based IT Disaster Recovery, From IT Assessment to Drills

Learn how you can leverage Cisco's Best Practices IT Disaster Recovery model from Risk Assessment through successful IT Disaster Recovery, managed by Resilience 1 software. Businesses of all sizes can leverage this process used to develop this Disaster Recovery model, which is shared with a commitment to Disaster Recovery best practices, in the spirit of DRJ. A special drawing for Red Cross Safety tubes and a Red Cross Ready to Go Kit is included.

*Frank Perlmutter, CBCP, MBCI, president and co-founder of Strategic BCP, is a nationally recognized speaker.*



Jean  
Anderson

*Jean Anderson, BC/DR IT service manager at Cisco®, is an award-winning subject matter expert, managing best-in-class IT Resiliency in Cisco's world-wide data centers with over 20 years of experience.*

Cisco



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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](http://www.thebci.org)



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## Mock Disaster Sponsor



SGA excels in developing and conducting drills and exercises, ranging from a company's first exercise to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies. [SteveGoldManAssociates.com](http://SteveGoldManAssociates.com)



Business Protector (formerly BPSi) helps organizations of all types deploy effective risk management plans with proven, user-friendly software that just works. [www.businessprotector.com](http://www.businessprotector.com)



Good communication is at the heart of every successful business. Eliminate the hassle, risk and stress of email management and be prepared to communicate with your team anytime anywhere with Dell Cloud-Based. Dell.com/sass & AlertFind.com



The Fusion Framework Risk Management & Contingency Planning System is the most advanced and easy-to-use system for comprehensive contingency planning. [www.fusionrm.com](http://www.fusionrm.com)



In Case of Crisis is an award winning mobile solution deployed by emergency management and business continuity professionals. The fully customizable solution is designed and priced to support businesses of ALL sizes and complexity. For more information, stop by Booth #615, call us at 800-787-1639 or visit us at [www.incaseofcrisis.com](http://www.incaseofcrisis.com).



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Our goal at Rentsys is simple: to build disaster recovery solutions that meet the needs of today's businesses by bringing people and technology together. Throughout our nearly two decades of experience, we have built our own logistical infrastructure to help businesses efficiently recover. [www.Rentsys.com](http://www.Rentsys.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. Originally founded as The Center for Continuity Leadership, our mission is to condition organizations for the future while minimizing then operational and reputational impacts when a significant business shift or disruption occurs. [www.RipcordSolutions.com](http://www.RipcordSolutions.com)



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# Hotel Information

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Call 1-800-445-8667 to book your room!



**Hotel Reservations:** A block of rooms is reserved for DRJ Fall World. Once this block is 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!

Remember that attendees are responsible for making their own hotel reservations. Call 1-800-445-8667 and ask for the DRJ special room rate. You can also reserve your hotel room online – visit [drj.com/fallworld](http://drj.com/fallworld) for the direct link to hotel with DRJ's special room rate.

**DRJ Fall World Reservations and Rates:** All attendees are responsible for making their own reservations. Don't delay in booking your room in this popular San Diego hotel and conference center. Contact Patti at [patti@drj.com](mailto:patti@drj.com) for government room rates.

**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.

**Conference Attire and Climate:** The average daytime temperature in San Diego in September is 73 degrees. The suggested dress code for Fall World is business casual, which should include a jacket or sweater. Temperatures in meeting rooms can fluctuate. No shorts or jeans please.

**Transportation to the Hotel:** You have a few transportation options: arrange a car rental service in advance or book in advance on the Terra Moto transportation shuttle. Visit [www.terramoto.net](http://www.terramoto.net) to book your spot on this environmentally friendly shuttle service. You have additional options with a taxi service or the San Diego Super Shuttle, [www.supershuttle.com](http://www.supershuttle.com).

## Traveling to San Diego

### Airlines:

DRJ has arranged a discounted rate for conference attendees with American Airlines. To arrange your flight, call 1-800-433-1790 or visit [www.aa.com](http://www.aa.com). Be sure to reference file #A1794AA to take advantage of the discounted rate.

### Car Rental:

A partnership with Budget and Avis ensures a discounted rate on rental cars for DRJ Fall World 2014 attendees. Please call 800-331-1600 to make your reservation or use the link found at [www.drj.com/events/fall-world-2014/hilton-san-diego-bayfront.html](http://www.drj.com/events/fall-world-2014/hilton-san-diego-bayfront.html). Use file #U404172 to take advantage of the special discounted rate.



# Fall 2014 Registration Form

Register By September 7th, 2014 and Join Us in Beautiful San Diego!

Date _____			List Your FBCI, CRP, CBCP# _____		
Mr/Mrs/Ms	First Name	Last Name	Company _____		
Title _____			Email _____		
Address _____			Mail Stop _____		
City	State/Zip Code	Country	Phone _____		
Print Name As It Should Appear On Badge _____			Cell _____	Fax _____	
Emergency Contact Name/Phone Number _____			List Any Designations for Badge _____		
<input type="checkbox"/> Check here if you require special needs			Please specify _____ <small>Notify conference personnel during Onsite Registration of your arrival and special needs.</small>		

## 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 \$ _____	Registration Discounts (if any) ? _____
_____	Bill my company, Attn: _____	
_____	Purchase order attached, P.O. # _____	
_____	Bill my MasterCard _____	Bill my Visa _____ 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 Aug. 7, 2014 without penalty. No refunds or credits will be given for cancellations received after Aug. 7, 2014. 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.

## Session Information

Name \_\_\_\_\_ Company \_\_\_\_\_  
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. 7

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. 8

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. 9

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

## Registration Rates

Registration rates for the conference are as follows:

- only \$1095.00 through July 7, 2014
- only \$1195.00 through Aug. 15, 2014
- only \$1295.00 through Sept. 7, 2014

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  
1862 Old Lemay Ferry Rd.  
Arnold, MO 63010

Web: www.drj.com

For information:

636-282-5800  
9 am - 5 pm CST  
-or email-  
rose@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.



# Pre-Conference Courses

These courses require separate registration and fees

## PRC-1: Everything You Need to Know to Design a Successful Exercise



Saturday, Sept. 6, 9:00 a.m. – 5:00 p.m.

Sunday, Sept. 7, 8:30 a.m. – 11:30 a.m.

\$1495 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 Phelps' new book, *From Response to Recovery – Everything You Need to Know to Create a Great 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.

## PRC-2: Advanced IT Disaster Recovery and Technology Resiliency Planning and Certification Workshop



Saturday, Sept. 6, 9:00 a.m. – 5:00 p.m.

Sunday, Sept. 7, 8:30 a.m. – 11:30 a.m.

\$1695 per person

Presenter: Sudhir Gadepalli



This workshop will examine the role of technology in facilitating business continuity (BC) and disaster recovery (DR) planning and develop strategies to build a strong, technology centric DR program. Key learning objectives include:

- Examine the relationship between BC and DR planning.
- How to develop a cost-effective and sustainable IT DR strategy.
- Examine the differences between IT DR planning and IT Service Continuity Management.

- How to develop an IT DR strategy that is fully aligned with the goals of your BC and enterprise resiliency program.
- Detailed examination of cloud computing, virtualization, networking, data replication technologies, as well as when/how to use each technology.
- In-depth review of proven IT recovery models, architectures and use case scenarios (recovery in the cloud, active/active data centers, co-location sites, and mobile recovery options).

Important information for workshop attendees:

1. This workshop will primarily focus on advanced IT DR planning concepts within the realm of BC and DR planning. Familiarity with fundamental BC planning and IT is strongly recommended.
2. As part of the certification process, certification candidates will review a use case and develop a comprehensive IT recovery strategy and architecture. Candidates will earn the "Certified IT Disaster Recovery Planner" credential after meeting exam objectives.
3. Workshop participants must bring a portable computer with Microsoft Office 2007 (or higher), Microsoft Visio (2007 or higher), and a PDF reader. The workshop will consist of a number of exercises that will require editing Microsoft office documents.

For more information, please visit [www.enterpriseresiliencyservices.com](http://www.enterpriseresiliencyservices.com) or call 614-286-2962.

Sudhir Gadepalli serves as the chief mentor and strategy officer of Enterprise Resiliency Services, a major BC/DR, risk management and resiliency services training and consulting firm.

## PRC-3: Critical Environments Technology Professional (TI 2050).



Saturday, Sept. 6, 9:00 a.m. – 5:00 p.m.

Sunday, Sept. 7, 8:30 a.m. – 11:30 a.m.

\$1495 per person

Presenter: Jim Nelson

Learn 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 and communication resources. The course concludes by exploring key infrastructure initiatives such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization.

The CETP certification exam is offered at the conclusion of the course.

Contact [Education@theicor.org](mailto:Education@theicor.org) for questions and if you'd like to receive your course materials by mail prior to class. Link for more information: <http://www.theicor.org/courseinfo/CSILT2050.html>

Jim Nelson is the president of Business Continuity Services, Inc., a consulting firm. Nelson is also the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience (ICOR).

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

## PRC-4: IT/DRP/Certified Business Resilience IT Professional



Sat., Sept. 6, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 7, 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](http://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-5: Business Continuity Bootcamp



Saturday, Sept. 6, 9:00 a.m. - 5:00 p.m.  
Sunday, Sept. 7, 8:30 a.m. - 11:30 a.m.  
\$1200 per person  
Presenters: Jean Rowe, Chris Turnbull

The course will emphasize particular types of planning that are needed and processes involved, what has to be done to develop and implement a comprehensive business continuity management system and how to build business continuity teams inside the organization.

At the end of BCP Bootcamp, participants will go back to their organization with a clear action plan and a path forward to implement a successful BCM project plan.

The agenda will include:

- Understanding and integrating enterprise risk management, life safety, crisis management, business process recovery, and IT disaster recovery plans
- Drafting a BCM project plan
- Developing the soft skills you need as a successful BC manager
- Creating a successful BCM team and developing core skills
- Supporting your own personal and professional development by becoming a better BCM manager and practitioner

*Jean Rowe, MBCI, CDCP, CBCP, has more than 19 years' experience in building and managing business continuity and crisis management programs for organizations including the World Bank Group, the International Monetary Fund, Verisign, Duke Energy, NationsBank (now Bank of America) and Williams Companies.*

*Chris Turnbull, MSC, CBCP, spent seven years with the World Bank Group's Corporate Security and Business Continuity Team, where he was senior business continuity officer for global operations. In that role he traveled to more than 50 countries and trained more than 500 managers on key tenets of crisis management and business continuity in addition to helping his colleagues respond to business interruptions.*

### 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.

<input type="checkbox"/> PRC-1: Everything You Need to Know to Design a Successful Exercise (\$1495)	<input type="checkbox"/> PRC-4: IT/DRP/Certified Business Resilience IT Professional(\$1695)
<input type="checkbox"/> PRC-2: Advanced IT DR & Technology Resiliency Planning & Certification (\$1695)	<input type="checkbox"/> PRC - 5: BC Bootcamp (\$1200)
<input type="checkbox"/> PRC-3: Critical Environments Technology (\$1495)	

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

Bill my ☐ Visa ☐ American Express  
☐ MasterCard ☐ Discover

Name \_\_\_\_\_

Company \_\_\_\_\_

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Account # \_\_\_\_\_ Mail Stop \_\_\_\_\_ City \_\_\_\_\_

Exp. Date \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Telephone \_\_\_\_\_

Security Code (3 digit # on back or card, 4 digit on front for AMEX) \_\_\_\_\_ Email \_\_\_\_\_

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

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 7, 2014 without penalty. No refunds or credits will be given for cancellations received after Aug. 7, 2014. All no shows will be charged the full amount. All cancellations must be received in writing.

# Post-Conference Courses

These courses require separate registration and fees

## POC-1: Successfully Conduct your FIRST BCP/DRP Drill!



Wednesday, Sept. 10, 1:30 p.m. – 5:00 p.m.  
Thursday, Sept. 11, 8:30 a.m. – 5:00 p.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
- Goldman's "First Drill" Planning Checklist
- Using incomplete department plans to your advantage
- Painlessly 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!

Goldman will conduct the class with his lively style, real-life examples, interactive discussions, and hands-on application. Attendees receive e-files of the forms and templates presented in class. You will also realistically practice what you learned as you participate in an in-class tabletop drill!

*Dr. Steve Goldman is an internationally recognized expert and 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.*

## POC-2: Essential Knowledge for Critical Environments (TIFM 1000)



Wednesday, Sept. 10, 1:30 p.m. – 5:00 p.m.  
Thursday, Sept. 11, 8:30 a.m. – 5:00 p.m.  
Friday, Sept. 12, 8:30 a.m. – 12:00 p.m.  
\$1495 per person  
Presenter: Jim Nelson

Learn how to manage and operate a critical environment to avoid unplanned outages caused by equipment failure and human error. The course begins with discussions on the starting logic for building a critical environment, Uptime tiering, and how to measure and report capacity planning.

It also reviews important procedures, how to maintain critical infrastructure, and explores the individual components of a critical environment.

It concludes with a study of the aesthetics of the critical environment such as cleanliness, access controls, lighting, etc.

The Critical Environments Technician Associate (CETa) certification exam is offered at the conclusion of the course.

Contact [Education@theicor.org](mailto:Education@theicor.org) for questions and if you'd like to receive your course materials by mail prior to class. Link for more information: <http://www.theicor.org/courseinfo/CSILTIFM1000.html>

*Jim Nelson is the president of Business Continuity Services, Inc. (BCS) and also the founder. Currently he serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience (ICOR).*





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

## POC-3: Certified Business Resilience Auditor



Wednesday, September 10, 1:30 p.m. – 5:00 p.m.

Thursday, September 11, 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](http://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.*



Post-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.

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

Bill my ☐ Visa ☐ American Express  
☐ MasterCard ☐ Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Security Code (3 digit # on back or card, 4 digit on front for AMEX) \_\_\_\_\_

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

- \_\_\_\_ POC-1: Successfully Conduct Exercise (\$1495)  
\_\_\_\_ POC-2: Essential Knowledge for Critical Environments (\$1495)  
\_\_\_\_ POC-3: Certified Business Resilience Auditor (\$1695)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Mail Stop \_\_\_\_\_ City \_\_\_\_\_

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

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 7, 2014 without penalty. No refunds or credits will be given for cancellations received after Aug. 7, 2014. All no shows will be charged the full amount. All cancellations must be received in writing.

## Pre-Conference

### The BCI Introduction to Business Continuity

DURATION 1.5 DAYS • COST: \$795

SATURDAY 06 SEPTEMBER (8.30AM – 5.00PM)

SUNDAY 07 SEPTEMBER (8.30AM – 12.30PM)

This course is a basic introduction to the world of Business Continuity (BC). It is designed as a first step for newcomers to the subject of BC and for those for whom BC may be a part of their role or responsibilities who need to have a good understanding of the subject.

It provides the beginner with the basic knowledge and understanding of the building blocks required for developing or maintaining a robust Business Continuity Management program and gives those individuals with a BC related role or responsibility a comprehensive overview of the discipline.

This course covers all six elements of the BCM Lifecycle and is based on global good practice as described in the Business Continuity Institute's Good Practice Guidelines and the international standard for Business Continuity ISO 22301.

Please note this is not a preparation for the Certification of the BCI Examination. If you wish to train for the exam, please take the BCI Good Practice Guidelines Course.

### ISO 22301 Auditor Workshop – delivered in partnership with the ICOR

DURATION 1.5 DAYS • COST: \$995

SATURDAY 06 SEPTEMBER (8.30AM-4.30PM)

SUNDAY 07 SEPTEMBER (8.30AM – 12.00PM)

Attend this one and 1/2 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 the maturity of business continuity programs, 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

## Post Conference

### Certification Training

### The BCI Good Practice Guidelines Course and Certificate of the BCI (CBCI) Examination

Delivered over four days

COST: \$2,156 (CLASS ONLY) • \$2,656 (WITH CBCI EXAM)

WEDNESDAY 10 SEPTEMBER (1.30PM – 5.30PM)

THURSDAY 11 SEPTEMBER (8.30AM – 5.00PM)

FRIDAY 12 SEPTEMBER (8.30AM – 5.00PM)

SATURDAY 13 SEPTEMBER (8.30AM – 12.30PM)

OPTIONAL CBCI EXAM

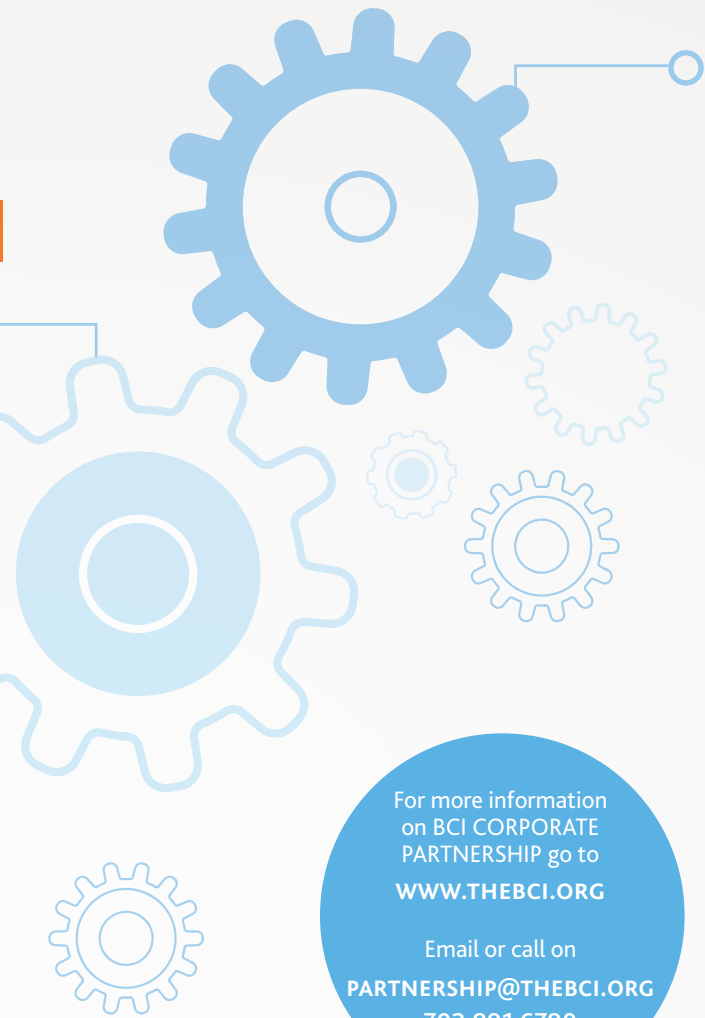
SATURDAY 13 SEPTEMBER (1.30PM – 4.30PM)

The BCI Good Practice Guidelines training course is a three day, instructor led class which teaches the methods, techniques and approaches used by Business Continuity professionals worldwide to develop, implement and maintain an effective Business Continuity Management program and improve organizational resilience, as described in the BCI Good Practice Guidelines (GPG) which is aligned to ISO 22301.

This course is designed for those individuals seeking to complement practical experience in Business Continuity (BC) or a related field through some formal training based on the GPG; and for those wishing to achieve an internationally recognized certification in Business Continuity by preparing to take the Certificate of the BCI (CBCI) examination.

Plus optional CBCI examination, half day, post class

Further BCI training courses to be announced, please check the website for more information



For more information  
on JOINING the BCI go to  
[WWW.THEBCI.ORG](http://WWW.THEBCI.ORG)

Email or call on  
[MEMBERSHIP@THEBCI.ORG](mailto:MEMBERSHIP@THEBCI.ORG)  
703 891 6780

### Business Continuity Institute Membership

Statutory membership of the BCI provides BC professionals worldwide with:

- International recognition and status through accreditation.
- Assurance of technical and professional competency in business continuity

BCI members enjoy benefits including:

- Networking opportunities, face to face and online
- A wide range of tools and resources
- Member-only offerings such as the Mentoring Program, Consultancy Register and CPD system
- Free downloadable Good Practice Guidelines and discounts to training and events

Use your CBCI or DBCI Certification to apply. Or did you know that you can apply through our Alternative Route to Membership using the ABCP, CBCP or MBCP credentials or your ICOR CORS Pass or approved MSc. For more information on either route, please contact us, or come to visit our booth.



### About BCI Corporate Partnership

The BCI Corporate Partnership enables organizations to work more closely with the BCI to help raise the profile of Business Continuity management as a discipline within their organization and to promote the highest standards of professional competence in BC in organizations working in any sector worldwide.

For more information  
on BCI CORPORATE  
PARTNERSHIP go to  
[WWW.THEBCI.ORG](http://WWW.THEBCI.ORG)

Email or call on  
[PARTNERSHIP@THEBCI.ORG](mailto:PARTNERSHIP@THEBCI.ORG)  
703 891 6780



# BCI Training at DRJ Fall World

To book any BCI classes at DRJ Fall World 2014 please book through the [www.drj.com](http://www.drj.com) website and for further information about BCI Training go to [www.thebci.org](http://www.thebci.org), email [education@thebci.org](mailto:education@thebci.org) or call 703 891 6780

Please note that all training classes are subject to cancellation if minimum numbers are not met. Bookings for classes will be closed two weeks prior to the event. Bookings are not refundable or transferable unless class is cancelled by the Business Continuity Institute.



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2014**

**SAN DIEGO**

**Building**

**Your Program Using  
Best Practices**

**DRJ Presents Our 51st Conference  
September 7-10, 2014  
Register Before August 7, 2014!**



**Don't forget to visit the Fall World 2014 website  
to download the conference agenda!**

**[www.drj.com/fallworld](http://www.drj.com/fallworld)**

**Register Before August 7th, 2014 and Join Us in Beautiful San Diego!  
See Pg 17 for details.**