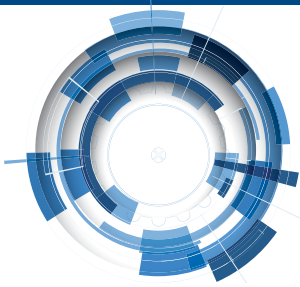


DRJ PRESENTS OUR 58TH CONFERENCE



Spring World

ORLANDO, FLORIDA  MARCH 25-28, 2018



BUILDING RESILIENCY WITH PROVEN LEADERSHIP

DISASTER RECOVERY
DRJ JOURNAL

Gold



Silver

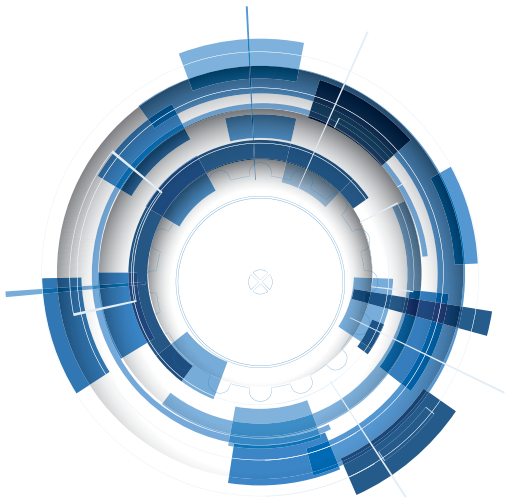


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Spring World

ORLANDO, FLORIDA



MARCH 25-28, 2018



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When it comes to business continuity, what worked a year ago will not be effective today. You need fresh resources, new knowledge, and strategic connections to protect your business. As the premier business continuity resource in the U.S., DRJ has the in-depth education and technology to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

UP TO THE MINUTE INSIGHTS IN BUSINESS CONTINUITY

The Spring World 2018 agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.



CONFERENCE ROI

The tools you gain at Spring World can help you reduce downtime, increase safety, secure your data, and reduce your overall risk. You'll save time and money by learning how to prevent disruptions or respond swiftly when they occur.

BE CONNECTED

Connect with other professionals to share ideas that can strengthen your business.

FREE BCI AFFILIATE MEMBERSHIP

As a Spring World 2018 attendee, you'll receive a FREE one-year membership to BCI. This allows you to access research, Good Practice Guidelines, and the BCI mentoring program.

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 Spring World 2018. 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.



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HOTEL INFORMATION

Guest rooms include all the amenities you could want along with free high speed Internet access, two swimming pools as well as multiple restaurant options. Take advantage of our special discounted conference rate of **\$184 by calling (407) 939-4686 or at <https://resweb.passkey.com/go/DRJSpringWorld2018>**. A \$15 fee will be charged for each additional occupant more than 18 years of age. Contact Conference Director Patti Fitzgerald at patti@drj.com for a U.S. government room rate.

TRANSPORTATION

Disney's Magical Express shuttle services offers complimentary shuttle and luggage delivery between the airport and the resort.



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**. Visit www2.advantage.com.

AREA ATTRACTIONS

Bring the whole family and visit Magic Kingdom®, EPCOT®, Disney's Animal Kingdom®, Disney's Hollywood Studios®, and Disney Springs®. Plan your trip to DRJ Spring World 2018 by visiting www.mydisneygroup.com/drjspringworld2018#Home.

THEME PARK TICKETS

Theme park tickets will be available at a discounted rate for DRJ Spring World 2018 attendees.

March 26, 2018 • 1:30 p.m. – 5:30 p.m.

Senior Advanced Track



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 a general session in the morning and three 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.

Details of this track are still being finalized.
Please check back online for updates to this track.

www.drj.com/springworld

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.

Top Trending Topics in Business Continuity

- Building Buy-In
- Return on Investment
- Disaster Recovery as a Service
- Legal Risks
- Cyber Attacks
- Workplace Violence
- Crisis Leadership
- Third-Party Dependencies

SUNDAY WORKSHOPS

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

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 Atabagi, MBCI, CISA, ITIL Foundation – KPMG LLP

Industry Roundtable Facilitators:

- Barney Pelant
– Barney F. Pelant and 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 and Associates

Sunday Workshop Session 2



The BIA from the IT Perspective

In this workshop, we'll look closely at the BIA process from an IT perspective to learn how to take the BIA results and use them to support the IT DR program. By supporting the BIA process before, during and after, IT can profit greatly from valuable data and information to support RTO/RPO alignment, recovery plans, and strategies.

We will discuss how IT can use what they've learned during the BIA process about enterprise operations and the concerns of their business partners to examine and understand the business rationalization for recovery time and point objectives; to explore how their needs are (or are not) being met by IT; to identify and explain any technical limitations to meeting the desired RTOs and RPOs; and to align business goals and IT strategies.

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

www.drj.com/springworld



Sunday Workshop Session 3



*Ken
Schroeder
PPBI*



*Deidrich
Towne, Jr.
PPBI*



*David Ziev
PPBI*

Workplace Violence – What Happens When the Shooting Starts?

This session focuses on an workplace violence 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.

You will learn the following during this session:

- The different types of workplace violence 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

Workplace violence 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.

Sunday Workshop Session 4



*Ron LaPedis
Micro Focus*

Business Continuity – Blowing up the Box

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.



March 25, 2018 1:00 – 3:30 p.m.

SESSION LIMITED TO 200 PARTICIPANTS.

Sunday Workshop Session 5



*Jim
Satterfield
Firestorm*

Meet the Hacker Exercise

Please join us to participate in an exclusive, hands-on DRJ exercise event to test and benchmark your knowledge and plans with your peers along with a team of industry experts against an "Ethical Hacker." The hacker will conduct live demonstrations, using actual techniques and tools, while you engage in trying to mitigate these activities and impacts while responding to the escalating crisis and security elements in real time.

How do you know? What do you do? What do you say?

In today's reality, everyone, regardless of job title, can benefit from improving cyber preparedness and response related to cyber risks and security threats, including crisis management, business continuity, disaster recovery, security and IT professionals. This event is intended to address the needs of each group, simultaneously.

Advance registered participants will receive exercise information directly prior to the DRJ conference for their review and preparation, as well as a post exercise brief for their use after the DRJ Conference.

This unique opportunity to spend time with a hacker in a 2.5-hour live simulation is intended to allow attendees to experience a series of cyber security incidents leading up to and including a data breach and physical security exposures while interacting directly with the hacker to discuss risk management techniques and brand exposures.

The participants will leave with tangible action items that can be implemented into your crisis, continuity and disaster recovery plans.

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

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.

Register by Jan. 24, 2018 and SAVE \$200

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

Spring 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.

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.

General Session 1

8:15 a.m. – 9:15 a.m.



Karyn Buxman
TEDx speaker

High Performance Humor for Proven Leadership

High performers—in business and life in general—have something in common: they understand that applied humor is an important trait for effective leaders. Churchill, Kennedy and Reagan were all masters at using wit on the world stage; the characters in M*A*S*H used gallows humor to retain their sanity amid horrendous conditions; and you can learn how to use humor more effectively for heightened performance, and greater quality of life. People who master High Performance Humor™ expand their influence, create stronger relationships, and boost their resilience. Karyn Buxman brings 30 years of research, study and application to people worldwide. “Karyn presents insights cleverly disguised as humor.”

Karyn Buxman is a TEDx speaker, successful author, and neurohumorist (she lives at the intersection of humor and the brain.) A pioneer in the emerging science of applied humor, Karyn helps high performers expand their influence, strengthen their relationships, and boost their resilience. Karyn is serious about humor!

Monday, March 26, 2018

General Session 2

9:30 a.m. – 10:30 a.m.



Daniel Graff-
Radford
OnSolve



Ann Pickren
OnSolve

Building Global Resilience for Your Organization



This session focuses on the international evolution of business continuity planning, beginning with identifying and mitigating risks unique to global expansion. With a panel of experienced practitioners from multinational corporations, the session will detail important, but sometimes overlooked, considerations for building a successful global business continuity program. Any organization with current or planned locations outside of their headquarters country will benefit from the experiences shared in this interactive panel discussion.

Daniel Graff-Radford is Chief Product Officer at OnSolve.

Ann Pickren currently serves as the President, Commercial for OnSolve, LLC.

General Session 3

10:45 a.m. – 11:45 a.m.



Heather
Merchan
BCI US
Chapter
President



Linda
Gerull
CCSF- DT

Leadership Perspectives – your questions answered



DRJ has assembled a panel of senior leaders representing a broad spectrum of organizational resilience roles to share insights and answer your questions. The session will comprise three key themes: (1) Evolving trends and 2018 priorities. (2) Leadership - gaining buy-in and demonstrating the value of your program. (3) The skill-set of our future industry leaders; what executives are looking for when identifying high-potential talent.

This is your opportunity to raise questions that you may not have a chance to ask. Our panel will provide insights to aid you in navigating the industry, your organization and your career. Join us for a lively debate – we challenge you to identify an action to evolve your program or skill-set as a result.

Email your questions in advance to Patti Fitzgerald, the DRJ Conference Director, at patti@drj.com.

Heather Merchan, BCI US Chapter President (**Moderator**)

Linda Gerull, CIO & Director - San Francisco's Dept of Tech

Jackson Muhrwe, Director of Cybersecurity and Interim CISO - City and County of San Francisco Dept of Tech

Joseph Easter, Operational Risk Management - Capital One

Frank Lady, SVP - Business Continuity for a Fortune 50 Financial Institution



Joseph
Easter
CapitalOne



Frank Lady
BCI US
Chapter
Secretary



General Session 4

8:15 a.m. – 9:15 a.m.



Regina Phelps
EMSS

How Do You Get Ready For An 8.0 Earthquake? Learn How Bank of Peru is Doing it

Peru is one of the most seismically active countries in the world. Peru's National Civil Defense Institute forecasts up to 50,000 dead, 686,000 injured, and 200,000 homes destroyed if Lima (the nation's capital) is hit by a magnitude 8.0 earthquake. Lima is home to a third of Peru's population, 70% of its industry, 85% of its financial sector, its entire central government, and the majority of Peru's international commerce.

A Central Bank is essential for a country's financial system and health. They do this by controlling the monetary policy of the country and work closely with bank regulators, the Ministry of Finance, and the commercial banks and markets. Because of these critical roles, it is essential that the Central Bank is functional after any major crisis.

Attend this session and learn how the Central Bank of Peru is readying itself and working with the financial system of the country to prepare for a major quake.

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

Marco Granadino is Head of Risk Management for the Central Bank of Peru.



Marco Granadino
BCRP

General Session 5

9:30 a.m. – 10:30 a.m.



Robert Chandler
Lipscomb University

Building Resiliency with Proven Effective Leadership

Leadership is the most influential and critical element of successfully managing a disaster or crisis. Effective leaders have the necessary knowledge, skills and abilities to inspire and impact their employees, customers, clients and other constituents. A good leader understands the core mission and objectives, as well as the mission critical actions, plans and goals for effective crisis management. Proven effective leaders turn challenging situations into success opportunities.

This general session calls our attention to key leadership traits, skills and abilities. It briefly reviews the marks and characteristics of effective leadership which can apply at the executive level down through localized team managers.

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 6

10:45 a.m. – 11:45 a.m.



Ronald Plummer
Orange County Fire Rescue

Lessons Learned from hurricane Irma & other local crisis events

2017 proved to be a banner year for disasters. Wildfires and mudslides on the West Coast, Hurricane Harvey in Texas, Irma in Florida, and Maria in Puerto Rico, just to name a few. Hear how the high-level activities taken by the Federal, & State, Emergency Management Agencies, volunteer organizations (VOAD), and local businesses responded to these unprecedented events. Learn how they responded to the needs of the citizens within their communities. The Orange County Office of Emergency Management will share the lessons learned during Hurricane Irma... and tips on how to prepare now to combine forces between business, the community, and agencies to be prepared for the next event.

Ronald Plummer is the Emergency Manager for Orange County. He oversees the County's emergency management programs readiness for all-hazards.

Conference Schedule

Sunday, March 25th

Pre Conference Courses	8:30 a.m. - 11:30 a.m.
Onsite Registration Opens.....	10:00 a.m. - 7:00 p.m.
Sunday Workshops	1:00 p.m. - 3:30 p.m.
Refreshment Break.....	3:30 p.m. - 4:00 p.m.
Solutions Track.....	4:00 p.m. - 5:00 p.m.
Exhibit Hall Opens	5:00 p.m. - 7:00 p.m.
Welcome Reception	5:00 p.m. - 7:00 p.m.
Product Demos	5:30 p.m. - 7:00 p.m.

Monday, March 26th

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

Tuesday, March 27th

Networking Breakfast	6:45 a.m. - 8:00 a.m.
Registration/ Info Desk Open.....	7:00 a.m. - 5:30 p.m.
Breakout Track 4	8:15 a.m. - 9:15 a.m.
Breakout Track 5	9:30 a.m. - 10:30 a.m.
Breakout Track 6	10:45 a.m. - 11:45 a.m.
Exhibit Hall Opens	11:00 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Exhibit/Product Demos.....	11:45 a.m. - 1:30 p.m.
Breakout Track 7	1:30 p.m. - 2:30 p.m.
Refreshment Break in Exhibit Hall	2:30 p.m. - 3:00 p.m.
Workshop Track	3:00 p.m. - 5:30 p.m.
Exhibit Hall Closes.....	3:00 p.m.

Wednesday, March 28th

Networking Breakfast	6:45 a.m. - 8:00 a.m.
Information Desk Open.....	7:00 a.m. - 12:00 p.m.
General Session 4	8:15 a.m. - 9:15 a.m.
General Session 5	9:30 a.m. - 10:30 a.m.
General Session 6	10:45 a.m. - 11:45 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Post Conference Courses.....	1:30 p.m.

REGISTER ONLINE TODAY!

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BREAKOUT TRACK 1

Monday 1:30 – 2:30 p.m.

Breakout Track 1 – Session 1



Ann Hawkins
Capital One

Resiliency for a 'Cloudy' World – Regulations, Recovery, and Risk Management in the Cloud

It's a 'Cloudy' World and here at Capital One, we are transforming banking for the age of technology. Engineers design innovative and secure solution built solely in the cloud to provide customers with a best in class digital experience.



Jeff Wells
Capital One

In our Cloudy world, IT disaster recovery and IT service availability have converged. Unplanned service downtime must be eliminated for the most critical systems as business expectations are constantly rising. In our world, the cloud brings the promise of more reliability and simpler disaster recovery.

This presentation showcases how Capital One is harnessing the capabilities of the cloud to deliver products and services that are always on.

Ann Hawkins is a Director of Resiliency and Recovery in the Shared Technology organization at Capital One.

Jeff Wells is a Sr. Manager, Software Engineer of Resiliency and Recovery in the Shared Technology organization at Capital One.

Breakout Track 1 – Session 2



Natalie Jones
Ameren Corporation

Understanding the Crisis Timeline – What Happens Between the Point of Interruption and Business Resumption?

Following a business interruption, whether due to a specific local incident or large-scale crisis, there are critical actions that must take place and critical players with responsibilities that must be in position to move through business recovery to get back to normal, or a new normal. Getting a clear understanding of these critical actions and responsibilities to restore your business after a significant interruption is key to your continued success and sustainability. Join this session to learn what's required to successfully move your critical business operations from the point of interruption to business resumption in an effective and orderly manner.

Natalie Jones is a Master Business Continuity Professional (MBCP) and a 24 year veteran in Business Continuity.

“Great networking, overall timely topics. DRJ conferences are the premier BC/DR conferences available. Again, thanks for a great job!”

— Doug Boser

Breakout Track 1 – Session 3



David Hunt, CPP
Homeland Security Consulting, LLC

Nuclear and Radiological Incident Preparedness

This breakout track is designed to provide continuity planners with factual information on the effects and impacts of improvised nuclear detonations and radiological incidents, with a focus on measures to protect their workforce if such an incident were to strike near their facility. This session will cover the differences in radiological incidents and nuclear detonations, including sheltering and evacuation considerations, and how to reduce radiation casualties. Through pre-designating safe shelter areas, providing simple training, and utilizing existing emergency preparation efforts, many lives can be saved. The session will also briefly cover the effects of a high-altitude nuclear detonation, and how that may impact utilities and critical infrastructure partners. Reference materials and training material links will be provided.

David Hunt, CPP®, the principal for Homeland Security Consulting, LLC is a national expert in the field of emergency response with a 30 year background in law enforcement, terrorism response, fire/arson/explosives investigation, hazardous materials response, and emergency medical response.

Breakout Track 1 – Session 4



Lisa Lohr
SunTrust Bank

Third Party Governance

Our presentation provides insight into how SunTrust manages the reviews of Third Party providers. It will be presented in a way that non-financial companies could utilize this information for their own programs. Below are the basic categories for the presentation:

1. Know the goals of senior management (and how to convince them of the necessity of doing Third Party provider reviews). FFIEC, Appendix J, and other guidelines/requirements.
2. Create Third Party governance procedures.
3. Identify other internal groups required (Risk Management, Legal, Compliance, Purchasing).

And many more topics will be presented.

Lisa Lohr has 11 years in Risk Management with Central Fidelity Bank, Richmond. 20 years in Business Continuity at SunTrust Bank, Richmond. Obtained CBCP in 2005.

Teresa Brightly is Vice President and Senior Business Recovery Analyst with SunTrust Bank.

Breakout Track 1 – Session 5



Jordan Crotty
Federal Home Loan Banks

BCP and InfoSec: Building a Robust Partnership

If you can't be confident in the confidentiality, integrity, or availability of your data and applications, Business Resiliency is hard to achieve. Partnering Business Continuity with Information Security allows organizations to better recognize, analyze, and address risks with a shared objective of ensuring business continuity. Jordan Crotty and Kimberly Sims work together in a highly-regulated environment, combining their subject-matter expertise and business responsibilities to better assess cyber risk, general IT Risk, and vendor risk, and to develop mitigation strategies and incident response plans to respond to these risk. The presenters will share how they have structured their partnership to utilize the strengths of BCP and InfoSec to the mutual benefit of both disciplines.

Jordan Crotty is a Business Continuity professional who has years of experience in implementing and developing Business Impact Analysis, Risk Assessments, Business Continuity Plans, Emergency Notification programs, and Business Continuity Training programs.

Kimberly Sims has been with the Federal Home Loan Banks - Office of Finance (OF) since 2007 and is currently the Director, IT Security and Networking / Independent Security Officer.



Kimberly Sims
Federal Home Loan Banks

BREAKOUT TRACK 2

Monday 2:45 – 3:45 p.m.

Breakout Track 2 – Session 1



Impact Based Exercising

Why start from scratch every time you need to exercise? We have developed 9 impact based scenarios that can be used individually or in combination to create many other scenarios. As standalone exercises, each is about 45 minutes in length. These scenarios are higher level and can be used as exercises or brainstorming for groups that have not yet fully developed their plans. All scenarios will be provided to DRJ attendees.

Allison Sohmer has worked as a Systems Engineer for Lockheed Martin for 34 years.

Jeremy Adkins has been with Lockheed Martin for over 16 years and is currently the Project Manager for Enterprise Business Continuity (BC) and IT Disaster Recovery (DR) Governance.



Jeremy
Adkins

Lockheed
Martin
Corporation

Breakout Track 2 – Session 2



Year One BCP/CM Lessons Learned

Having moved into the corporate world last year and starting a global BCM from essentially scratch has been a challenging and interesting experience. My team spent this year launching new software, writing scopes, getting buy in, and rolling these out to MFG and Non MFG sites in a fast paced and challenging environment of a Fortune 500 company.

For this presentation, I will provide challenges that I've had getting buy in, launching a new software, scoping sites, conducting a BIA, creating CM exercises, and much more. Once I've presented these challenges, I will discuss the plans I put into place the second year to repair these bridges and create a strong BCM and CM program for the next fiscal year.

In conclusion, I will present my "Three Tier's of BCM" for a Global Program.

With more than 10 years in the Risk and Continuity industry from the military, Michael has transitioned into the Corporate BCM/CM role in the last year.

Michael
Quam

Micron
Technology

Breakout Track 2 – Session 3



Hurricane Maria: A Private Sector Real-World Approach to Disaster Recovery

Learn how an international corporation approached recovery in Puerto Rico to assess critical infrastructure damage, locate missing employees, and recover operations in less than 3 weeks. This presentation will discuss a real approach to immediate disaster response with limited infrastructure in an unpredictable environment.

Meg Nash, MPH, has over twenty years of emergency management and business continuity experience, having worked responses to emerging public health threats, like H1N1, Ebola and Zika.

Meg Nash

FireLily
Foundation

Breakout Track 2 – Session 4



Anya
Fleischer
Autodesk Inc.

Emergency Notification System – Implementation Strategy

Have you considered implementing an emergency notification system (ENS) at your company? Communication is critical, and having a robust ENS can significantly help your organization succeed in a time of incident or crisis. However, given the multitude of vendors and options, it's easy to get overwhelmed with the process. We will discuss what to look for in a solution, defining the optimized business requirements and ultimately determining the right fit for your company. In this session, we will explore building a business case and a road-map for implementation; which includes your key stakeholders and partners, system integration strategies, legal considerations, global and cultural perspectives, creating buy-in, and other critical requirements for a value-added ENS. Attendees will leave the session with a checklist that they can use to start their own brainstorming process.

Anya Fleischer is a Risk Manager at Autodesk Inc. Anya has extensive experience in business continuity and risk management. At Autodesk, Anya leads Global Business Continuity Program and enables collaboration with teams representing critical business functions manage, mitigate and respond to risks.

Breakout Track 2 – Session 5



Mark Carroll
Income
Research



Steve O'Neal
Rentsys
Recovery
Services

How to Reach BC Maturity Using Physical Fitness Principles

When it comes to being resilient, the business enterprise functions as an organism, much like the human body. Just as people often develop unrealistic expectations of their bodies while working toward physical health, corporate management tends to develop an extreme idea of what a business continuity (BC) program should look like. The result is that you, as the BC planner, feel the need to take your recovery program to extreme levels, often at the expense of other business initiatives. However, a doctor doesn't care if you look like a bodybuilder; they want you to be healthy. Similarly, auditors and regulators don't care if your BC plan is perfect; they want your business to have an effective, tested program.

There is no perfect regimen for a healthy lifestyle, and there is no perfect BC template. A healthy lifestyle requires a proper balance of sleep, diet, exercise, medical attention, etc. In the same way, an effective BC plan should balance ongoing business needs, enterprise risk management, continued resilience and recovery. This presentation will discuss strategies for integrating these elements and for identifying benchmarks that indicate you're heading in the right direction.

Mark Carroll has over 30 years of experience in Business Continuity, Risk Management and Information Technology in a variety of diverse environments and disciplines at levels that have ranged from technician to senior executive.

Steven O'Neal is the disaster solutions architect for College Station, TX-based Rentsys Recovery Services, where he is responsible for developing and executing industry-leading recovery solutions for various businesses that have experienced disasters.

"This is my first conference and it was very informative and enjoyable. Great job! I will be back!"

— Bill Kaegy

BREAKOUT TRACK 3

Monday 4:15 – 5:15 p.m.

Breakout Track 3 – Session 1



Ramesh
Warrier
eBRP

Breaking down the Business Continuity and Cyber Security Planning Silos

Efficient Response and Recovery Plans are critical elements of Cyber Security response. Plans, tasks that are buried in peoples heads or in three ring binders, do not constitute an efficient Incident Response. Having the information for executives to make the right decisions, facilitating collaboration between various constituents and the ability to Monitor, Measure and Manage are all elements that make response and recovery viable and effective. Having worked with many enterprises our subject matter experts will help break down the silo between Business Continuity and Cyber Security Planning.

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

Breakout Track 3 – Session 2



David Halford
Fusion Risk
Management

How to Enhance Program Success by Incorporating Vendor Risk and 3rd Party Governance

Several regulatory bodies have identified Vendor Services and Third Party Service Providers as areas that require a renewed focus. How can practitioners succeed? Provide a clear framework and methodology to identify, measure, monitor, and mitigate risk beyond the traditional BIA. This session outlines how you can provide greater organizational value by incorporating Third Party/Vendor Risk into your BCM program.

David Halford, Director of Advisory Services at Fusion Risk Management.

Breakout Track 3 – Session 3



Peter
Schulz
IBM

Cyber and Application Resiliency Orchestration: Fast Incident Recovery in the Cloud

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. Is your resiliency program able to keep current with these rapid changes? Do your disaster recovery plans protect you from Cyber Attacks? The framework of a modern resiliency program is best constructed with agile principles, orchestrated to unique objectives, managed with transparency, and audit able for compliance. During this session we'll discuss how predictive and pro-active resiliency program with cognitive, orchestrated and automated backup, and disaster recovery solutions can keep your brand reputation safe and your clients satisfied.

Peter Schulz is a product management leader for Resiliency Orchestration. He has over 20 years of experience in the enterprise software space.

Breakout Track 3 – Session 4



Frank
Perlmutter
Strategic
BCP

A Case Study: How My BIA Made Me a Rock Star

Over the past several years some have bashed the BIA, questioning its overall value to their BCP; done wrong, the BIA is at best valueless and at worst, corrupting the foundation of your program. In this session we will explore ISO 22317's (the BIA standard's) guidance, examine the common pitfalls of the traditional BIA, define true BIA best practices, and lay out a step-by-step path for performing a BIA that will provide a superior foundation for every BCP and deliver success with your customers and executives

Frank Perlmutter, CBCP, MBCI, founder and president of Strategic BCP.

Kimberly Lawrence is the Resiliency Program Manager at Umpqua Bank.



Kimberly
Lawrence
Umpqua
Bank

Breakout Track 3 – Session 5



The Business Continuity Institute: Tell Me More



Are you taking advantage of the complimentary Business Continuity Institute (BCI) affiliate membership offered at DRJ Spring World? Unsure what the BCI does or can offer to you?

Established in 1994, the BCI has gained a reputation as the leading global membership and certification organization for business continuity professionals.

This BCI Board will provide an overview of the BCI, certification, membership grades, professional development opportunities, member value, and benefits you will gain from active membership.

You will leave this session armed with an understanding of the BCI, what it can offer you, and how to take the next steps.

Heather Merchan - BCI US Chapter President

Alice Kaltenmark - BCI US Chapter Vice President

Frank Perlmutter - BCI US Chapter Treasurer

Frank Lady - BCI US Chapter Secretary

BREAKOUT TRACK 4

Tuesday 8:15 – 9:15 a.m.

Breakout Track 4 – Session 1



Tamara
Zinn

Stop Dreading and Start Living Business Impact Analysis (BIA) ... A Heretics Approach

During this interactive session, we will explore an approach to creating a living breathing BIA process. By leveraging techniques that embed key data points into our plans, we evolve our BIAs into user friendly workflows and add creative intake methods that allow us to focus on fortifying plans based on what's new or changing, lessons learned, and our firm's risk appetite. These relatively simple techniques can be implemented using basic tools like Word and Excel or many vendor solutions.

Tamara Zinn is a seasoned BR/DR veteran with over 10 years' experience in Crisis Management, Business Continuity and Operational Risk Management. Her role has included the implementation and benchmarking of a firm-wide business continuity platform, for a major Financial Investment firm.

Breakout Track 4 – Session 2



Barney
Pelant

Work-At-Home: The New Recovery Panacea?

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 and Associates, LLC (www.bfpelantassoc.com). His professional background includes more than 35 years focusing on Business Continuity Planning, disaster prevention and recovery.



Register by Jan. 24, 2018 and SAVE \$200

www.drj.com/springworld

Breakout Track 4 – Session 3



John Liuzzi
Southern
Glazer's
Wine and
Spirits

Resiliency Leadership: 'The Only Easy Day Was Yesterday'

What does it take to be a Business Continuity leader in today's world? With the frequent and seemingly endless occurrences of natural and man-made disasters, the demands of leading an effective Business Continuity Program are more challenging than ever before for anyone in any organization no matter how big or small.

How do they do it? This informative session will discuss easy to understand principles, concepts, and best practices that have been adopted by the world's leading organizations in order to develop and sustain an effective resiliency based Business Continuity Program. Most importantly, this session will present a real-world case study on how these principles were applied and put to the test in the fall of 2017 when six major disaster events occurred over a two-month period impacting the business and challenging the leadership of one of America's most successful and admired organizations.

Learn how the tenets of leadership, preparedness, and resiliency were leveraged during these catastrophic disaster events to support the organization's both humanitarian and business recovery efforts across six geographic regions. This session will also feature insights on how to drive the business transformation process that can help your program achieve world-class Business Continuity results by adopting resiliency initiatives.

John Liuzzi is a senior level executive with over 30 years of management experience in both the public and private sectors.

James Holt is an Executive Vice President for Continuity Logic, A Gartner Magic Quadrant Leader in Business Continuity Management Planning.



James Holt
Continuity
Logic

Breakout Track 4 – Session 4



Mary Herbst
Best Buy

Managing UP During a Crisis

Events can happen on any day at any time. Hurricanes Harvey and Maria, workplace shootings, employee family crises, to name just a few of the events managed by your Incident Command Team or ICT. Coordination of decision-making and monitoring teams in action is a key part of the job as well as handling the communications, expectations, and requests of Senior Leaders.

In this presentation, hear from Mary Herbst, Best Buy's Enterprise Business Resiliency Director, from her many years' experience at a variety of organizations how she and her Incident Command Team have learned through live 'fire drills' how best to keep executives engaged and supportive. Mary will be joined by Scott Ream, CEO and President of Virtual Corporation who will add his incident command experience to the discussion.

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

Scott Ream founded Virtual Corporation in 1994 specifically to assist organizations with implementation of appropriately scaled, sustainable business continuity programs.



Scott Ream
Virtual
Corporation

Breakout Track 4 – Session 5



Emergency Communications: BCI Annual Report and Practitioner Perspectives



Is your organization appropriately equipped, rehearsed and ready to issue emergency communications, and to receive responses back? Can you account for your people when concerned for their safety?

BCI Board members will review the highlights of the annual BCI Emergency Communications report, and engage a panel of practitioners to share insights and lessons learned from implementing the solutions.

You will leave this session armed with key themes, facts and figures from the BCI Emergency Communications Report, along with tips and insights from fellow practitioners to aid you in evaluating and enhancing the effectiveness of your own capability.

Heather Merchan - BCI US Chapter President

Alice Kaltenmark - BCI US Chapter Vice President

Frank Perlmutter - BCI US Chapter Treasurer

Frank Lady - BCI US Chapter Secretary

BREAKOUT TRACK 5

Tuesday 9:30 – 10:30 a.m.

Breakout Track 5 – Session 1



Dominic
Abram
Optum

Preparing for a BC Management System Upgrade

Time to upgrade your business continuity management tool, do you want to upgrade your processes, too? Are the future needs being considered as you evaluate your program? Is this new tool the chance you've waited for to improve your program? This session describes how to take advantage of the opportunity to update your program's processes, procedures, and reporting as you move to your new system.

Dominic Abram is a senior business continuity analyst with Optum, a UnitedHealth Group company.



Kelly Guthrie
Optum

Kelly Guthrie is a senior business continuity analyst with Optum, a UnitedHealth Group company.

Breakout Track 5 – Session 2



Jason
Russell
Firestorm
Chief
Security
Officer

Active Shooter – What Do You Need To Do Before, During, and After An Active Shooter Event

The 2017 mass shooting event in Las Vegas combined with growing workplace violence and terrorism threats increases exposures for everyone whether at work, home or at an event. How do you reduce the risk? How do you train your people? Attendees will learn new techniques from retired Secret Service Agents. Attendees will learn how to identify behaviors of concern, determine threat levels, understand evacuate, secure, and confront techniques, and identify how to manage post event issues.

Jason Russell is the founder, President and Chief Executive Officer of Secure Education Consultants, LLC (SEC). He is the Chief Security Officer for Firestorm Solutions.

Breakout Track 5 – Session 3



Kevin Hall
Resolver

Lessons Learned in the Aftermath of Hurricanes Harvey and Irma

Hurricane season showed its might in late August and September of 2017. While most people will never experience a single hurricane in their lifetime, some organizations dealt with four hurricanes in almost as many weeks. Hurricanes Harvey, Irma, Maria and Nate wreaked havoc and were some of the strongest storms in recent history. Together, they caused significant damage and widespread devastation across the United States and Central America. This session will share the lessons learned from 2017's hurricane season and examine how corporations successfully (and not so successfully) prepared for the storms. We'll profile some publicly praised companies and share real-world examples of what to do, and what not to do in the aftermath of a natural disaster.

Kevin Hall is the General Manager of Business Resilience at Resolver and the former President of Global AlertLink (acquired by Resolver).



Breakout Track 5 – Session 4



Emotional Intelligence: A Must Have Skill for Excellence in Leadership and Resilience

Keith Frederick

Duke Clinical Research Institute

Emotional Intelligence (EQ) is a critical determinant of your ultimate success or failure. To be an exceptional leader, you must have a solid understanding on how your emotions and actions affect the people around you. In this session, you will learn how to apply emotional intelligence concepts to help you know and manage your emotions, recognize and understand the emotions of others, overcome stress in the moment, strengthen relationships, and develop a winning edge.

Keith Frederick, AFBCI, CBCP, CHEP is the Head of the Organizational Resilience Program for the Duke Clinical Research Institute at Duke University.



Breakout Track 5 – Session 5



GDPR and Business Resiliency – What You Need to Know

Dan Minter
RSA

Attend this session to learn more about the General Data Protection Regulation – better known as GDPR, and its implications on business resiliency, information management, disaster recovery and risk management. Learn how data protection, privacy and resiliency processes must interact as your organization plans for this milestone regulatory requirement.

Dan joined the RSA sales team in August of 2016 after 17 years in Business Continuity Management covering North America, Asia, Europe, and South America.

BREAKOUT TRACK 6

Tuesday 10:45 – 11:45

Breakout Track 6 – Session 1



'Can We Trust These Guys?' A Tool For Measuring Relationship Risk

Greg Christian
Oracle Corporation

The "Enterprise Trust Scorecard" is such a tool. In this session the audience will learn how to construct, use, and customize an "Enterprise Trust Scorecard" to produce a "Trust Quotient" representing the trust level in any business relationship- proposed or existing. The tool is a framework that can be adopted as presented, or customized to consider aspects specific to any line of business.

Participants will leave with an actionable method of answering the question: "Can we trust these guys?"

Greg Christian has over 20 years experience in varied risk management disciplines. Beginning with roles in Occupational Safety and Health consulting across a broad spectrum of manufacturing industries.

Breakout Track 6 – Session 2



Develop a Successful Crisis Management Program for Your Organization

Regina Phelps
EMSS

How does your organization manage an overall incident? Who is in charge? What are the triggers for activating the crisis management team? What is the communication flow? Crisis management brings together all of the silos within a company (emergency response, disaster recovery, business continuity, and crisis communications) for one comprehensive response to an event. This presentation will give you practical information and basic tools to develop and/or refine a crisis management program for your company.

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.

Breakout Track 6 – Session 3



Dan Perrin
Regus

2017 Hurricanes Case Study: Impact of Business Recovery Planning and Testing

Test. Learn. Evolve. Hurricanes caused massive flooding, affecting both residents and businesses in Texas, Florida, Puerto Rico, and the Virgin Islands. The best organizations had multi-faceted recovery options which allowed for direct interaction with team members, suppliers and clients. We will explore the testing and planning methods used by these well-organized firms as they navigated these devastating events and were able to continue operations with virtually no downtime.

Dan Perrin is the Global Solutions Director at Regus.

Breakout Track 6 – Session 4



John Robertson
BC/BS of South Carolina

RTO/RPO: How to Apply Them to Ensure you Meet Your Obligations

Review the basis of DR planning. Review DR Plan content and how important the information is and how to access at time of disaster. Review RTO/RPO, what they mean and how to they apply to ensure you can meet your obligations.

John Robertson has been involved in DR in various aspects for about 25 years. He received his DRII certification 19 years ago. John has written 75-100 DR Plans and have participated in numerous exercises and has been involved in development of DR Plan repositories.

Breakout Track 6 – Session 5



Ted Brown
KETCH Consulting



Linda Gerull
CCSF- DT

Active Hacker or Active Shooter – Both Put Your Organization at Risk

Learn what The County and City of San Francisco Department of Technology (CCSF-DT) put in place to protect their people from Workplace Violence, protect data from Cyber Attack and the next line of Defense – their COOP (BCP) Plan.

This session, led by these City leaders will discuss the importance of COOP (BCP) for IT, how the COOP (BCP) work was done on time and on budget. The WPV program, Cybersecurity efforts, and all the other ancillary operational improvements that were made; including mitigation and the other actions taken.

Ted Brown, MBCI, CBCP, CBCV President and CEO of KETCH Consulting, is a recognized Crisis Management and Business Continuity industry leader.

Linda Gerull is San Francisco's Chief Information Officer and Director of the Department of Technology.

Kamroonbanu Mohideenbasha leads the Business Continuity/ Disaster Recovery and Emergency Response for City and County of San Francisco - Department of Technology (DT).



"Great conference. Really enjoyed all of the networking opportunities before, during, and after sessions."

— Terri Chapman

BREAKOUT TRACK 7

Tuesday 1:30 – 2:30

Breakout Track 7 – Session 1



Any Job is Easier With the Right Tool!

Denny Hodge
Transamerica

As BCM gets more complex, combining risk, security and traditional business continuity activities, our work becomes more difficult... unless you have the right tools to manage the job. In this session, we'll take a look at selling the need for a solution (or new solution) to key decision makers, determining business needs/requirements for the new tool, completing a Market Review to identify the best candidates for your situation, turning requirements into an RFP, selection meetings – who to involve, what to include, making the final decision and the Procurement Process, and implementing the tool in your environment. Our discussion will not reference any specific vendor or type of solution, but rather will provide a clear methodology you can use to choose and implement the right tool.

Denny Hodge, MBCP, has nearly 20 years in the Business Continuity field, including work in the telecommunication, public transit and insurance/financial services industries.

Breakout Track 7 – Session 2



Data Mining in Business Continuity

Christopher
Duffy
Strategic BCP

Most organizations are laser focused on building their business continuity plans or ensuring compliance. Unfortunately, many often do not realize the value in their data.

"Big Data" is a hot topic within organizations. Analyzed correctly, this data enables them to provide a foundation for making competitive and strategic decisions. The value of "Mined" information is far outside of BC and DR. Yet, using the right methodologies can be harnessed to deliver superior value to your organization.

This session will help you transform from a data gatherer into a "Big Data" analyst. We will focus on real-life case studies from organizations who have utilized Big Data driven through their BCM program.

Christopher Duffy (CISSP) is vice president and chief innovation officer at SBCP

Breakout Track 7 – Session 3



Resiliency, Sustainability and Preparedness... Building an ITDR Strategy That Your Executive Team Can Buy Into

Jeff Ton
Bluelock



Patrick
Spencer
Bluelock

Focusing on the hypothesis that your DR strategy is only as good as your executive team wants it to be, this session will discuss the following to help you communicate why and what changes are needed to ensure your ITDR strategy is sustainable against threats that lie ahead.

- Protecting your organization's brand and reputation
- Client Demand
- How can client demand help you improve your ITDR strategy?
- The right approach – It's not just about training your employees or building out your 2nd data center. It's about understanding the business needs, focusing on your client's expectations, priorities and requirements.

Jeff Ton, Executive Vice President of Product and Service Development

Patrick Spencer, Regional Sales Executive

Breakout Track 7 – Session 4



Stephanie
Balaouras
Forrester

The State Of Business Continuity

This session will discuss the current state of business continuity including changes in mission and priorities, organizational structure, staffing levels etc. as well as best practices in planning, workforce continuity, communication, exercises, and lessons learned from plan invocations. The session will use benchmark data from the annual Forrester and Disaster Recovery Journal joint survey on industry trends and market maturity.

Stephanie Balaouras, VP and Research Director for Security and Risk at Forrester

Breakout Track 7 – Session 5



Ann Pickren
OnSolve,
LLC

Great Expectations – The Myths and Realities of Communicating in Crisis



The events over the last 12 months have reinforced what we all know – communications during a crisis are critical; the events may be widespread or localized; and the event may impact people outside of your organization. In our connected world today, expectations for timely and accurate communications run high, but when a crisis looms, or impacts your normal business environment, the scrutiny and expectations are even more accentuated. Join us as we discuss key concepts related to critical elements of a crisis communication strategy such as data efficacy, content control, initiation and approval. We will look at some foundational concepts that are based on incorrect assumptions and learn the realities of key components that should be considered in building a strong communication program that will stand strong in times of crisis.

Ann Pickren currently serves as the President, Commercial for OnSolve, LLC.

Mark Scully serves as the VP – Customer Success for OnSolve, LLC.



TUESDAY WORKSHOPS

March 27, 2018

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

Tuesday Workshop Session 1



You're Next! Get Ready by Conducting a Cyber Breach Exercise

Regina Phelps

EMSS

The number of major cyber-breaches that have occurred in the past few months is mind-boggling. The Equifax hack alone affected over 143 million Americans; that number represents all of the people working in the labor force! In spite of all of these incidents, 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 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 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 exercise 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



Phil Lambert
Ripcord

People Not Paper: Resiliency Begins With Training

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.



Tuesday Workshop Session 3



Steven Goldman

Steve Goldman Associates

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

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
- Exercise Planning Checklist.

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

“First time attending the conference. I obtained a wealth of information and looking forward to attending in the future.”

— Sherrill Wheeler

Tuesday Workshop Session 4



Superhero Leadership: A Crisis Leadership Development Workshop

Robert
Chandler

Lipscomb
University

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, as well as the situation contingency actions plans and goals of effective crisis management. Despite this seemingly obvious fact – many employees including executives and managers remain under-prepared to function as super leaders during urgent situations.

This interactive learning workshop focuses on “Superhero Leadership” knowledge, skills and abilities. It is appropriate for anyone wants to improve their crisis leadership capabilities either for their current position or as professional development skills building to help them advance to the next level. The course would benefit leaders of every experience level and any assigned role.

The workshop will cover topics such as:

- Review the traits, characteristics, and factors of superhero leadership.
- Reflection and self-assessment processes
- Identify key focal areas for improvement in superhero leadership knowledge, skills and abilities.
- Create a personalized superhero leadership road map to more effective leadership skills and abilities.
- Applications to develop ability to recognize and critically evaluate superhero leadership in action.
- Case studies for analysis and discussion.

Superhero leaders are defined by their abilities and actions, not their titles or positions. 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 C. 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



Short or Detailed COOP ... Your Choice?

Linda
Hanwacker

The LSH
Group, LLC

Does your organization need a simple or more detailed Continuity of Operations Plan (COOP)? What determines how much detail you should include in a COOP? What approach is best for your organization. What templates are beneficial in creating a simple COOP or a more detailed COOP. The COOP is designed to ensure stability and continuation of essential program services to the public during a wide range of potential events. What information is required, what methodology to consider and what templates to apply in creating a successful COOP is the focus of this workshop. Furthermore, planning for major disasters is important. Unfortunately, the less severe emergencies that might occur more frequently are often overlooked. These minor or more frequent events can wreak havoc on an agency's ability to continue operations. The COOP specific objectives that will be addressed are:

- To ensure the continuous performance of essential functions during an event
- To ensure employee safety
- To protect essential equipment, records and other assets
- To reduce disruptions to operations
- To minimize damage and losses
- To achieve an orderly recovery
- To identify relocation sites and ensure operational and managerial requirements are met before an event occurs

This workshop focuses on these specific objectives of COOP planning and provides an approach of the necessary information required for a custom COOP.

Linda Hanwacker is CEO/Founder of The LSH Group, LLC. The LSH Group is a professional services group for Business Continuity (BC), Continuity of Operations (COOP), Emergency Management (EMP) and IT Disaster Recovery (DR) Preparedness Planning. The LSH Group holds two Florida State Term Contracts – 991-266-11-1 Disaster Recovery Services and 973-561-10-1 IT Consulting. She is also a Professor at Florida Southwestern College (FSW) and Florida Gulf Coast University (FGCU), in Fort Myers, Florida teaching computer science, business courses and the new disaster recovery programs.



“DRJ is a great place to network, acquire ideas I can bring back and apply at my company.”

— Gary Rounbehler

SOLUTIONS TRACK

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



Stephanie Marjoram

BC in the Cloud



Velvet Bradley

Mutual of Omaha

Solutions Track 1: Next Level Recovery

Using your BC and DR plans to create a recovery plan for your IT systems. Tips for automating the creation of required component lists, assigning priorities, contacting the correct personnel at the right time and tracking progress. Putting the power of recovery into your user hands while providing real-time reporting and progress reports for management.

Stephanie Marjoram – Director of Implementation Services, BC in the Cloud.
Velvet Bradley, Senior Technical Solution Architect, Mutual of Omaha.



Bob Sibik

Fusion Risk Management

Solutions Track 2: Piece by Piece: Building a Case for Application Resiliency

IT applications are often key differentiators of an organization's success. As businesses continue tightening financial and personnel resources, BCM practitioners find themselves uniquely positioned to make recommendations on resiliency. This session outlines how a major international retailer built a framework that rationalizes IT resiliency based on multiple factors. Additionally, it explains why leveraging a management system to continuously monitor application resiliency requirements enables more effective and efficient decision-making.

Bob Sibik, Senior Vice President at Fusion Risk Management.



Bill DiMartini

Avalution

Solutions Track 3: Business Continuity Response Planning for a Cyber-Attack

Reminders of information security risks are in the headlines every week, including malware, ransomware, targeted attacks, and data breaches. The current trend shows that cyber-attacks are becoming more intrusive, requiring a shutdown of networks and systems for prolonged periods of time to contain the effects. Even your backup data is at risk and your alternate site recovery strategy may not help! Just how would your organization continue key operations during this interruption, or can you? This presentation will explore the common impacts of a cyber-attack to business operations, discuss responsibilities of your organization's Crisis or Incident Management Team to address the situation, explain the technical implications of the outage, including potential data integrity and threats to the IT Disaster Recovery program, examine strategies for business units to continue essential operations, for a prolonged period of time, as well as in the event of a total systems outage, and review what IT can do to support workarounds adopted by the business unit. This session is for you if you are responsible for the development and maintenance of your organization's business continuity program.

Bill DiMartini is a Managing Consultant for Avalution Consulting, a leading provider of business continuity, IT disaster recovery, and information security consulting and software solutions.



Monica Goldstein

Recovery Planner



Sherri Flynn

Recovery Planner

Solutions Track 4: Conducting an Effective Business Impact Analysis (BIA)

Effective Business Continuity / Disaster Recovery programs are dependent upon the business priorities of the company. During this session we will cover setting up your BIA to determine, assess and evaluate the potential effects of a business interruption to the organization's critical business units/processes. How do you know which business units/processes are the most critical and how is critical being defined? How do you create your impact measurements to be used in the BIA evaluation? How can you leverage the results of the BIA to improve your program? Join us today for approaches to initiating and conducting a BIA based on best practices and practical experience.

Since 1995, Monica Goldstein's experience in business continuity planning and senior management within Business Continuity organizations has been comprehensive.

Sherri Flynn, MBCP provides consulting services on BCM, Plan development and design, Incident Response Program Management, Plan development and design and Vendor Management.



Terence Lee

Strategic BCP



Nancy Valente

Freedom Mortgage

Solutions Track 5: Vendor Risk and Contingency Management (VRCM) In Practice: Managing Vendor Risk and Contingency as the BCM Professional

This session will walk through a case study of a BC professional creating her vendor risk program from scratch, the challenges she faced, and how she overcame them. You will learn how a BC expert defined a process, put tools in place to support the process, and achieved a reliable and verifiable objective of go/no-go with each Tier 1 vendor for the global financial services firm she worked for.

Terence (Terry) Lee leads Strategic BCP's Governance, Risk and Compliance (GRC) strategy. Formerly with for MetricStream.

Nancy Valente has nearly 15 years of Business Continuity and Disaster Recovery experience in building and managing enterprise Business Continuity Programs.



William Hord

Quantivate

Solutions Track 6: BCM and ERM Collaboration for Increased Risk Management Effectiveness

The collaboration of business continuity management (BCM) and enterprise risk management (ERM) by organizations not only enhances the value proposition for both disciplines, more importantly, it enables organizations to better execute and achieve their strategic vision. ERM is a top-down discipline that seeks to mitigate risks that have an adverse impact on the organization's strategic objectives. ERM is assessing both the likelihood and impact of various categories of risk at the strategic and operational levels, whereas BCM is determining the response to an impact regardless of the cause at an operational level. The presentation is designed to provide an understanding of the current challenges risk managers are facing when they have separate BCM and ERM departments, committees, management and/or reporting lines.

William "Bill" Hord has over 25 years of experience in executive management within the financial services industry focused in risk management, financial software, lending/collections.



Peter Steinfeld

AlertMedia

Solutions Track 7: How Using Location Data Protects Your Employees

By their nature, events are location-based. Office closures, inclement weather, an active shooter – these events all impact your people in specific areas. Emergency notification systems allow you to see your people and events on a map, providing valuable insight into a person's proximity to danger. Security leaders can use location data to geo-fence a specifically affected audience and distribute valuable information to the right audience, in the right location, over any device. Today, modern emergency notification systems have been paired with monitoring services and mobile applications that can change the way your team communicates. Location data keeps your people safe, informed, and connected.

Peter Steinfeld is passionate about helping people and organizations communicate during critical situations.



Linda Hanwacker

The LSH Group, LLC



Tony Klinger

Corus 360/ RESQ

Solutions Track 8: IRMA – Unprecedented IT Disaster Recovery Unpreparedness

It is always amazing how often organizations and companies will inquire about creating or testing an IT Disaster Recovery Plan but never follow through with it. Hurricane Irma was the worst wake-up call imaginable for some of these organizations. This purpose of this session is to review the lessons learned about IT Disaster Recovery from Hurricane Irma and to address the pitfalls that many organizations experienced leading up to and through the landfall of the storm.

Linda Hanwacker is CEO/Founder of The LSH Group, LLC.

Tony Klinger is an Enterprise Infrastructure Architect who focuses on backup and recovery solutions with 9 years of successful experience building, and delivering meaningful business and technology solutions.

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OnSolve is the market leader in event-driven notification, alerting, and collaboration solutions capable of delivering millions of alerts in response to any type of critical event. Whether addressing emergency situations that threaten public safety, or routine organizational messages, our products provide business and government organizations across the globe with tools to communicate and collaborate quickly and securely with any audience. OnSolve brings together three of the top solutions in the notification industry: MIR3, Send Word Now and CodeRED. With combined company experience of over 60 years, no other provider understands secure, event-driven notification and collaboration better than OnSolve. Learn more at www.onsolve.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.



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 and Resilience Provider of the Year. Learn more at www.fusionrm.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 and 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 www.ibm.com/services/resiliency.



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.regusworkplacerecovery.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 www.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

Co Sponsors



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 and 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



Everbridge, Inc., the world's leading provider of Critical Event Management software solutions, ensures business, government and healthcare organizations are prepared to rapidly respond to – and even avoid – sudden, unexpected disruptions. The Everbridge Critical Event Management Platform delivers organizational resilience on an unprecedented scale – combining real-time monitoring, situational awareness, and integrated response and collaboration solutions across from a single, enterprise-wide view. Keeping people safeguarded, assets and reputations protected, and continuity maintained and restored quickly is the Everbridge measure of success in an uncertain world.



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



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 BCM 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.



Resolver's Integrated Risk Management platform helps plan and prepare your organization to limit the likelihood or impact of events from occurring; this includes Business Continuity, Risk Assessment, Enterprise Risk Management and Compliance. We also support the response and recovery process when an event does occur; including Disaster Recovery, Emergency Notifications and Incident Management. Resolver's team is comprised of security, risk and compliance experts supporting customers across 100 countries with offices in North America, United Kingdom and the Middle East.



RES-Q™ provides the full range of Managed Recovery, Disaster Recovery, Quick-Ship and DR/BC Consulting Services. Corus360 has multiple facilities with its flagship Recovery Center located in Atlanta, GA. RES-Q™ delivers recovery options for all major technology platforms, including IBM Mainframe, IBM Power, and all Open-Systems, plus provides Workgroup Recovery Positions 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

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.

PRE-CONFERENCE COURSES:

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

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



Sat., March 24, 9:00 a.m. – 5:00 p.m.
Sun., March 25, 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 and 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., March 24, 9:00 a.m. – 5:00 p.m.
\$1,195 per person
Presenter: Doug Cassell, MBCP

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

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

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

This session is intended for beginners getting ready to create a new program, as well as professionals that are looking to improve their skills and understanding of the BIA and related processes. For more information on this course please contact: continuityseminars@gmail.com.

Doug Cassell, MBCP, 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., March 24, 8:00 a.m. – 5:00 p.m.
Sun., March 25, 8:00 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: ICOR’S BCM 1000 – ISO 22301 Assessor Workshop



Sat., March 24, 9:00 a.m. – 5:00 p.m.
Sun., March 25, 8:30 a.m. – 11:30 a.m.
\$995.00 per person
Presenter: Lynnda Nelson

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

Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee (a \$995.00 value) and will use the tool during the case study activities. The workshop also includes a review of the ISO 22301 self-declaration of conformity process.

THESE COURSES REQUIRE AN ADDITIONAL FEE.

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

The workshop reviews the following topics:

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

For more information regarding this class contact ICOR at:
education@theicor.org • phone: 1-866-765-8321 or +1630-705-0910

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.



“Great opportunity to learn, share ideas, and network with professionals doing the same work in different industries.”

— Tony Rebelo



POST-CONFERENCE COURSES:

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

POC-1: Continuity Awareness and Training: The Right Way



Wed., March 28, 1:30 p.m. – 5:00 p.m.

Thurs., March 29, 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 and Empower Strategies
- How to identify and align with your organization's culture
- Strategic and Tactical Awareness and Training
- How to Develop Great Content
- Fantastic Facilitation Techniques
- Exercise Design and Facilitation
- How to Measure Engagement, Training and Exercises
- How to achieve buy-in, ownership and 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 participants 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: ICT 2000: Critical Environments Technology Professional (CETP), Offered by ICOR



Wed., March 28, 1:30 p.m. – 4:30 p.m.

Thurs., March 29, 8:30 a.m. – 4:30 p.m.

Fri., March 30, 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 an 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).

POC-3: Successfully Conduct your FIRST BCP/DRP Drill!



Wed., March 28, 1:30 p.m. – 5:00 p.m.

Thurs., March 29, 8:00 a.m. – 4:30 p.m.

\$1295.00 per person

Presenter: Steve Goldman

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

Topics include:

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

Dr. Steve will conduct the class with real-life experience, interactive discussions, and hands-on application.

Attendees will also:

- Receive e-files of the forms and templates presented in class
- Develop drill objectives, events, and a timeline for your organization
- Practice what you learn as you participate in an in-class tabletop drill!

For more course information email Steve@SteveGoldmanAssociates.com.

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



THESE COURSES REQUIRE AN ADDITIONAL FEE.

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



KETCH Consulting Class How to Conduct Tabletop Exercises



Wed., March 28, 1:30 p.m. – 4:30 p.m.

\$350 per person

Presenter: Ted Brown

During this course, you will be given four table top scenarios and learn to create a situation, a scenario and injects for your audience, business, location and your BCP maturity. Learn to identify areas that impact a business unit's ability to execute plans before reaching conclusions that will actively influence your business continuity/COOP plan. You will conclude with an "after action" report that will lead to effective improvements to the plans being exercised.



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/springworld.

**All BCI courses subject to minimum numbers.*

Good Practice Guidelines Certification Course

Wed., March 28, 1:30 p.m. – 5:00 p.m.

Thurs., March 29, 8:30 a.m. – 4:30 p.m.

Fri., March 30, 8:30 a.m. – 4:30 p.m.

Sat., March 31, 8:30 a.m. – 12:00 p.m.

\$2,156 per person

The Good Practice Guidelines (GPG) are the independent body of knowledge for good Business Continuity practice worldwide. They represent current global thinking in good Business Continuity (BC) practice and now include terminology from ISO 22301:2012, the International Standard for Business Continuity management systems. The real value of the GPG to BC professionals lies in the fact that it considers not just the 'what' to do but also the 'why', 'how' and 'when' of practices written by real-world experts. 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, and is based on the six Professional Practices that make up the BCM Lifecycle. Once you have taken the course you are ready to sit the CBCI exam (not included) and become a certified professional and member of the BCI. (CBCI Online Exam to be booked separately via the BCI shop and taken from your home or office at a convenient time to you.)

The BCI BIA Master Class

Thurs., March 29, 8:30 a.m. – 5:00 p.m.

\$695 per person

Presented by Ted Brown

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.

The BCI Incident Response and Crisis Management

Fri., March 30, 8:30 a.m. – 4:30 p.m.

\$695 per person

Presented by Ted Brown

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 Training Courses at Spring World 2018



Book all courses at www.drj.com/springworld2018

*All courses subject to minimum numbers.



BCI Courses

Good Practice Guidelines Certification Course

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Wednesday March 28, 1.30pm – 5.00pm

Thursday March 29, 8.30am – 4.30pm

Friday March 30, 8.30am – 4.30pm

Saturday March 31, 8.30am – 12.00pm

\$2156 per person

The BCI Business Impact Analysis Course

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.



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\$695 per person | Presented by Ted Brown

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KETCHConsulting Course

How to Conduct Tabletop Exercises

During this course, you will be given four table top scenarios and learn to create a situation, a scenario and injects for your audience, business, location and your BCP maturity. Learn to identify areas that impact a business unit's ability to execute plans before reaching conclusions that will actively influence your business continuity/COOP plan. You will conclude with an "after action" report that will lead to effective improvements to the plans being exercised. Visit Ted Brown and KETCHConsulting at DRJ Booth #718.



Wednesday March 28, 1:30 pm – 5:00 pm

\$350 per person | Presented by Ted Brown

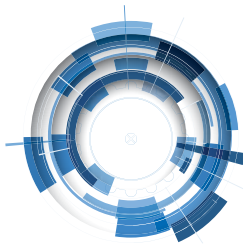


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