FALL WORLD

GLOBAL SOLUTIONS FOR TRUE RESILIENCY
Phoenix, Arizona | September 17 - 20, 2017

REGISTER BY
JULY 17, 2017
AND SAVE $200

DRJ PRESENTS OUR 57TH CONFERENCE!
WWW.DRJ.COM/FALLWORLD2017

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GLOBAL SOLUTIONS FOR TRUE RESILIENCY

WELCOME

We're thrilled to be returning to Phoenix, Arizona, for our 57th conference. We are looking forward to seeing you in Phoenix September 17-20, 2017, for your exclusive opportunity to spend three days with top industry experts. Gain the skills and knowledge you need to feel confident your organization is resilient and prepared for risk. Our goal at all of our conferences is to give you ample opportunities to learn, network, relax and to connect with your peers. Use your time at Fall World 2017 to connect with other like-minded professionals to learn the latest in business continuity and share strategies with one another that can strengthen your business. Our theme of "Global Solutions For True Resiliency" ensures you're equipped for today's disruptions and tomorrow's emerging threats.

REGISTER AND SAVE BY THESE DATES

ONLY $1,195.00 **Through July 17, 2017**

ONLY $1,295.00 **Through August 17, 2017**

ONLY $1,395.00 **Through September 17, 2017**

Register by July 17, 2017 and SAVE $200

EXHIBIT HALL

Everything you want and need in one location. Meet with top companies, get answers to your questions from the top industry consultants, attend software demos, and enjoy a complimentary snack or two.

NETWORKING

Our conference is designed to give you ample opportunities to meet with and discuss the hottest topics with our industry experts. You'll build lasting connections with other thought leaders and similar peers who are facing the same industry challenges.

RECEPTIONS

Our hospitality events and networking meals are an ideal way for you to relax and get a complete conference experience. Don't miss out on our fun and lively Monday night hospitality event when we kick-off our 57th conference with style and panache.

WHY SHOULD YOU ATTEND?

Reduce downtime. Increase workplace safety. More secure data. Reduce overall risk. New skills. Latest technology. Lively discussions on the top issues.

This is a small sample of the return on investment you and your business will see from spending three days at Fall World 2017. Learn about the tools, build the connections, and receive the education you need to ensure your business is prepared for any situation. Be confident you can reduce downtime, ensure workplace safety and protect data integrity. This kind of knowledge and first-hand experience can't be gained from reading an article or watching a short 10-minute video. Get the instant access and contact with the real industry experts who can help you make the difference in your business. You've got an important job to do and we can give you the tools you need to do it successfully.

DISCOVER PHOENIX

Phoenix really does have it all. Ideal weather, a vibrant downtown, stunning scenery, and excellent entertainment options. Along with an ideal location, this is the city that has something for every member of your family - young and old! With the JW Marriott Phoenix Desert Ridge Resort & Spa as our conference venue, it's easy to take in the best of the city. Put the Desert Ridge Marketplace, Phoenix Zoo, The McDowell Sonoran Preserve, and a ball game at Chase Field on your must do list. Or spend your downtime outdoors enjoying a round of golf, taking a relaxing hike, or simply sitting poolside with a good book. You get it all with our 57th conference: top learning, the best-in-class technology, a stunning conference venue, and a vibrant city. We'll see you in Phoenix this September.

JW MARRIOTT PHOENIX DESERT RIDGE RESORT & SPA

5350 East Marriott Dr.
Phoenix, AZ 85054
Reservations: (480) 293-5000

Hotel Information

Make your reservations online http://www.drj.com/fallworld2017/index.php/about-event/travelling-hotels. There you will find a link for you to book or modify your hotel reservations at any time and receive updated information about Fall World 2017. You can also make reservations by calling **800-835-6206**.

Please remember that you are responsible for making your hotel reservation. Contact conference director Patti Fitzgerald at patti@drj.com for U.S. government room rates.

With the renowned Revive Spa and popular Wildfire Golf Club, you have the best-in-class options for relaxation between conference sessions. Schedule a massage or a round of golf with your colleagues.

CAR RENTAL

If you'd like to rent a car our official car rental is Advantage Rent A Car. Call **800-777-5500** and mention discount code **CD040C7C88** to get an additional discount.

Register by July 17, 2017 and SAVE $200

September 18, 2017 • 1:30 p.m. – 5:15 p.m.

Senior Advanced Track

Sponsored by **bci** Business Continuity Institute

Senior advanced practitioners are invited to attend our one-day track on Monday. If you are interested in attending, contact senior-track@drj.com to verify qualifications. This track features two breakout sessions in the afternoon. The afternoon breakouts will run separately from our general offerings to attendees. The day will conclude with an exclusive "Meet the Experts" reception in the evening. There is no additional cost for this specialized track.

SA – 1: Managing Reputation Risk Through Crisis Communications

Monday, September 18, 2017, 1:30 – 3:00 p.m.
Unprecedented economic & political uncertainty coupled with the rapid escalation in disruptive operational and reputational risk is forcing organizations to re-think how best to design and operationalize their responses. This session will assist you in managing reputational risk by developing and delivering appropriate messaging for internal and external audiences. Best practices and pitfalls to avoid when it comes to crisis communications will also be discussed.

SA – 2: Coordination and Collaboration: ERM, Security and Business Continuity (A Panel Discussion)

Monday, September 18, 2017, 3:30 – 5:00 p.m.
In this informative panel discussion, you will have the opportunity to learn from three professionals with diverse experience, including security, information security and enterprise risk management. Hear their views on the relationship between these disciplines and business continuity, how the relationship has evolved over the past few years, and where they see it heading in the near future. Each panel member will share their past experiences and their views with business continuity, and their recommendations for continued coordination and collaboration.

Meet The Experts Closing Discussion and Reception

This is always a highly anticipated discussion with our Senior Advanced Track speakers. Bring your perspectives on today's sessions and be prepared to engage in a lively and thought provoking discussion.

These interactive workshops allow attendees to explore topics in-depth. Choose one workshop and register online at www.drj.com/fallworld2017.

SESSION LIMITED TO 200 PARTICIPANTS.

Sunday Workshop Session 1

Birds of a Feather: Business Continuity Roundtable Discussions

Join this session to participate in a conversation with other conference attendees about key topics and areas of interest. This forum allows participants to explore solutions, address concerns, ask pressing questions, and discuss BC planning activities. This is a great opportunity to build relationships with other planners in similar situations.

The Birds of a Feather workshop provides a structured approach with experienced BC professionals facilitating each table. This format provides the flexibility to explore specific areas of interest or pressing issues.

Potential Topics:
- Recent events – planning and response
- Risk assessment and BIA
- BCM exercises and testing
- Other topics selected by participants

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

Industry Roundtable Facilitators:
• Barney Pelant
– Barney F. Pelant & Associates
• Frank Lady, MBCI, CISSP, CRISC, PMP, ITIL – Bank of America
• Lisa Smallwood, MBCI, CBCLA, ITIL – HP
• Lamar Poppell, MBCI, PMP, Six Sigma – Jack Henry & Associates

Sunday Workshop Session 2

Business Continuity – Blowing up the Box

Ron LaPedis
Micro Focus

This workshop will take novices from 0-60 and enhance the knowledge and understanding of even the most seasoned professionals. Novices will leave this session with a firm basis for getting ahead of your new job and everyone will walk away with specific actions to improve your organization's response. This workshop will help you extend your skills dealing with cyber incidents and in creating working relationships with fire, law enforcement, and other public sector professionals.

Using targeted exercises, we will dig right in and cover:

- Wishes versus goals
- The Incident Command System (ICS)
- Active Shooter response and working with first responders
- Social Engineering
- Linking Cyber response to BCP

Ron LaPedis a global enablement specialist with Micro Focus, focusing on identity, access, and security.

Sunday Workshop Session 3

People Not Paper: Resiliency Begins With Training

Phil Lambert
Ripcord

The crucial component of a well-prepared and resilient organization is that their people understand the "why," "what," and "how" they contribute to recovery. Topics that will be covered during the workshop:

- Today's Rules of Resiliency
- Regulations, Best Practices and Standards
- The New Rules of Resiliency
- Training Program Strategy
- Adult Learning Principles
- Measuring Results
- Flipping the BC/DR Program

Learn how to utilize experiential training (i.e. exercises), maximize the learning experience, and (most importantly) measure the results.

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 resiliency strategy.

Phil Lambert is the chairman and founder of Ripcord Solutions and has more than 22 years of experience.

Sunday Workshop Session 4

Open Source Intelligence – How do You Know What You Don't Know?

Jim Satterfield
Firestorm

One of the top three failures in a disaster or risk is the failure to monitor all threats and risks. The majority of companies today do not have a formal Threat Intelligence Program in place. There is not a specific plan with dedicated resources and tools in place. Many companies have portions of the solution, but lack a formal integrated solution. Where do you start? What are the essential components of an Intelligence Network?

Attendees will:
- Receive a plan
- Learn outsource-intelligence strategies and tools
- Design their own intelligence network based on their specific Risk and Vulnerability Profile.

Jim Satterfield is the president/COO of Firestorm. Satterfield has experience as president, CEO, and COO of various public and private companies.

Sunday Workshop Session 5

Multiple Event Mock Exercise!

Steven Goldman

Steve Goldman Associates

This mock exercise is different! We will simulate several events:

- Workplace violence event
- Cyber security assault
- Fake news attack

Participants will divide into organization responders or exercise facilitators. Responders will first deal with a workplace violence event. Invited Police representatives will respond and advise the crisis team. It's a bad day at the office because the organization then undergoes a cyber security assault. All the while, social and news media are tracking your response and offering their "advice". The organization will then develop a recovery strategy based upon your response.

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, cyber event response, business continuity, disaster recovery, and crisis communications. Under Dr. Steve'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 DR. A former Global BCP Manager for a Fortune 500 company, he has more than 30 years' experience in the various aspects of program management, plan development, training, exercises, and response strategies.

PRE-/POST COURSES

Make your budget stretch further by attending pre/post courses. Separate registration is required, the courses are held onsite, providing a convenient way to gain even more training. See pages 18 – 21 for more information.

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.

EXHIBIT HALL

Top companies, consultants and vendors all gathered in one location. This is the place you want to be. Schedule software demos, meet with solution providers and enjoy some downtime between sessions.

NETWORKING

Fall World is the perfect venue for you to meet and connect with your peers and industry leaders. Develop lasting professional contacts to collaborate on future challenges.

Register by July 17, 2017 and SAVE $200

General Session 1
8:15 a.m. – 9:15 a.m.

Paul Osincup

Speaker

What if I'm the Disaster? Using Humor to Create a Personal Continuity Plan

If you're a Business Continuity Management professional then you've probably become accustomed to, and may even take pride in being a "behind the scenes" hero who may get all the blame if things go wrong and minimal credit when they go smoothly. Not to mention, sometimes it's just not fun being the "That sounds great, but what if…" person in the organization all the time! This funny and engaging keynote will explore how to battle burnout and improve your quality of life with a laugh!

Paul Osincup is a national speaker, consultant, educator, and humorist. With a master's degree in higher education leadership and administration and a background in stand-up comedy, his mission is to use his expertise in leadership and levity to equip people with the skills and motivation to create positive work climates.

General Session 2
9:30 a.m. – 10:30 a.m.

David Nolan

Fusion

Redefining Program Success: Establishing Command and Control

This session will focus on the key strategies and tactics needed to make your BCM program succeed and thrive now and into the future. Subtle but significant adjustments can make all the difference to your success. Are you in command of your program? Are you in control of the results? Is the core of your agenda strong and stable? Are you flexible and agile to address new agendas? Learn what leading organizations do differently with ideas that make sense for the most basic to the most complex enterprise programs.

As founder and CEO of Fusion Risk Management, David Nolan has established one of the industry's most innovative continuity risk management software and services providers founded by industry leaders with the vision that risk management, contingency planning, and crisis response must become substantially more effective, efficient, and economical.

General Session 3
10:45 a.m. – 11:45 a.m.

Regina Phelps

EMSS

The ROI of Business Continuity? Reframing the Conversation to Talk About Value

The challenge for business continuity professionals is to address the question, "What is the ROI of business continuity?" in ways that will be meaningful to someone wielding the budget stick. In the "olden days," colleagues would point to their business impact analysis (BIA), with pie charts and bar graphs showing the cost of business downtime if an event occurred. This general session peels back the question of ROI and attempts to instead address the value proposition of business continuity. The goal is to broaden the conversation. Instead of talking about how much money business continuity efforts will save the company, we will focus on why the Bad Thing happened. By clearly understanding the whys of business continuity, you can make your organization more resilient and truly demonstrate value.

Regina Phelps, CEM, RN, BSN, MPA, president/CEO, Emergency Management and Safety Solutions.

"It was extremely informative and had a good mix of relevant topics."

— Joelle Carmino-Bannatyne

General Session 4
8:15 a.m. – 9:15 a.m.

The Risk Perception vs. Risk Reality Gap: Why What We Think We Know is Often Wrong and What We're (Not) Doing About it

Robert Chandler

Lipscomb University

Disaster preparedness requires an assessment of risks, consequences and potential impacts from dangers and threatening circumstances. However, when it comes to perceiving risks, threats and dangers people often get things "wrong" – at least when perceptions of risks are compared to rational and empirical assessments of actual dangers. People tend to exaggerate some risks while disregarding others. This session calls us to recognize that the powerful subconscious system of risk perception that helps humans gauge and respond to dangers, works sometimes, but can sometimes lead us to make mistakes that can result in failures to prepare, respond, behave appropriately or even to behave in ways to make the situation worse. With increased self-awareness we may be able to improve our risk perception performance and thereby enhance our decisions and planning for disaster mitigation and preparedness.

Robert Chandler, Ph.D. is an internationally recognized expert on multiple aspects of communication and human interaction in specialized contexts. He currently holds an academic appointment as a professor at Lipscomb University.

General Session 5
9:30 a.m. – 10:30 a.m.

Application Resiliency in an Hybrid World

Mike Errity

IBM

Is your resiliency program able to keep current with rapid changes created by a hybrid IT delivery model? The framework of a modern resiliency program is best constructed with agile principles, orchestrated to unique objectives, managed with transparency, and auditable for compliance. Join us for a session that shares recent client experiences and reviews findings recently published in a joint IBM and Forbes Insights research study.

Mike Errity is the vice president of IBM Resiliency Services, North America, a business line of IBM Global Technology Services.

General Session 6
10:45 a.m. – 11:45 a.m.

How Successful Resiliency Professionals Mitigate Risks, Tackle Challenges and Win

Barry Pruitt

PBC, Inc.

Resiliency professionals face a unique paired challenge of uncertainty and complexity. Contrary to expectations, what should be getting easier gets harder – and more complex. Understand why you must continue to change as a professional; learn methods that work; hear examples of application; and get ready to win big. Learn to utilize the tools of the trade and map a path of progress for your career so you can be the driver of change rather than the victim, and achieve predictable results.

Barry Pruitt, managing partner with Pinnacle Business Concepts, Inc.

REGISTER ONLINE TODAY!
www.drj.com/fallworld2017

Conference Schedule

Sunday, September 17th

Monday, September 18th

Tuesday, September 19th

Wednesday, September 20th

BREAKOUT TRACK 1

Monday 1:30 – 2:30 p.m.

Breakout Track 1 – Session 1

Buy-In and Engagement – Re-Imagining Resiliency

Ray Bonilla
Kaiser Permanente

Julia Kundred
Kaiser Permanente

Building a culture of resilience requires all levels of the organization to be engaged and embrace their role in preparedness and resiliency. This presentation will share with all BC, CM & DR professionals how to engage their workforce and ensure their resiliency and continuity management program resonates. Business continuity planning and emergency preparedness are important, but that doesn't mean the program needs to be dry and boring. You will also gain valuable tips and guidelines on how to create compelling and exciting programs that will engage all levels of your organization.

Ray Bonilla, AFBCI, MBCP senior director, IT Resiliency Team
Julia Kundred, CBCP, director, IT Resiliency Team
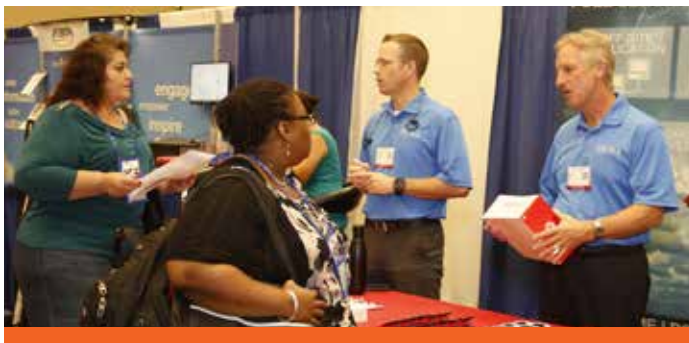
Breakout Track 1 – Session 2

Ignore the Man Behind the Curtain…The Reality of DR as a Service (DRaaS)

Richard Long
MHA Consulting

Is your IT organization ready for DR as a Service (DRaaS)? How is DRasS similar to and different from in-house recovery? What is the reality of getting your critical systems and applications into DR as a Service (DRaaS) service provider? What are your short term and long term costs? What should you do yourselves versus outsource completely? Can you successfully achieve your recovery objectives? How do you integrate DRaaS with other recovery environments? In this class, we will walk through the steps from a real world client perspective on what is required on many levels to prepare your environment to be ready for implementing DRaaS for your organization.

Richard Long is a Senior Advisory Consultant and practice team leaders for Technology and Disaster Recovery related engagements at MHA.

Breakout Track 1 – Session 3

Leveraging Your History

Joan Landry
Abbott Laboratories

"Those who cannot remember the past are condemned to repeat it." To successfully navigate the future, an understanding of history is invaluable. In this session, we will focus on the stories of past disasters and the lessons they teach us. These lessons will help you improve your ability to sell the importance of preparation. This session focuses on trends discovered while teaching our global executive leaders prepare for disaster events. It is the stories that convince them to own their business continuity program. These same stories can help you and your management understand the importance of learning from the past.

Joan Landry, MBCP, PMP, CPIM is program manager, crisis and business continuity management at Abbott Laboratories and an accomplished Toastmaster. Landry travels the world training Abbott's executive leadership in crisis management and business continuity preparedness. Landry has been with Abbott for 20 years.

Breakout Track 1 – Session 4

Where do You Add Your Armor?

Mike Thompson
Koch Industries

There is an old saying that goes,"If you can't tie a knot, tie a lot."In this day and age of complexity many people default to the strategy of just blindly adding another layer of protection. Unfortunately, this strategy is not usually the best course of action when it comes to complex pluralistic organizations facing socio-technical problems. Not understanding your company's tolerable risk and simply "tying a lot" can actually lead to an increase in complexity and inject risk unnecessarily. *Where do you add your armor*, takes a look at the often misunderstood defensive strategy of defense in depth, shows real world misapplications and how we can improve and move towards becoming a cost effective and more resilient organization.

Mike Thompson joined Koch Industries in 2014 at the Koch Corporate office in Wichita Kansas to assist in the billion dollar modernization project for Koch Fertilizer. Upon the completion of this project I took a role as the new director of organizational resilience where I began to modernize and streamline this program as well.

Breakout Track 1 – Session 5

Organizational Resilience… Are You All In?

Keith Frederick
Duke Clinical Research Institute

Resilience is much more than a buzzword. It is highly dependent on workforce resilience and the interconnectedness, adaptability, and collective capacity of leadership, management, and staff. Forward thinking businesses reap value, benefit, and a ROI through integration, optimization and training. In this session, we will explore the principles, perceptions, and truths about organizational resilience.

Keith Frederick, CHEP, CBCP, AFBCI is the head of the organizational resilience program for the Duke Clinical Research Institute.

"Excellent program that attracts a diverse group of BCM professionals. I enjoy renewing old acquaintances and making new."

— **Marianne Hoag**

Register by July 17, 2017 and SAVE $200

BREAKOUT TRACK 2

Monday 2:45 – 3:45 p.m.

Breakout Track 2 – Session 1

Reduce Cost of IT AND Lower Your Risk Profile

Joe Kocinski

Ace Hardware Corporation

See how we used technology refresh and replatform opportunities to make IT $ available for data replication. Hear how we reduced Recovery Time Objective (RTO) from 4 days to 12 hours, and Recovery Point Objective (RPO) from 30 hours to 5 minutes. This session will give you some ideas how to save money while improving your Disaster Recovery position!

Joe Kocinski is the data center and enterprise systems manager for Ace Hardware Corporation in Oak Brook, IL.

Breakout Track 2 – Session 2

That's Not In My Job Description – Proven Techniques to Motivate Others

Glenn Engel

US Bank

Would you like to get more out of your program without alienating those whom you depend upon to get the work done? Be it Business Continuity Planning, Project Management, or whatever, we all need and depend upon others outside of our sphere of control to accomplish "the job". Too often we're given all the responsibility, but insufficient authority, to make things happen as you need them to and as management demands. Learn proven techniques that you can put into practice immediately to help you get where you need to be while staying in the good grace of those you have to push, pull, and prod along the way!

Glenn Engel has managed US and International BCP and Safety and Security programs in the financial services industry for more than 15 years.

Breakout Track 2 – Session 3

OMG I've Been Served! Improve your Resilience by Identifying, Managing & Mitigating Legal Risk

Jay Rosenblatt

SimpsonWigle Law LLP

Leadership in emergency and business preparedness means being aware of both business and legal risks. This session is about legal risks and liabilities that companies are exposed to, and how to manage and mitigate those risks and liabilities. Some of those risks and liabilities related to your supply chain, regulatory compliance, cyber/date breaches and human resource issues. You will learn about operational risk identification, risk management, and risk mitigation, both from a business perspective and from a legal point of view. You will learn actions that can be taken NOW that will mitigate those risks and liabilities. We will also discuss how to manage risks and liabilities during a crisis event. Become a hero in your organization: the information you learn here can protect not only your business but your management as well!

Jay Rosenblatt is a partner in the business law firm SimpsonWigle Law LLP.

Breakout Track 2 – Session 4

SRP Embraces ICS – Why They Made the Move & How You Can too!

Regina Phelps

EMSS

Kenneth Lewis

SRP

Many companies fail to have a great Crisis Management Team because they lack four simple things. Are you developing or retooling the team you have? If so, you need to attend this critical session to learn how Salt River Project (SRP) reorganized their 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 four key things that we often find missing in company teams and plans: A clearly defined structure, identified roles and responsibilities, a formal assessment process, and the ability or knowledge to develop an Incident Action Plan (IAP).

In this session, learn how SRP has embraced the Incident Command System, refocusing their Crisis Management Team and their processes to be even more effective.

Regina Phelps, CEM, RN, BSN, MPA, president/CEO, Emergency Management and Safety Solutions.

Kenneth Lewis, principal emergency management program analyst, Salt River Project.

Breakout Track 2 – Session 5

Turn Silos Into Pillars

David Porter

Tapestry Core, LLC

In today's fragmented, fast-paced, evolving business environment, do you struggle embedding risk management across your business? Is part of the challenge trying to navigate and effectively collaborate with numerous silos within your organization? This session explores how to take an integrated approach to delivering risk management in your business and improve adoption and support of your risk management efforts. In addition, this approach provides assistance to infrastructure areas such as quality, compliance and information security.

David is the chief compliance officer for Tapestry Core, LLC in Lenexa, Kansas.

BREAKOUT TRACK 3

Monday 4:15 – 5:15 p.m.

Breakout Track 3 – Session 1

Recovery Sequence Planning and Orchestration

David Halford

Fusion

Organizations often develop individual IT recovery plans focused on key applications and functions. However, understanding the overall sequence and confirming you have considered all the required components is also paramount to a successful recovery. Additionally, having a thorough understanding of the recovery sequences enables you to more effectively participate in the overall recovery orchestration and status communications. This session discusses an approach to recovery sequence planning based on, dependencies, service critical applications and stakeholder expectations. It also examines methodologies for managing, visualizing, and reporting on both the required plan components and the recovery sequence itself.

David Halford, director of advisory services - Fusion Risk Management.

Breakout Track 3 – Session 2

Business Resiliency: "Pushing a Rope Uphill" (Why Am I Committed to Doing This Job?)

Mary Herbst

Best Buy

Lance Stange

Virtual Corp

This session will focus on the personal journey of the presenter who has been in this industry for 15 years in a variety of industries both as a consultant and as a employee leading resiliency programs. We will provide an opportunity for interaction with the participants on their own resiliency stories. Participants can expect to hear results of a survey of their peers and should plan on talking about their own stories as well. In addition participants will receive real-world strategies they can deploy in their roles immediately to improve job satification and effectively spread their Resiliencey passions. This is an opportunity to work together to help re-energize each other and remind us all why we are committed to Business Resiliency.

Mary Herbst is currently the director of business resiliency for Best Buy Corporation where she leads a team encompassing all of these disciplines.

Lance Stange is responsible for driving all sales functions and operations within Virtual Corporation.

Breakout Track 3 – Session 3

Life Safety in the Workplace: Are You Prepared for Active Shooters?

James Green

Strategic BCP

Today, we are faced with a reality in which companies need to be prepared for what to do in the case of an active shooter entering the workplace. A better understanding of the factors involved in these incidents is crucial to helping minimize risks to employees. This session will provide compelling insights surrounding active shooters in the workplace, regulatory and OSHA requirements, and guidance toward implementing a training program at your business; informing employees without causing them to be overly concerned; and incorporating training and awareness into your existing life safety program.

James Green (CBCP, CUERME) is an Enterprise Consultant at Strategic BCP.

Breakout Track 3 – Session 4

Recovering from Ransomware or Worse: Using Your DR Sites for Realistic Cyber Incident Response

Bernardo Starosta

VM2020 Solutions

It has been widely reported that organizations that have strong BCM practices can reduce the cost of cyber breaches. But even businesses with strong BCM practices can still have difficulty meeting their RTCs in the wake of an aggressive cyber-attack. In this session, we explain how modern DR sites can be used as high fidelity, safe, and on premise "cyber ranges" with advanced forensics and recovery capabilities. We will review the advantages of fostering collaboration between BCM and cyber security teams and explain how you can use software-defined DR infrastructure and flexible automation to conduct realistic "cyber threat hunting" and "live ammunition" incident response drills to improve readiness, accelerate recovery times and mitigate cyber security risks.

Bernardo Starosta is the founder and general manager of VM2020, a company dedicated to delivering cost effective realistic DR and cyber incident response drills that result in predictable recovery from DR and Cyber incidents.

Breakout Track 3 – Session 5

Army of One: How to Stimulate Executive Buy-In

William Simmons

BMO Harris

 "A tale as old as time" We all know we have some major challenges as business continuity professionals but the re-occurring theme always seems to be: "I'm under-staffed, no-budget, and my executives won't help me". Well there is hope. There are clear paths to gathering the executive buy-in you need to fund, grow, and expand your BCM program.

William has been 15 years in IT, and 13 years as a business continuity professional. He currently is the vice president and senior manager of the BMO Business Continuity US program.

BREAKOUT TRACK 4

Tuesday 8:15 – 9:15 a.m.

Breakout Track 4 – Session 1

Case Study in motion – Impacts and Execution of Recovery Plans around the Globe

Dan Perrin

Regus

Joe Sullivan

Regus

As natural and other disruptions can and will affect an organization and its operations – the ability to continue operations will test the best plans and teams. This session examines several global events and the resulting impact to the organizations. Learn how after the Coup in Turkey failed and terrorists launched major attacks in Nice, Belgium and France. We will also discuss current trends in Earthquake and Hurricane planning in the US and how political unrest in the Middle East and North Korea are affecting recovery planning in 2017.

Dan Perrin, global solutions director, Regus.

Joe Sullivan, managing director for the workplace recovery business, Regus.

Register by July 17, 2017 and SAVE $200

Breakout Track 4 – Session 2

Experiences for Success and Value

Peter Laz

Fusion

Faced with the expectations of achieving greater success with fewer resources, today's executives are selective about the initiatives they support. While BC/DR has historically been considered an "insurance policy", today's BCM program owners have overthrown this perspective by building programs that contribute far more business value than a set of plans. In this panel discussion, panelists will share their strategies and experiences, on how how they've overcome obstacles to successfully increase management support. Secure program funding and achieve active engagement to deliver greater business value than ever before.

Peter Laz, MBCP, MBCI, senior managing consultant - Fusion.
Tracy Judge, Director Compliance Program Office, TransUnion
Shawnee McDonough, Business Continuity Services Program Manager, Monsanto
Roxann Taylor, Risk and Compliance Manager, World Wide Technologies.

Breakout Track 4 – Session 3

Is your BCM program Agile enough to meet the needs of your organization?

Frank Buck

Sungard Availability Services

Melissa Rhodes

Bridgestone

Delivering value to your business more frequently – isn't that something you think about, possibly every day? Many technical groups and projects followed methodologies for more than a decade and you may hear it described as Agile. Would you like to deliver value more frequently to executives and lines of business, which in turn creates greater buy-in at all levels for your program? Learn about applying Agile principles today to create a stronger program for tomorrow.

Frank has been with Sungard Availability Services for 10 years. He spends his days listening to Assurance customers and to future customers.
Melissa Rhodes, BC/DR specialist at Bridgestone Americas.

Breakout Track 4 – Session 4

Gold Diggers in Business Continuity

Christopher Duffy

Strategic BCP

Because business continuity professionals focus so hard on being planners, they often do not realize the value in their data—the untapped gold that provide your company with information far outside of BC and DR. This session will help you transform from a data gatherer into a "Big Data" analyst. Hear real world examples that can be quickly delivered from within your BCM system.

Christopher Duffy (CISSP) is vice president and chief innovation officer at Strategic BCP.

Breakout Track 4 – Session 5

BCI Global Research Summary – Key Trends, Influences and Conclusions

Brian Zawada

Avalution

On a global scale, the Business Continuity Institute performs considerable research and creates dozens of original publications summarizing industry trends, emerging threats and other topics influencing the way in which organizations prepare for disruptive incidents. This presentation will highlight a number of key conclusions, as well as the implications for business continuity and organizational resilience professionals. This session will introduce the BCI to DRJ attendees and summarize BCI's most recent research.

Brian Zawada, FBCI, - USA Chapter board member and president.

BREAKOUT TRACK 5

Tuesday 9:30 – 10:30 a.m.

Breakout Track 5 – Session 1

Terrorism: the Ultimate "Black Swan" or Just a Delusional Distraction?

Geary Sikich

Logical Management Systems, Corp.

Many people feel that the world has changed as a result of the events of 9/11; that we need to rethink our concepts of continuity and crisis management. Today we cannot merely think about the plannable or plan for the unthinkable, but we must learn to think about the unplannable. There is a general lack of knowledge when it comes to rare events with serious consequences. This presentation looks at how the Strategist, Planner and CEO can develop strategies that are flexible enough to adapt to unforeseen circumstances while meeting corporate goals and objectives. The session concludes with a discussion of 9 Myths about terrorism and 12 Steps to get from here to there & temper the impact of Black Swan events.

Geary Sikich is a principal with Logical Management Systems, Corp.

Breakout Track 5 – Session 2

Crisis Management Simulation

Frank Shultz

BC in the Cloud

Courtney Eiceman

BC in the Cloud

The first several hours following an incident are critical and it's within this time period that we will be conducting our simulation. After dividing into teams, we will engage in a live, interactive simulation in which each team will coordinate responses as the situation unfolds. We will review several scenarios of varying difficulty and complexity and will discuss all aspects of communications relevant today including social media. By the end of the session, you will be able to assess if your organization is prepared for the next event and you will have additional tools in your belt with which to build out a successful crisis management plan.

Frank Shultz is managing director at BC in the Cloud.
Courtney Eiceman is director of marketing at BC in the Cloud.

Breakout Track 5 – Session 3

Bringing Business and Technology Teams Together

Richard McClure

SunTrust Bank

Knowledge is power. In today's complex world of Disaster Recovery options and customer demands, it's critical that Business and Technology teams not only have an awareness of the others responsibilities, but that they are able to fully understand what it means to be successful in the midst of a disaster. Effective collaboration, support from Executives, and well-defined planning is key to over-coming the information gaps and providing for a seamless recovery. Learn from this company's processes to bridge the gaps.

Richard McClure, CBCP, joined SunTrust in 2012 and is currently serving as the group vice president and manager of the enterprise business continuity, disaster recovery, and third party continuity governance teams.

Breakout Track 5 – Session 4

Crisis Index™ – Is This Event an Incident or a Crisis? How Significant is the Crisis? What are the Impacts? How Widespread are the Implications? Is the Crisis Escalating or Declining?

*Jim
Satterfield*

Firestorm

The Firestorm Crisis Index™ provides a uniform evaluation to compare crises and evaluate appropriate actions and communications needed. In the rush to communicate, errors are made, and exposures increase. Understanding the reach, context, and acceleration of social and traditional media perceptions in a crisis empowers management to guide decisions and crisis communications. Crisis Index algorithm addresses three dimensions quantitatively. The three dimensions are: Outrage (Shocking, Offensive, Despicable, Shameful, Crazy, Beyond Belief, & Extreme); Fault (Responsibility, Culpability, Accountability, & Liability); and Fear (Panic, Alarm, Terror, Dread, Anxiety, Horror, Concern, & Worry).

Attendees will:
• Learn the key crisis questions and strategy actions
• Develop crisis messages
• Experience decisions actions, and communications in a crisis scenario

Jim Satterfield is the president/COO of Firestorm. Satterfield has experience as president, CEO, and COO of various public and private companies.

Breakout Track 5 – Session 5

Ignoring Product Change Risk – Murphy's Law Creating a Disaster

Vicky McKim

Aureon

This session will review the true story of a service provider moving a core product to a new delivery platform, the impacts of that move and the aftermath. The lessons-learned from this particular migration project can be applied to many business activities involving change. The lessons go beyond traditional change management to the need for robust business contingency planning where we don't normally see it applied – to a product. Take away practical advice on identifying product and project risks, developing controls, creating response plans with triggers for response activation and communication considerations.

Vicky McKim MBCP, MBCI is manager enterprise business continuity for Aureon.

BREAKOUT TRACK 6

Tuesday 10:45 – 11:45 a.m.

Breakout Track 6 – Session 1

Work-At-Home … The New Recovery Panacea?

Barney Pelant

*Barney F.
Pelant &
Associates,
LLC*

Work-at-home is fast becoming a predominate strategy for work area recovery. How did this happen and is it a viable long term recovery strategy? Is it applicable to all areas of your work force or is it a faux panacea for not investing in the real recovery needs of your organization? During this session we will look at the positioning and viability of the work-at-home recovery strategy, the strengths and weaknesses of this strategy, and what it takes to make it a viable strategy that you can depend upon for your organization. Bring your thoughts, questions and issues to this interactive session and walk away with a plan for your program.

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

Breakout Track 6 – Session 2

Don't Create a Tempest in a Teapot – BIAs vs. Risk Assessments and How They Should Work Together

*Patrick
Potter*

RSA

Often times, organizations confuse the business impact analysis (BIA) with the process to perform risk assessments, and the results often misdirect their efforts to plan and prioritize, not only for business resiliency but other areas as well. In this session you will learn about the BIA and risk assessment processes and how to properly perform them. You will also learn how they differ, and how to use them together to enable your organization to better focus on what is most important, and properly treat the risks that may impact your highest operating priorities.

Patrick Potter is currently a GRC Strategist and subject matter expert for RSA, where he oversees the direction of the Archer Business Resiliency solution.

Breakout Track 6 – Session 3

Current Concepts and Considerations for Pandemic Influenza Planning

*Graham
Briggs*

*Pinal County
Public Health
Services
District*

*Keith
Frederick*

*Duke Clinical
Research
Institute*

How well is your organization prepared to respond to a pandemic event? Businesses, technologies, and travel have changed the playing field and now multiple response measures are required to help protect employees and their families while ensuring continuity of operations. Advancing business preparedness is a key element in response and containment activities. In this session, we will discuss key concepts, considerations, and best practices for seasonal and pandemic flu planning.

Graham Briggs is the manager of infectious diseases and epidemiology section for the Pinal County Public Health Services District.

Keith Frederick, CHEP, CBCP, AFBCI is the head of the organizational resilience program for the Duke Clinical Research Institute.

Breakout Track 6 – Session 4

Strategies to Improve Continuity Through the CMS Emergency Preparedness Rule

Meg Nash

*Loudoun
Medical
Reserve
Corps*

In 2016, the Centers for Medicare and Medicaid Services expanded the requirements for emergency preparedness to include 17 healthcare provider and facility types. The new rule puts a great deal of financial and personnel strain on many healthcare facilities across the country and non-compliance could result in losing Medicare and Medicaid funding. During this session, get clarification about the rule, learn strategies to meet the requirements and improve continuity through a collaborative approach while conserving limited financial and planning resources.

Meg Nash serves on the advisory board and the command staff for the Virginia Medical Reserve Corps in Loudoun County, Virginia.

Breakout Track 6 – Session 5

Your Unknown Threats: Vendor Continuity in an Outsourced World

Philip Bigge

Ripcord Solutions

In our complex business environment of today, organizations are more and more integrated with third party partners, vendors and suppliers for the success of their day-to-day operations. Third parties provide critical business functions and processes that contribute to the bottom line and, sometimes, improve services and products as well. Being dependent on other organizations at this level is a risky endeavor indeed. What happens when this third party experiences a crisis or disruption and can no longer support you with vital services, parts or supplies in a timely manner? Come and find out what Vendor Continuity is, why it might be important to you and how to develop a simple program that will have great results.

Philip Bigge, vice president of consulting services at Ripcord Solutions.

BREAKOUT TRACK 7

Tuesday 1:30 – 2:30 p.m.

Breakout Track 7 – Session 1

Situational Awareness: Improving Your Access to Information

Monika Stoeffl

California Resiliency Alliance

Information and Intelligence – These two words are often used interchangeably, yet are distinctly different. They play a crucial role in our situational awareness and decision-making, yet are only as useful as our access to them and the accuracy of the data. This presentation will explore the key differences between information and intelligence, what to watch for when verifying information sources, and share useful sources of information for pre-event planning and mitigation and post-event response and recovery. Information sources will cover a variety of event types including cyber, natural disasters, and man-made threats.

Monika Stoeffl is the executive director of the California Resiliency Alliance, facilitating cross-sector information sharing and partnerships to foster local and regional resiliency.

Breakout Track 7 – Session 2

Business Continuity – If It Hurts, You're Doing It Wrong

Michael Galin

TELUS

Business Continuity Management is easy, painless, and you already have all the skills required to do it. It is not a specialized science. It is simply applied risk management, and it's just good business. This informative presentation will cover 16 business continuity fundamentals that will ensure the success of your corporate business continuity program, with minimal cost and without any pain. It really is inexpensive and easy, so if it hurts, you're doing it wrong.

Michael Galin, director of risk management at TELUS.

Breakout Track 7 – Session 3

BC DR Collaborative Recovery – The future is Now

Chris Hamrick

Hearst

Aaron Callaway

Fairchild Consulting

Are your BC and DR programs harmonized to work together in preparation, analysis, exercise, and recovery of a large scale event? Do your BC & DR teams work towards the same recovery goals and objectives? Do you feel like you are planning on an island with limited collaboration with the business or IT? In our experiences these are some of the biggest resiliency challenges of organizations. This session will illustrate how to leverage your CMDB (Configuration Management Database) to automate your business continuity / IT disaster recovery planning and testing to help ensure your organization is resilient.

Chris Hamrick is responsible for compliance, change management and disaster recovery at Hearst.

Aaron Callaway is the managing director for Fairchild Consulting focused on business continuity.

Breakout Track 7 – Session 4

The State Of IT Disaster Recovery

Stephanie Balaouras

Forrester

Learn the results from the DRJ and Forrester's Annual Market Study. Discover fascinating facts about how the industry has evolved over the years. Specific sections include a discussion of organizational trends, where DR reports, staffing levels etc., progress towards active-active data center configurations, adoption of advanced technologies for application fail over and data replication, and current recovery time and recovery point capabilities. The session will also include lessons leaned from declared disasters, recommendations, and suggestions for improvement.

Stephanie Balaouras, VP research director security and risk, Forrester.

Breakout Track 7 – Session 5

The 10 Faces of Leadership in the Business Continuity Process

Roy Sheneman

Vtx1

Business Continuity professionals are continually being placed in positions where leadership skill and tact is required. This session examines the role of leadership by examining 10 facets that readily apply to the BC/DR lifestyle.

Roy Sheneman holds a PhD in Organizational Leadership and has led his organizations Business Continuity development efforts.

"Love DRJ conferences. I have been to six so far and will continue to attend."

— Jody Harris

TUESDAY WORKSHOPS

September 19, 2017

These interactive workshops allow attendees to explore topics in–depth.

Tuesday Workshop Session 1

Cyber Breach: What if Your Defenses Fail? Conduct a Cyber Breach Exercise to Map your Strategy

Regina Phelps
EMSS

Few companies have serious plans for how they will respond to the impact of an actual cyber breach – and even fewer stress-test those plans. Such exercises force real-time situation analysis and decision-making in much the same way that a fire drill does, while recognizing that cyber incidents are infinitely more complicated.

This workshop shows Business Continuity Planners, Crisis Managers, and their IT counterparts how to stage a cyber breach exercise that will test preparedness, surface "hidden" circumstances, and sharpen the responsiveness of everyone from top executives to front-line business managers and technologists.

Attend this session and learn how to go about developing a realistic cyber exercise that will challenge the Incident (Crisis) Management Team, the technology staff, and the business units. Leave this workshop having thought out some key aspects of a cyber tabletop exercise, feeling better prepared to develop the exercise (and perhaps a bit more paranoid).

Topics covered:
* What if Your Defenses Fail?
* What a Cyber Exercise Is – and What it Isn't.
* Eight Critical Elements that Make a Cyber Exercise Work.
* What Happens When Everything Quits Working.
* Cyber Breach Design Principles.

Regina Phelps, president of EMSS, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning, consultation, training, and speaking services to clients on four continents. Her niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

Tuesday Workshop Session 2

Active Shooter – What Happens When the Shooting Starts?

Ken Schroeder
PPBI

Deidrich Towne, Jr.
PPBI

David Ziev
PPBI

This session focuses on an active shooter situation and what the statistics and studies reveal about the situations and survivors. The PPBI team will apply emergency response planning techniques along with preparedness training aids for employees, friends, and family members.

Active shooter incidents are different than others in that **you** might be the target. You will learn the following during this session:
* The different types of active shooter situations
* What survivors have taught us about surviving these type of events
* Developing a preparedness plan
* Developing an emergency response plan
* How to work with first responders

Active shooter is another incident management plan that should be a part of every company's planning tool set.

Ken Schroeder, PPBI.
Deidrich Towne, Jr., MBCI, senior technical consultant at PPBI.
David Ziev, MBCI, ITILv3, PPBI training director.

Tuesday Workshop Session 3

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

Steven Goldman

Steve Goldman Associates

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

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. With his lively style and real-life examples, Steve will lead the class through interactive discussions of successful exercise development.

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.

"DRJ again brings a very useful conference. Not many conferences are able to utilize vendors in useful ways. I will definitely be coming to another DRJ conference next year."

— Matt Miller

Register by July 17, 2017 and SAVE $200

Tuesday, 3:00 – 5:30 p.m.

Tuesday Workshop Session 4

Robert Chandler

Lipscomb University

Superhero Leadership: A Crisis Leadership Development Workshop

Leadership is the most influential and critical element of successfully managing a contingency or crisis. Effective leaders have the necessary knowledge, skills and abilities to inspire and impact others. A good leader understands the core mission and objectives, and has the skills that enable them to perform at high levels of effectiveness. A Super leader turns a challenging situation into an opportunity. Many employees including executives and managers remain under-prepared to function as super leaders during crisis situations.

This interactive learning workshop focuses on "Superhero Leadership" knowledge, skills and abilities.

The workshop will cover topics such as:
• Review the traits, characteristics of superhero leadership
• Reflection and self-assessment processes
• Identify key areas for improvement in superhero leadership skills and abilities
• Create a personalized superhero leadership road map to more effective leadership skills
• Applications to develop ability to recognize and critically evaluate superhero leadership in action.
• Superhero leadership case studies for analysis and discussion

Superhero leaders are defined by their abilities and actions, not their titles or positions. Are you ready to be a Superhero Leader? Join us for this short workshop and devote yourself to start the process to develop your own superhero leadership strengths.

Outcome objectives of the Superhero Leadership workshop include:
• Knowledge of the Superhero Leadership KSAs
• Superhero Leadership Self-Assessment Activity
• Personalized Leadership Skills Formation Action Plan Creation
• Leadership Case Study Analysis and Discussion Experience

Robert Chandler, Ph.D. (University of Kansas) is an internationally recognized expert on multiple aspects of communication and human interaction in specialized contexts. He currently holds an academic appointment as a Professor at Lipscomb University.

Tuesday Workshop Session 5

Richard Long

MHA Consulting

BCM Return on Investment

Assessing the Return on Investment (ROI) in your Business Continuity Management (BCM) program is key to knowing if the time, money and resources you spend on the program are being optimally used. ROI is also a key indicator of the ability of your program to recover the critical operations of your organization. Understanding your BCM ROI tells you if your program is getting the intended results, and can allow for a quick course change if the numbers start to move in the wrong direction.

Our research has concluded that a high percentage of BCM practitioners do not utilize meaningful metrics (compliance, residual risk, ROI) to assess the health and capability of their programs, yet complain that management doesn't understand their needs. Calculating ROI by using the metrics is one method of engaging management and providing a basis for managing expectations. In this session, we will discuss how to leverage the metrics associated with your BCM program to reinforce your traditional ROI measurements, and demonstrate to management that their investment in the program has been a wise one.

Richard Long is a Senior Advisory Consultant and practice team leaders for Technology and Disaster Recovery related engagements at MHA.

"Excellent conference, very informative, able to take away lots of actionable information, concepts, data. "

— Shannon Loyd

SOLUTIONS TRACK

September 17, 2017 • Sunday, 4:00 – 5:00 p.m.

Discover solutions to today's issues. Seasoned industry veterans will present solutions using today's resources, products and strategies.

Jim Mitchell

eBRP

Solutions Track 1: **The Tools for Incident Readiness**
Resilience, recovery and continuity are goals which require more than a BIA and a Plan. The true objective of BCM – effective Incident Management – can only be achieved by focusing on the building blocks needed to improve your organization's response capabilities. In this session, learn how each of the 4P's of the Incident Management Framework contributes to the ultimate goal of effective Incident Management, regardless of the type of disruption.

A frequent speaker at Business Continuity conferences, many of Jim Mitchell's blogs can be found elsewhere on eBRP's website and has published articles in DRJ, Continuity Insights and Continuity Central.

Joe Starzyk

IBM

Solutions Track 2: **Cyber Resilience – What is Really Changing and How do we Keep Pace?**
Demand is growing for organizations to address the significant changes being encountered necessary to keep resiliency programs current with business expectations. Digital transformation, increasing cyber activity, and evolving regulatory scrutiny are examples of factors that require enhanced response to adverse events. During this session we will discuss the evolving methods used to address this changing landscape. As an example of an automated approach, we will demonstrate how we can leverage data replication and orchestration to mitigate cyber security risks.

Joe Starzyk is a business development executive with IBM Resiliency Services, a division of IBM Global Technology Services. Starzyk is a member of the IBM Academy of Technology.

Robert Giffin

Avalution

Dustin Mackie

Avalution

Solutions Track 3: **Integrating Business Continuity and Information Security**
Join us to explore how leading companies are integrating Information Security and Business Continuity to better utilize time and resources, reduce the burden on the business (ultimately leading to better participation and buy-in), and drive to a higher level of performance across both disciplines. This presentation will explore the potential integration points between the two disciplines, real world examples and practical recommendations on how to implement them.

Rob Giffin (CBCP, CISA) is a co-founder and director at Avalution Consulting.
Dustin Mackie is managing consultant for Avalution.

Stephanie Samuels

Voya Financial

Solutions Track 4: **Get Back to Work! Positioning your Business for Workplace Resiliency**
Our world is high-speed, mobile and global. With a world that now demands everything fast, fast and faster it's imperative when disasters happen that our businesses recover quickly. During this interactive and informative session we will discuss alternative workplace recovery solutions, selecting a program that fits your geographic & business needs, and identifying potential gaps to align with this ever evolving world.

Stephanie Samuels works for Voya Financial as a core member of the business resilience office.

Pat O'Day

Bluelock

Solutions Track 5: **Setting the Right IT DR Expectations With your Business**
The key to a high-performing IT disaster recovery plan is having the right mix of solutions to achieve your organization's need for speedy recovery and maximum value. In this session, learn how to set the proper expectations with your business around not only how long recovery is going to take and what it entails but also the ongoing investment through either outsourcing the solution or the burden it will continue to put on your IT team. Join us as we discuss how to:
- Perfect your IT DR solutions to ensure complete confidence at time of recovery
- Tier your applications, by considering dependencies and order of operations
- Work with the business to prioritize your applications
- Set business expectations on RTO, or the time it takes to recover
- Fully understand the amount of work it will take to support all expectations

Pat O'Day, Bluelock's chief technology officer.

William Hord

Quantivate

Solutions Track 6: **Strategic Risk Management Through Effective Key Risk Indicators**
Regardless of your industry, strategic risk management through key risk indicators (KRI) is critical to ensuring the success of your organization. There is increasing pressure on you as management to provide enterprise-wide information necessary for the success of your organization. Their need for strategic risk management data to help them be more effective in meeting the organization's strategic goals is more imperative than ever. Please join us as we demonstrate how to effectively create strategic KRIs for the board, management and business units through a step-by-step example you can implement within your organization.

William "Bill" Hord joined Quantivate as the vice president of enterprise risk management services.

Brandon Tanner

Rentsys Recovery Services

Steve Hamilton

Fiserv

Solutions Track 7: **FinTech Case Study: Why Mobile Call Center Testing Is Still Crucial in a Cyber World**
With the rise of ransomware and the ever-increasing cost of data breaches, cybersecurity has become a key focus of disaster recovery and business continuity across all industries — especially in the financial services sector. At the same time, customers of financial institutions are expecting always-on service and easy access to live agents when they need them. In this session, Brandon Tanner, will discuss some of the key trends driving the need for call center continuity. Additionally, Steve Hamilton, will share best practices his organization learned during a mobile call center test.

Brandon Tanner is the senior manager for Rentsys Recovery Services.
Steve Hamilton is the business continuity manager for Fiserv.

Sheri Hamilton

Cisco Systems

Mark Hoskins

Cisco Systems

Solutions Track 8: **Is your Technology Partner Resilient? Best Practices from Cisco**
Technology plays a very important role in resiliency, emergency response and management. Maintaining and quickly restoring network connectivity is critical to minimize business impact that could result in physical and financial loss, confidence, perception and trust. In this session, you'll get a behind-the-scenes look at Cisco's escalation management approach and best practices that you can use as a vendor. Plus, some guidance on key attributes to look for when choosing a vendor so you have the right IT partner who is prepared when disaster strikes, but who can also support your resiliency planning.

Sheri Hamilton is a Sr. Manager in Customer Assurance (CA), which is part of Cisco Technical Services.
Mark Hoskins is a Customer Assurance Executive with Cisco.

Register by July 17, 2017 and SAVE $200

SPONSOR SPOTLIGHTS

Gold Sponsor

Fusion Risk Management provides the award-winning Fusion Framework System, the business continuity risk management solution of choice for enterprise organizations. Fusion is again named a Gartner Magic Quadrant Leader for BCM software, positioned highest for Ability to Execute, and is the BCI Global Award Winner for Continuity & Resilience Provider of the Year. Learn more at www.fusionrm.com.

Silver Sponsors

eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services. ESN develops tools and utilities focused on core requirements. www.eBRP.net.

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

IBM Resiliency Services can help clients develop an enterprise-wide resiliency strategy to address the risks and opportunities of today's business environment which requires near-continuous operations. Our portfolio encompasses innovative Resiliency as a Service offerings including resiliency orchestration, data backup, virtualization and disaster recovery cloud services to full-scale compute, data and applications resiliency, high availability & recovery solutions, and the most resilient and efficient facilities and Data Centers. IBM has proven expertise, knowledge and technology to provide the best consulting, build, manage and run services that will ensure the continuous availability of your business in the face of any opportunity or threat. Learn more at ibm.com/services/resiliency.

OnSolve is the market leader in cloud-based communication and collaboration tools capable of delivering critical notifications and alerts. Whether its emergency situations that threaten public or employee safety, or routine organizational messages, our solutions provide organizations across the globe with tools to communicate quickly and securely. The MIR3 solution is a complete solution for large enterprises and federal agencies seeking to manage critical events or natural disasters effectively through the transmission of critical information.

Regus is the global workplace provider. Its network of more than 3,000 business centers in 120 countries provides convenient, high-quality, fully serviced spaces for people to work and recover, whether for a few minutes or a few years. The key to flexible working is convenience and so Regus is opening wherever its 1.5 million members want support – city centers, suburban districts, shopping centers and more. www.regus.com.

RSA helps leading organizations transform the efficiency of their continuity and recovery teams, address the most critical areas of the business quickly, and partner across the business to achieve their resiliency goals. RSA Archer® Business Resiliency provides an automated approach to enable your organization to respond swiftly in crisis situations and protect ongoing operations. For more information about RSA's products and services, visit rsa.com.

A multi-award-winning business continuity risk management software company named a leader in Gartner's Magic Quadrant 4 consecutive years—#1 in customer satisfaction. It offers a comprehensive, intuitive way to manage enterprise risk, continuity, and resilience in a single cloud-based solution. Our highly configurable, compliant software does not require customization, long implementations, third party code or additional investment. Put your plans into action in 5 business days. Identify impacts in minutes that normally take days to pinpoint. Over 500,000 cross-industry users at top companies worldwide. Strategic BCP's professional services organization helps navigate obstacles within BC to DR and strategic IT planning. www.strategicbcp.com

Sungard® Availability Services™ (Sungard AS) has more than 30 years of experience providing flexible availability services that help ensure organizations keep applications always on, always available. The company leverages its proven expertise to provide managed IT services, information availability consulting services, business continuity management software and disaster recovery services to clients in North America, Europe and India. Sungard AS helps customers improve the resiliency of their mission. www.sungardas.com

Partners

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.

Forrester Research is a technology and market research company and are the only company that creates forward-thinking research specifically for your role. www.forrester.com.

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

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

Co Sponsors

Agility Recovery is a leading provider of business continuity and recovery solutions, helping to recover our customers' businesses following any interruption. We provide simple to implement solutions that ensure access to temporary power, fully furnished mobile offices and local brick and mortar office space, communications equipment and computer systems, as well as planning and testing resources. Since 1989, Agility has rescued thousands of organizations with an unparalleled success rate, through business interruptions large and small.

AlertMedia helps organizations securely and effectively monitor threats, streamline notifications, and recover from incidents. The company's fully integrated, cloud-based platform delivers innovative communication tools that can be accessed from anywhere, at any time, using any device. Learn more at www.alertmedia.com.

Avalution specializes in business continuity and IT disaster recovery consulting, outsourcing, and software solutions for organizations of all sizes. Catalyst combines our consulting methodology with a simple user interface, on-screen help guides, and customizable templates to make the business continuity and IT disaster recovery planning lifecycle easy and repeatable. www.avalution.com or www.bccatalyst.com

Our team has worked with every vertical from banking/finance, healthcare, manufacturing, education, energy/utilities, government and more, helping to build, improve and automate business continuity programs. Our focus is providing the best platform that is easy to use with more features at a lower cost. Learn more at www.bcinthecloud.com

Comprehensive, cost-effective, and intuitive manner, Continuity Logic provides a total SaaS solution to enterprise governance incorporating, risk, compliance, and business continuity. It is the leading automated software that dynamically integrates more domains within an enterprise than its competitors. Its intuitive interface and guidance & functionality make it easy to use. This empowers users with true enterprise-wide knowledge and agile decision making that drives higher operating efficiency and effectiveness. www.continuitylogic.com

When should you think of Fairchild? Think of Fairchild when you are looking for a business partner to help build a resiliency program, optimize, or automate a program. Farichild prides itself on first listening to our customers and collaboratively designing solutions and approaches that are appropriately sized and architected for them. We bring ideas, a collaborative/creative environment, and solutions to help ensure your program and your organization are ready when called upon during an event. We have developed a planning software tool built on the ServiceNow Platform to unify ITSM, BCP, and IT DR.

KingsBridge develops software, provides consulting and supports your business to create disaster recovery and business continuity plans. Customers include insurance, communication, transportation and banking institutions across N. America and the Caribbean. www.kingsbridgebcp.com

Critical printed and mailed documents are vital to the success of your organization. Mail-Gard has the solutions to ensure your message reaches your customers on time, every time. Critical communications continuity and recovery is our only business. www.mailgard.com

Quantivate is an industry-leading provider of web-based governance, risk, and compliance software solutions. Our BC module enables an organization to easily develop implementable plans, keep plans up-to-date, perform exercises, manage incidents, and increases the availability of critical operations across the enterprise. www.quantivate.com or 800-969-4107.

Positioned as a Leader in Gartner's BCMP Software Magic Quadrant, RecoveryPlanner has been providing its all-in-one, web-based software and expert consultancy services to organizations of all sizes and industries. Our proven methodology is based on and meets all pertinent frameworks and regulations. Learn more at www.recoveryplanner.com.

Rentsys Recovery Services is a provider of comprehensive disaster recovery and business continuity solutions for businesses ranging from healthcare, banking and energy to large enterprise organizations. Our solutions enable businesses to comply more effectively with regulatory requirements, improve data security and speed up the organization's ability to recover key IT systems and data after an unplanned outage or disaster has occurred. Learn more at www.rentsys.com.

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

Founded in 2005, Ripcord is a consulting firm specializing in Crisis Management, Disaster Recovery, Business Continuity, and IT Security. We believe that recovery needs to be a heads-up activity and not a heads-down activity. So when a crisis, cyber-breach or business disruption occurs, your organization has the plans in place and, more importantly, your people have the muscle memory to execute those plans.

In Case of Crisis, by RockDove Solutions is a crisis management platform, relied on by over 750 institutions globally to provide organizations and their people with the ability to prepare for and respond agilely to the broad array of digital and traditional crises that they face every day.

Resilience and Business Continuity planning and consulting services tailored to fit your industry; utilizing proven, scalable and sustainable solutions. We are always available as partners and guides when you have a question or need some additional support. Our goal is to minimize the stress of continuity planning and optimize resilience. Learn more at www.virtual-corp.net

Mock Disaster Sponsor

Dr. Steve Goldman is an internationally recognized expert in BCP, crisis management, crisis communications, and DR. A former Global BCP Manager for a Fortune 500 company, he has over 30 years' experience in the various aspects of program management, plan development, training, exercises, and response strategies.

PRE–CONFERENCE COURSES:

Earn up to 16 Additional CEAPs by attending a Pre-Conference Course. To register visit www.drj.com/fallworld2017.

PRC–1: Design a Highly Effective Crisis Management Team for Your Organization

Sat., September 16, 9:00 a.m. – 5:00 p.m.
Sun., September 17, 8:30 a.m. – 11:30 a.m.
$1,650 per person
Presenter: Regina Phelps

A well-trained Crisis Management Team (CMT) is critical to manage the many threats facing our companies today. Clearly identifying how they are organized, what their roles and responsibilities are, how incidents are assessed, and how it all comes together when the team and plan are activated is the hallmark of a fully-functional team and program. An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control, and communication, and also helps to prevent the formation of "silos" that commonly develop in an emergency environment. How do you do all of this virtually and make it work? This workshop covers everything you need to know to design, develop, train, and exercise your CMT, and organize your EOC to manage the most difficult incident.

CMT Development
- The CMT – Who should be involved?
- Team methodologies, including the Incident Command System.
- Incident Assessment, Team, and Processes.
- Incident Action Planning.
- Role of Senior Management.

EOC Development
- Risk Assessment – Where to Have One.
- Physical Design Factors.
- Equipment and Tools.
- Communication Concerns and Solutions.
- Sustained Operations.
- Forms and Processes.
- Virtual EOCs.

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. Since 1982, she has provided consultation, training, and speaking services to clients on four continents.

PRC–2: Business Impact Assessment: The foundation of a Highly Effective BC/DR Program

Sat., September 16, 9:00 a.m. – 5:00 p.m.
$1,195 per person
Presenter: Doug Cassell

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

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

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

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

Doug Cassell, MBCI, ITIL is a certified BC/DR professional with more than 20 years of experience in the field. He has worked in both consulting and program management roles in multiple industries, including healthcare, manufacturing, banking/finance and telecommunications among others.

PRC–3: IT/DRP/Certified Business Resilience IT Professional

Sat., September 16, 9:00 a.m. – 5:00 p.m.
Sun., September 17, 8:30 a.m. – 11:30 a.m.
$1,695 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 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. Learn more about this course and certification at www.brcci.org or call 1-800-869-8460.

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

PRC–4: BCM 4000: ISO 22301 Assessor

Sat., September 16, 9:00 a.m. – 5:00 p.m.
Sun., September 17, 8:30 a.m. – 11:30 a.m.
$995.00 per person
Presenter: Lynnda Nelson

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 ISO 22301 and 22313.

Register by July 17, 2017 and SAVE $200

THESE COURSES REQUIRE AN ADDITIONAL FEE.

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

The focus of BCM 4000 is on the requirements of ISO 22301 and how these requirements are implemented in a Business Continuity Management System. Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive a FREE electronic copy of the self-assessment tool as part of the course fee. Completion of the course includes a certificate as an ISO 22301 Assessor.

> Wondering how your BCM program aligns to ISO 22301?
> Looking for a way to measure your current capabilities?
> Need to identify gaps for program improvement?
> Not ready for a formal third-party certification but ready to self-declare conformity to ISO 22301?
> Looking for a consulting tool to meet client needs?

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

Lynnda Nelson is the president of the board of directors of The International Consortium for Organizational Resilience, a non-profit 501c3 education and credentialing organization in the disciplines that support resilience.

PRC–5: Creating a Resilient Organization

Sat., September 16, 9:00 a.m. – 5:00 p.m.
$795 per person
Presenter: Geary Sikich

A one day intensive training workshop for those who need to understand the fundamentals of creating a resilient organization from emergency preparedness, business continuity crisis and risk management.

What You Will Achieve (Specific Objectives)

Throughout this course, participants will achieve the following results:
• Design, implement and manage vulnerability and consequence analysis;
• Design, develop and implement effective continuity plans;
• Facilitate "crisis management" meetings, projects and crisis situations;
• Foster collaboration among diverse professionals and separate groups;
• Design, develop and implement effective continuity plans for ensuring resilience;
• Lead groups to peak performance during 'crisis' situations;
• Respond to, and manage difficult situations;
• Develop poise and confidence in managing team-building during "crisis" situations;
• Demonstrate the interpersonal skills critical to management and leadership.

"This is my first DRJ conference. I found the vast array of information offered excellent! I feel my organization can greatly benefit from the data and topics covered."

— Lyne Proksch

What Participants Learn

Throughout this course, participants will:
• Learn analysis, planning and organizing techniques;
• Practice for facilitating "crisis" meeting sessions;
• Effective methods for keeping up momentum and critical decision-making processes;
• Techniques for problem diagnosis;
• Techniques for "Active Analysis" to more readily understand wider aspects of a situation, gain clarity and provide effective communication for decision-making;

Outline of the Day:
• Understanding the overall resilience lifecycle
• Discovering how to analyze the threats and risks an organization faces to create resilience
• Identifying strategies, from emergency preparedness to resilience
• Roles and responsibilities, making resilience a way of doing business, not and adjunct to the business
• Establishing a framework for resilience: the planning lifecycle
• Validating the resilience program, creating effective simulations

Who should attend?

Creating a Resilient Organization has been developed for individuals who have responsibility for business continuity, crisis management, risk management, and emergency preparedness. This focused workshop will be of long term benefit to individuals within emergency preparedness, business continuity, risk, operations and regulatory compliance. Strategic management functions; financial and human resource professionals will also find long term benefits or call 1-800-869-8460.

Geary Sikich is a principal with Logical Management Systems, Corp., a management consulting and executive education firm with a focus on enterprise risk management, contingency planning, executive education and issues analysis.

POST–CONFERENCE COURSES:

Earn up to 16 Additional CEAPs by attending a Post-Conference Course. To register visit www.drj.com/fallworld2017.

POC–1: Continuity Awareness & Training: The Right Way

Wed., September 20, 1:30 p.m. – 5:00 p.m.
Thurs., September 21, 8:30 a.m. – 4:30 p.m.
$1,295 per person
Presenter: Phil Lambert

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to two primary assets: "Simple, Accurate and Viable Plans" and "Knowledgeable, Trained and Ready People." In this hands-on workshop, we are going to focus on how to engage, equip and empower people to be knowledgeable, trained and ready to change at a moment's notice. And we will show you how to do this at every level in your organization.

Topics include:
- Engage, Equip & Empower Strategies
- How to identify & align with your organization's culture
- Strategic & Tactical Awareness & Training
- How to Develop Great Content
- Fantastic Facilitation Techniques
- Exercise Design and Facilitation
- How to Measure Engagement, Training & Exercises
- How to achieve buy-in, ownership & participation

Having an effective and powerful awareness and training program will be your key to establishing resiliency in your organization. Engagement is the shoulders that holds an organization up when rapid change is needed.

Workshop participates will receive a three-ring notebook full of usable information, forms, templates, strategies and resources. For more course information, email phil.lambert@ripcordsolutions.com.

Phil Lambert is the chairman and founder of Ripcord Solutions and has more than 22 years of experience with resiliency management positions at two Fortune 500 companies. He is a well-regarded advocate and thought-leader in the BC/DR planning community.

POC–2: Workplace Violence Prevention (WPV) Training and Plan Development – What do you do?

Wed., September 20, 1:30 p.m. – 5:00 p.m.
Thurs., September 21, 8:30 a.m. – 4:30 p.m.
$995 per person
Presenter: Jim Satterfield

Firestorm® is America's CRISIS COACH®. Learn from the best. Attendees will develop a WPV Behavioral Risk Threat Assessment Program. Every crisis is a human crisis. While Firestorm® uses this phrase to focus the impacts of disasters, crises, and violence on people, it also applies to understanding the likelihood and immediacy of events. Whether violence or cyber-bullying, there are warning signs and indicators. Missing recognition of behaviors of concern or failing to listen to what is being said empowers escalation to violence. Knowing before the gun comes to work is a critical intelligence planning responsibility for every company. The earlier a problem is detected, the less impact it will have.

It should be the aim of every company to create a culture where safety from violence is a common goal of both employees and leadership. To achieve such a culture, warning signs must be recognized and understood; everyone must know how to report behaviors of concern; there must be procedures in place to investigate when there are concerns; and trained school employees must know when to conduct a behavioral risk assessment and have the necessary resources in place to do so.

Attendees of this session will:
- Receive a one year license for the Firestorm Behavioral Risk and Threat Assessment Program (BERTHA™) at no cost.
- Learn behavioral risk and threat assessment program components
- Review case study analysis of violence behaviors
- Develop a predictive intelligence network

Learn more about this course by calling 678-892-4100 or email jsatterfield@firestorm.com or kcoxworth@firestorm.com.

Jim Satterfield, president/COO of Firestorm. Satterfield has experience as president, CEO, and COO of various public and private companies.

POC–3: ICT 2000: Critical Environments Technology Professional (CETP), Offered by ICOR

Wed., September 20, 1:30 p.m. – 4:30 p.m.
Thurs., September 21, 8:30 a.m. – 4:30 p.m.
Fri., September 22, 8:30 a.m. – 11:30 a.m.
$1,495 per person
Presenter: Jim Nelson

Audience: Technology Recovery Professionals, Technicians, Managers, Business Continuity Professionals, and Technology Support Personnel.

The focus of ICT 2000 is on preserving, protecting, and recovering data, aligning IT resources with business objectives, managing risk, and optimizing efficiency. It provides and in-depth look at IT frameworks, storage management, availability challenges, clustering and machine virtualization, the role of backup components, architecture and media as well as IT risk, ICT continuity, and the more traditional disaster recovery. The course includes practical activities that focus on problem solving to bridge theory with learning that can be applied immediately on the job.

Certification exam fee included but exam offered online after the course.

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

Jim Nelson, president of Business Continuity Services, Inc., and is the founder and currently serves as the chairman of the board of directors for The International Consortium for Organizational Resilience (ICOR).

Register by July 17, 2017 and SAVE $200

THESE COURSES REQUIRE AN ADDITIONAL FEE.

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

POC–4: Developing and Improving Business & Government Continuity Plans (in a condensed time-frame)

Wed., September 20, 1:30 p.m. – 5:00 p.m.
Thurs., September 21, 8:30 a.m. – 5:00 p.m.
Fri., September 22, 8:30 a.m. – 11:30 a.m.
$1295 per person
Presenter: Lloyd Smith, MBCP

Now that you participated in DRJ, it is time to reap additional benefits and take home, improved capabilities. Learn best practice business, government and community continuity principles and applications from an expert and certified instructor with real world experience in recovering from major disasters. Even when budgets are tough, organizations can't afford to be without effective continuity plans. This **total continuity** course is the **"silver bullet"** designed to help develop better plans **quicker and at less cost**. Subjects include:

- Continuity Plan Considerations and Project Management Progressing from Disaster Recovery to Business continuity
- Emergency Response to Protect Personnel and Assets
- Quick Risk Assessment and Mitigation
- Condensed Business/Mission Impact Analyses
- Determining, Protecting and Recovering Vital Records
- Developing Recovery Strategies and Procedures
- Exercising/Testing Plans
- Keeping Plans Current/Updated
- Facility Recovery and Critical Infrastructure Protection
- Enhanced Security for Sabotage/Terrorism Avoidance
- Personal, Home and Community Recovery Plans
- Success Factors, Audit Considerations and Future Trends

If you are looking for how to develop a new Business Continuity Plan quickly or improving your existing plan, this is the course for you!

Lloyd Smith, MBCP, a retired USAF Colonel with 25 years business continuity/disaster recovery experience, has been active in developing, teaching and applying business continuity policies and standards. He is an adjunct professor teaching business and government continuity at the university level.

bci Business Continuity Institute

The following are post–conference courses offered by BCI. For additional course information email education@thebci.org or to register visit www.drj.com/fallworld2017.
All BCI courses subject to minimum numbers.

Learn to Create A Table Top Exercise – An Exercise in Business Continuity/COOP Preparedness!
Wed., September 20, 1:30 p.m. – 4:30 p.m.
$350 per person
In this class presented by KETCH-Consulting, you will be given four different table top scenarios, including the injects, and you will learn how to: create a situation, scenario and injects for your audience, your business, your location and your BCP maturity. You'll identify operations, decisions and policies that impact the ability of a business unit to execute plans. The exercise will end with conclusions and discussions that will change, emphasize, and otherwise affect your business continuity/COOP plan. You will conclude with an "after action" report that will leads to effective modifications and improvements to the plans being exercised.

BCI Business Impact Analysis (BIA) Master Class
Thurs., September 21, 8:30 a.m. – 4:30 p.m.
$695 per person
This course is designed to provide participants with one day focused entirely on how a BIA is carried out in an organization. It combines a presentation on the theory and current good practice on doing a BIA with a real-life application of this theory. It is delivered by an expert facilitator to share hints, tips and lessons learned on the BIA process. Actual BIA client results will be reviewed. You will have the opportunity to take part in a facilitated practical session to carry out a BIA using a case study with example questionnaires and templates to take away. This course is for those BC professionals who are responsible for carrying out a BIA at a Strategic, Tactical or Operational level within their organizations, and for those who require a better understanding of this essential part of the BCM Lifecycle.

Crisis Management w/Penn State Case Study
Fri., September 22, 8:30 a.m. – 4:30 p.m.
$695 per person
This course is an advanced BCI professional practice course. It provides the continuity and resilience professional with the opportunity to gain a deeper knowledge and understanding of an incident response structure and crisis management capability using the Penn State story as a case study. Consequence Management is a critical portion of every crisis event. You see the publicity regarding what went wrong. You rarely get to learn how an organization responded, and the metrics on return on investment for the actions taken. Everyone read about the events as they unfolded at Penn State. This session will take you inside and share what went wrong at Penn State and the positive results of the actions taken.

BCI Post–Conference Course: BCI Good Practice Guidelines Training Course
Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
Fri., March 31, 8:30 a.m. – 4:30 p.m.
Sat., April 1, 8:30 a.m. – 12:00 p.m.
$2,156 per person
The course offers a solid description of the methods, techniques and approaches used by BC professionals worldwide to develop, implement and maintain an effective BCM program. This training course is intended to meet the technical and professional needs of BC and resilience professionals working in organizations of any type and size, in any industry or sector worldwide.

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