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DISASTER RECOVERY JOURNAL

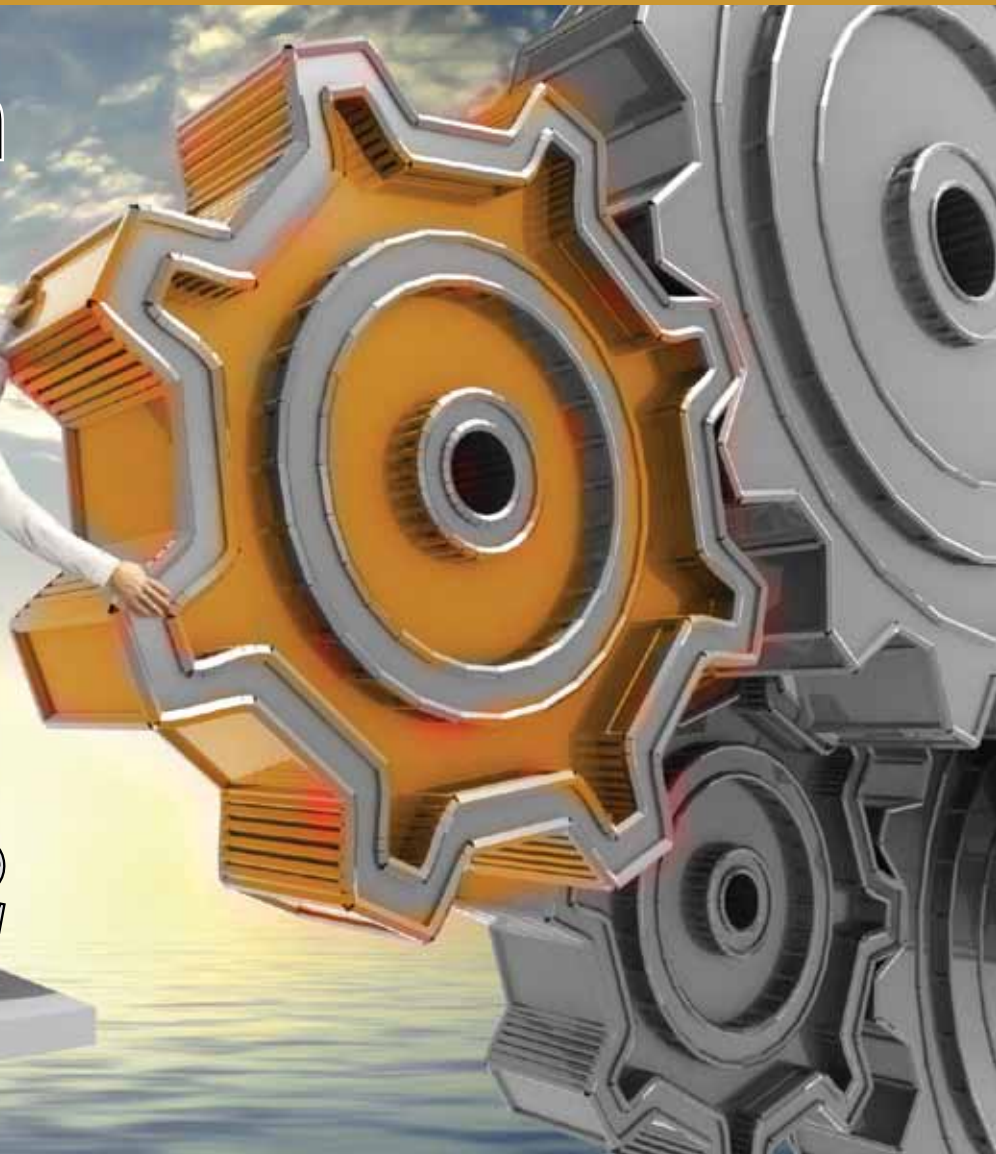
FALL WORLD

San Diego, California 2012

Sept. 9-12, 2012

The Evolution of Business Resiliency

DISASTER RECOVERY
DR.J
JOURNAL



Full Conference Agenda

DRJ PRESENTS ITS 47TH CONFERENCE

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Top Reasons to Attend Fall World 2012

When selecting an industry conference to attend, consider the following:

1. DRJ has the **most experienced conference management**.
2. Fall World 2012 offers the **lowest cost for attendance**, yet the highest return on investment.
3. **An outstanding exhibition hall** is located onsite at Fall World 2012, making it a convenient and budget-friendly way to locate industry service providers.
4. Our agenda is packed with **industry experts** who understand what business continuity professionals want and need from a conference.
5. Networking is the best way to gain lifelong industry contacts. Attendees will find a wide variety of **networking opportunities**.

Register now while early registration discounts apply! See page 17 for details.

DRJ presents its 47th Conference

The Evolution of Business Resiliency

Evolution is defined as a process in which something changes into a different and usually more complex or better form. That definition perfectly describes the business continuity industry. It has evolved in numerous ways over the past few decades.

A simple methodology that began in the IT field has become a complex, but better, process to protect the entire business continuity lifecycle.

With this complex growth comes the need for additional training and education. There is no better place to achieve this goal than at Fall World 2012.

This conference provides the most information by the industry's best. Our sessions are selected carefully and our speakers deliver their topics in an unbiased, beneficial manner.



Richard L. Arnold,
MCBI, CBCP

DRJ CEO

As business continuity evolves, so do the responsibilities and demands on industry personnel. Gain the skills and techniques you need at the industry's No. 1 conference dedicated to business continuity.

Our fees are the lowest in the industry, yet we provide more than any other industry conference. Attendees receive meals, full conference materials, indepth training, tours of our exhibition hall and much more!

Experience the best conference in the industry! Register now to qualify for the best discounts.





DISASTER RECOVERY JOURNAL

FALL WORLD

San Diego, California 2012

Monday Evening Hospitality

You won't want to miss the Monday Evening Hospitality hosted by conference Gold Sponsor, **SendWordNow**. It is a fun-filled event for attendees, vendors and speakers. Food, drinks and networking are offered in a relaxing environment.

Mock Disaster Exercise

Participants in this event experience a real-time mock disaster event, sponsored by **PPBI**. This ultimate hands-on exercise is an excellent way to become familiar with the entire process.

Session Information

Our sessions are designed for a variety of different experience levels. We offer general sessions in the morning and a variety of breakouts and workshops in the afternoon.

Welcome Reception

All attendees, exhibitors and speakers are invited to a reception on Sunday evening in the exhibit hall. Enjoy a relaxing, fun atmosphere with other attendees, speakers and vendors.

Exhibition Hall

Find the latest information on products and services in the industry. Visit hundreds of vendors and booths at Fall World 2012. The hall is open for a variety of hours, allowing plenty of time for networking. The exhibit hall is the perfect place to make connections and discover new trends in the industry.



The **Evolution of Business Resilience** requires expert advice to navigate. Our speakers bring the expertise, knowledge and commitment to guide our attendees through every complex subject.

Emergency Response



Dr. Robert
Chandler

Crisis Management



Regina
Phelps

C-Level Support



Barry
Pruitt

Community Resilience



Brent
Woodworth



John
Copenhaver

Global Response



Tim
Marjason

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Sponsor Information

DRJ is proud to partner with the industry's best. For information on sponsoring contact bob@drj.com.

Gold Sponsor



Send Word Now is the leading provider of on-demand alerting and incident management services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. www.sendwordnow.com

Silver Sponsors



myCOOP is COOP System's breakthrough continuity planning software. The patented design was built from the ground up by world-class eCommerce developers. Visit our website to learn more about myCOOP, the future of continuity planning. www.coop-systems.com



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



IBM Business Resilience and Continuity Services can cost effectively help you rapidly adapt and respond to internal or external dynamic changes - opportunities, demands, disruptions or threats - and continue operations with limited impact to the business. www.ibm.com



Strategic BCP, Inc. is a business continuity planning company empowering organizations to build cost-effective, action-based plans. The company's Cloud BCP Software, ResilienceONE, provides an all-in-one planning and incident management software tool and goes beyond traditional plan generation software with its intuitive business process-based methodology. www.strategicbcp.com



SunGard Availability Services offers a complete portfolio of solutions to help keep people and information connected. SunGard helps ensure that more than 10,000 customers achieve uninterrupted access to mission-critical data and systems. www.availability.sungard.com



xMatters builds relevance engines that connect people with what they need to know at exactly the right moment so they can take immediate action. More than 900 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. www.xmatters.com

Bronze Sponsors



EVault®, A Seagate Company, gives you full-service backup and recovery delivered by a team of experts, leveraging the very best cloud-connected technology and infrastructure so you know that—no matter what—you can always get your data back. We take pride in being an ultra-reliable, proactive partner to our 35,000+ customers. www.evault.com



MIR3 is the premiere provider of intelligent notification and response software for business operations, including crisis management, IT service management, corporate communications, customer relations, supply chain management, event management, or any area that needs reliable two-way notification. www.mir3.com

Mock Disaster Sponsor



4

Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies that contribute to the effective collaboration required for regional disasters. www.ppbi.org

Co-Sponsors



AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. www.att.com



Everbridge empowers better decisions with interactive communications throughout the incident lifecycle to protect your most important assets. www.everbridge.com



The Fusion Framework® Risk Management & Contingency Planning System™ is simply the world's most advanced and easy-to-use system for comprehensive contingency planning set in the context of risk management. Fusion Framework...Simply, Better! www.fusionrm.com



Iron Mountain Data Backup and Recovery provides a comprehensive solution for transporting, storing, managing and retrieving your backup media from a secure offsite facility. With our online vaulting services, you will be able to execute backups automatically and continuously, either via the Internet or your own network. www.ironmountain.com



IT Cadre's resiliency practice enables organizations to increase their operational resiliency posture through technology infusion, process unification, standardization, automation, and training, while balancing affordability and risk management. www.itcadre.com



At Verizon Wireless, reliability is in our DNA. It is built into everything we do from network operations to customer service to business continuity and disaster recovery. We work to build and operate the nation's most reliable wireless network – no matter what disaster or unanticipated event we may face. www.verizonwireless.com



VOLO Recovery was designed to enable businesses to stabilize internal and external communications when faced with outages due to disaster or technical failure. A self contained, single-source business continuity disaster recovery system, VOLO provides a complete inbound and outbound communication infrastructure. www.volorecovery.com

Partners



The Business Continuity Institute (BCI) was established in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners. The BCI is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice and professionalism. www.thebci.org



Forrester Research is a technology and market research company that provides pragmatic advice to global leaders. With hundreds of analysts and coverage areas, we are the only company that creates forward-thinking research specifically for your role. www.forrester.com



The International Consortium for Organizational Resilience (ICOR) is an international non-profit education and credentialing organization that provides professional develop, certification, networking, and research. www.theicor.org

Fall World 2012

Conference at a Glance

Sunday

Onsite Registration

11:00 am - 8:00 pm

Cyber City

12:00 pm - 8:00 pm

Workshops

1:30 pm - 4:30 pm

Certification Reception

4:30 pm - 5:30 pm

Welcome Reception

5:30 pm - 8:00 pm

Product Demos

5:30 pm - 8:00 pm

Monday

Cyber City

6:30 am - 5:30 pm

Networking Breakfast

6:45 am - 8:00 am

Onsite Registration

7:00 am - 5:00 pm

General Session 1

8:15 am - 9:15 am

General Session 2

9:30 am - 10:30 am

General Session 3

10:45 am - 11:45 am

Exhibit Hall Opens

11:00 am

Lunch

11:45 am - 1:00 pm

Exhibits/Product Demos/Desserts

11:45 am - 1:30 pm

Breakout Session 1

1:30 pm - 2:30 pm

Break

2:30 pm - 2:45 pm

Breakout Session 2

2:45 pm - 3:45 pm

**Refreshment Break
in Exhibit Hall**

3:45 pm - 4:15 pm

Breakout Session 3

4:15 pm - 5:15 pm

Exhibit Hall Closes


5:00 pm

Product Demos

5:30 pm - 6:30 pm

Hospitality

6:30 pm - 8:30 pm

sponsored by  send word now

Tuesday

Cyber City

6:45 am - 5:45 pm

Networking Breakfast

6:45 am - 8:00 am

**Registration/
Info Desk Open**

7:00 am - 5:30 pm

General Session 4

8:15 am - 9:15 am

General Session 5

9:30 am - 10:30 am

General Session 6

10:45 am - 11:45 am

Exhibit Hall Opens

11:00 am

Lunch

11:45 am - 1:00 pm

Exhibits/Product Demos/Desserts

11:45 am - 1:30 pm

Breakout Session 4

1:30 pm - 2:30 pm

**Refreshment Break
in Exhibit Hall**

2:30 pm - 3:00 pm

Workshop Sessions

3:00 pm - 5:30 pm

Exhibit Hall Closes

3:00 pm

Wednesday

Networking Breakfast

6:45 am - 8:00 am

Information Desk Open

7:00 am - 12:00 pm

General Session 7

8:15 am - 9:15 am

General Session 8*

9:30 am - 10:30 am

General Session 9

10:45 am - 11:45 am

Lunch

11:45 am - 1:00 pm

Pre-Conference Events

Saturday and Sunday

PRC-1: Conduct Your First BCP Drill

PRC-2: IT/DRP/CBRIT

PRC-3: Enterprise Risk Mgmt.

PRC-4: PWI Certified Facilitator

PRC-5: Crisis Communications Plnr.

PRC-6: Planning, Implementing BIA

Post-Conference Events

**Wednesday, Thursday
and/or Friday**

POC-1: Response to Recovery

POC-2: BC From Start to Finish

POC-3: CBRA Certified Auditor

POC-4: Improve Bus and Gov Plans

POC-5: PS-Prep: Everything You Need

POC-6: ICOR: BCM 4050

BCI Courses: See pages 22-23

For complete details, including specific times, course descriptions and registration information, see pages 18 -19 for pre-courses; 20-21 for post-courses; and 22-23 for BCI course information.

Sunday Workshops

1:30 - 4:30 p.m.

Sunday Workshop Session 1 Novice/Intermediate/Advanced



Birds of a Feather Business Continuity Roundtable Discussions

Facilitated discussions on business continuity trends and key topics of interest coordinated within Industry roundtables.

Participate in dynamic dialogue with fellow conference participants having similar backgrounds and expertise.

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

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

Potential Topics:

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

Moderator: Randall Till, MBCP, Visa

Industry Roundtable Facilitators:

- Robbie Atabaigi, MBCP, KPMG
- Mike Gifford, CBCP, The Capital Group Companies
- Frank Lady, CBCP, Bank of America
- Martin Myers, MBCP, Bank of America
- Barney Pelant, MBCP, Barney F. Pelant & Associates, LLC

Sunday Workshop Session 2 Intermediate/Advanced



Ian
Long

Safeway

Turning Data into Decisions

In today's world of continuity, critical decisions need to be made and enacted upon immediately to protect our companies and our customers.

Unfortunately all too often we have limited access and opportunity to discuss these critical issues with the executives who drive these decisions.

This session will not only discuss how to create effective and informative score cards, metrics and presentations. It will also discuss how to socialize them to drive discussion and decisions in your organization.

Gone are the days where fear of impending doom is an acceptable strategy to drive decisions in the continuity world.

Today we are much more effective if we let the data tell the underlining story and lead the decision makers toward their own conclusions.

Ian Long is an enterprise systems engineer, responsible for DR design within Safeway, Inc. His experience includes managing all aspects of IT continuity, disaster recovery, high availability and data center strategies for numerous large and small organizations including Accenture, IBM and Safeway and smaller ASP companies.

His background is in developing disaster recovery and IT continuance programs, managing those programs within IT and also designing disaster recovery and high availability offerings as a service.

In his current role Long is responsible for developing the program to ensuring the recoverability and business continuance of 40+ mission critical applications hosted at internal Safeway Data Centers.

This also includes project management of all DR initiatives and effort, test coordination and execution as well as all VP/CIO level communication and reporting

Most recently he has been focusing on how to drive out the business decisions necessary to mature average DR/BC programs to the next level. Long holds a B.S. in Electrical Engineering from Colorado School of Mines.

Sunday Workshop Session 3 Novice/Intermediate/Advanced



Rob
Chubb

Colour-
Spec-
trums

ColourSpectrums: Stress Management and Disaster Recovery

Disasters affect people in diverse ways and their recoveries are vastly different too. Organizations only recover as fast as their people do. In this dynamic session you will learn how to help people respond and recover in diverse ways. You will use the ColourSpectrums personality styles system to quickly identify and engage personality strengths. You will easily identify personality challenges and stressors with a view to facilitating resiliency, healing and organizational recovery.

ColourSpectrums uses four colors to represent the four dimensions of personality: BLUE emotional, GREEN intellectual, RED physical and YELLOW organizational functioning.

During the first hour you will sort the four colorfully illustrated ColourSpectrums cards to reveal your ColourSpectrums personality; a unique spectrum of strengths and challenges. Group discussions and activities provide insights (ah-ha! learning) and humor (ha-ha! learning). Preview and sort the cards at <http://www.colourspectrums.com/sort/cards/>

In the second hour you will see documentary footage and live news coverage of an overwhelming community disaster in the making with a focus on the human experience. You will work in brightest color groups to identify bright color esteem needs, stressors, fight responses and bright shadow characteristics. In the third hour you will work in pale color groups to identify pale color challenges, stressors, flight responses and pale shadow characteristics. Ultimately you will identify eight sources of stress people experience in various combinations.

Video footage of actual on-site recovery events will demonstrate how you can use ColourSpectrums to help people recover from a disaster. You will be able to maximize solutions for stress management and disaster recovery. This session is conducted in a positive atmosphere of respect, fun and education.

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

Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Sunday Workshop Session 4
Intermediate/Advanced



Lynnda
Nelson

ICOR



Jim
Nelson

ICOR

Societal Security and the ISO 223 Series of Standards

As the world has become smaller, much has been written about increasing the resilience of communities. Now there are standards being adopted and implemented world-wide with a focus on societal security.

The focus of the series of ISO 223 standards is on working towards international standardization to provide protection from and response to risks that cause crises and disasters on societal functions with an emphasis on developing deliverables that will contribute to improving the resilience of society. Attend this workshop to get an inside look at these standards from two members of the ISO 223 committee.

Lynnda Nelson is the president of The International Consortium for Organizational Resilience (ICOR – www.theicor.org), a non-profit 501c3 education and credentialing organization in the disciplines that support resilience.

She manages the day to day operations of ICOR University. ICOR University offers education and certification in business continuity management, crisis management & communications, data center management, emergency management, organizational resilience, risk management, social resilience, and supply chain risk management globally.

Jim Nelson is chairman of the board of ICOR. He serves as a volunteer board member responsible for the strategic decision making of ICOR.

He is also the president of Business Continuity Services, Inc., (BCS) a consulting company providing business continuity, disaster recovery, crisis management, and emergency management consulting.

As the president of BCS, Nelson has developed dozens of BCM programs for organizations around the world ranging from conducting the business impact analysis, building awareness and training programs, writing plans, and running exercises

Sunday Workshop Session 5
Novice/Intermediate



Ron
LaPedis

SunGard



Laura
Mosley

ADT

Business Continuity in a Box

This workshop is designed to take attendees through all of the steps and considerations needed to write their own business continuity and incident response plans. Whether a beginner or a seasoned pro, attendees will learn enough to make this session worth every minute.

Topics covered:

- A self-assessment of where your organization is today
- The six phases of building a business continuity plan
- RTO, RPO, and risk analysis
- The six phases of BC plan deployment evacuation through normalization
- An introduction to the Incident Command System used by first responders all around the world
- What needs to happen when you activate your BC plan
- Communications – the key to successful deployment
- The incident response process
- Examples and exercises to hone existing and new skills

Ron LaPedis is a workforce continuity strategist for SunGard, an author, blogger, and trainer with more than 21 years information security and IT disaster recovery implementation and more than three years of emergency response. He is an active licensed amateur (ham) radio operator, instructor, and volunteer examiner and is a sworn volunteer with the San Mateo County Sheriff's Office communications unit. He is on the boards of the San Francisco FBI CitizensAcademyAlumniAssociation, San Francisco InfraGard, and the San Francisco chapter of the Association of Contingency Planners.

Laura Mosley is a business continuity program manager at ADT. She is a proven professional leader with 26 years information technology experience including more than 10 years disaster recovery program management and three years continuity of operations (COOP) and emergency management experience. She is ITIL, CRP, MBCP, CBCLA, and MBCI certified.

Sunday Workshop Session 6
Novice/Intermediate/Advanced



Mock Disaster – Civil Unrest

Registration limited to 200

When PPBI asked one of its alumni this question: "What type of events does your organization prepare for?" Without missing a beat this continuity expert rattled, back "Civil Unrest". When it comes to the impact on your business, community, home and family, that impact is always local. How well will you be prepared to respond?

PPBI or Private and Public Businesses, Inc. with its Board of Directors and Advisory Board is in a unique position, as a not-for-profit co-sponsor of the Disaster Recovery Journal's conference, to conduct this fast paced, highly interactive mock exercise. Several of PPBI's local partners from law enforcement, fire protection and corporate membership will join PPBI to facilitate an exercise that demonstrates "Partnerships that make a difference".

Managing or trying to manage social media presents Jekyll and Hyde situations where participants will get the good and the rest... Expect to be entertained, to become a part of the problem and the solution, and to become challenged by the scenario.

Once again, in this highly realistic exercise, DRJ Fall World participants will respond to a scenario affecting all aspects of society. Please join us for this opportunity to be part of a realistic exercise, exploring the social media aspects of command and control.

If you are still reading, we know you want to know more about the alumnus quoted in the opening sentence. We can tell you that he was from Indonesia and his backup facilities were in Singapore; that is all.

Private & Public Businesses, Inc. is a not-for-profit organization engaged in promoting public/private partnerships for business continuity and emergency management.

These sessions are held each morning for all attendees. Breakout tracks and workshops in the afternoon allow for smaller groups of discussion and interaction.

General Sessions



General Session 1

8:15 a.m. – 9:15 a.m.



Phillip Van Hooser

We Need to Talk: Building Trust When Communicating Gets Critical

Communication skills are vital in our industry. Clients can be won or lost, crisis can be mismanaged and employees' rendered ineffective when poor communication is utilized. Learn key strategies to help build better working relationships and sidestep common minefields when communicating gets critical. The tools and tips can be applied to routine tasks and full-out crisis mode in your organization.

Since 1988, Phillip Van Hooser's 800 plus clients and their unique organizational circumstances have afforded him a diverse array of leadership case studies from which to learn.

General Session 2

9:30 a.m. – 10:30 a.m.



Tony Schmitz



Tim Marjason

A View from the Trenches: Why BC Best Practices are Vital for Continued Resilience

SendWordNow

Tim Marjason
BCM Consulting

Business continuity professionals are all too familiar with the consequences of being unprepared for an unforeseen event – whether it is a power outage, terrorist attack, protest, or natural disaster. In this dynamic session, hear from Tony Schmitz and other industry experts who will explore best practices that can be leveraged to build a resilient organization that can keep its doors open despite the chaos on the front porch. Tim Marjason, from Tim Marjason BCM Consulting, will be presenting on 'Business As Unusual' – The Business Disruption and BCM Resilience Challenges of London 2012. He will refer to a case study, embedding BCM within a large group of private businesses in Westminster, London, in the lead up to this summer's events. Plenty of time will be left for questions.

Tony Schmitz, CEO of SendWordNow, has been an entrepreneur and business executive since 1983.

Tim Marjason, MBCI, CBCI, MEPS, is a BCM consultant based in London, England. He has 29 years experience in the UK public sector, eight of those as a senior business continuity practitioner and manager.

General Session 3

10:45 a.m. – 11:45 a.m.



Robert Chandler

Univ. of
Central FL

The Evolution of Emergency Responder Performance Challenges and Solutions

Emergency responders are well-trained professionals with the specialized knowledge to deal with a wide range of emergencies. General research has shown that emergency responders are a resilient group. However, new insight showcases the challenges facing these professionals. Learn the physical and psychological impacts of emergency and crisis contexts. Discover recommendations for more effective management and response, including steps to prevent, inoculate, enhance stress resiliency, and better manage hyper-stress for emergency responders.

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

General Session 4

8:15 a.m. – 9:15 a.m.



John Jackson



David Nolan

Fusion Risk
Mgmt.

Fusion Risk
Mgmt.

State of the Industry: Dare To Dream, Prepare To Execute

Hear a compelling vision for the future touching on the implications for our industry, the people, services and technologies we rely on, and the fundamental shift in how we manage operational risk. Learn from two industry experts with more than 55 years of

combined experience. The session will present a plausible yet provocative vision for the future that will challenge us to open our minds coupled with practical guidance.

David Nolan, president and CEO of Fusion Risk Management, winner of BCI's "Most Innovative Product of the Year".

John Jackson, a Fusion co-founder and winner of BCI's 2012 Lifetime Achievement Award, is active in a variety of industry leadership roles.

General Session 5

9:30 a.m. – 10:30 a.m.



Troy McAlpin



Regina Phelps

xMatters

EMSS

Confidence and Control

Confidence and control is knowing that when something does go wrong, the crisis can be managed from the first alert to the restoration. Join industry experts and invited guests as they review case studies of why mass notification systems may fail you or help you succeed when

it matters most. Learn about changing technology and the need to design communication plans that ensure you are able to confidently manage the disaster and stay in control.

Troy McAlpin, CEO of xMatters, brings a wealth of experience in the world of communication technology.

Regina Phelps, an international expert in emergency management and continuity planning, is founder of Emergency Management & Safety Solutions.

General Session 6

10:45 a.m. – 11:45 a.m.



Patrick
Corcoran

IBM

Reputational Risk: Safeguard Your Most Valuable Corporate Asset

Reputation is a prized and yet highly vulnerable corporate asset. Learn how more than 300 IT managers and C-level executives are looking to IT strategy and infrastructure to safeguard reputational risk for their companies. Be among the first to see the results of a global study around reputational risk and the changing trends. When managing risk is the business that you are in, the value of understanding how unplanned downtime, security breaches and even a simple maintenance update can impact the reputation of your company makes this a session you really do not want to miss. In addition, you will have the opportunity to take part in a follow-on survey.

Patrick Corcoran is currently global business development executive, responsible for leading IBM teams in the development of integrated business continuity solutions.

General Session 7

8:15 a.m. – 9:15 a.m.



Brian Zawada



Robert Giffin

Avalution

Avalution

ISO 22301 Arrived – Now What?

Much has been said and written about ISO 22301, the first international BC management standard. But what is it and what's its purpose? What's the key content that practitioners can use to improve BC performance in their organizations? How can practitioners

prepare to apply ISO 22301 concepts over the short-term. Learn the answers to these all-important questions by covering the speakers' top five uses of this standard, as well as specific strategies to implement ISO 22301 to add the most value.

Brian Zawada, MBCI, MBCEP, is the director of consulting for Avalution and a member of the Board of Directors for the USA Chapter of BCI.

Robert Giffin, CBCP, CISA, is a co-founder and director of technology for Avalution Consulting, a firm specializing in business continuity consulting.

General Session 8

9:30 a.m. – 10:30 a.m.



Brent
Woodworth



John
Copenhaver

LAEPF

CMG

Community Resilience

A new model for emergency management, "Community Resilience" has become the "new" normal. With the announcement of Presidential Policy Directive 8 (PPD-8) there has been significant activity to encourage innovative and motivational community resilience programs. The Los Angeles Emergency

Preparedness Foundation was selected by FEMA to lead their national 2012 Community Resilience Innovation Challenge Award program. Learn the continuing trends and impact of catastrophic events along with positive developments in community stakeholder collaboration and resilience.

Brent H. Woodworth is an international risk and crisis management specialist. He serves as president and CEO of LA Emergency Preparedness Foundation.

John B. Copenhaver is president and CEO of Contingency Management Group. He serves as senior advisor to the Business Continuity Institute.

General Session 9

10:45 a.m. – 11:45 a.m.



Barry Pruitt

Pinnacle
Business
Concepts Inc.

Can You C-C-Connect with the "C" Level?

You've made diligent preparation to advance your message for the annual budget "crawl", prepared slide decks and distributed to those with the purse-strings, strategized with your team; and you've read books, attended webinars, and gained advice on presentations. So – why can't you c-c-connect? Discover why your preparation has been all wrong – and therefore the root cause of your "C" level missteps. Gain a roadmap for your long-term direct connect - plus three points to help you successfully connect with any chief officer in your next meeting. Follow these steps and move your "C-C-Connectometer" from zero to the speed of a gazelle in six months or less!

Barry Pruitt is managing partner with Pinnacle Business Concepts.

Breakout Track 1

Monday 1:30 - 2:30 p.m.

Strategic Session 1

Novice/Intermediate/Advanced



Stephanie
Balaouras

Forrester
Research

The State of Business Continuity Preparedness

Learn the current state of enterprise business continuity preparedness and how much progress we've made since our BC preparedness survey in 2008. The results will reveal how company practices regarding business impact analysis, risk assessment, BC planning, maintenance, exercising and communication have changed over the years. It will also examine how the scope of BC is expanding to address third party risks as well as cybersecurity risks. The conclusion will provide an overall assessment of current BC preparedness efforts and provide recommendations & suggestions for improving.

Stephanie Balaouras, vice president, covering business continuity for Forrester Research, is also the research director of Forrester's Security & Risk research team.

Managerial Session 1

Intermediate/Advanced



Liz Granger Rob Sinclair Randall Till

Visa Inc. Visa Inc. Visa Inc.

Business Resiliency at Visa: An Integrated Approach

Building enterprise resiliency is a challenging concept to sell and implement within an organization. Learn the integrated approach being adopted at Visa, Inc to help the business manage risks and build stronger business continuity capabilities. This holistic approach bridges the gap between the three key industry disciplines: Business Continuity (BC), Crisis Management (CM) and IT Disaster Recovery (ITDR).

Liz Granger, senior business leader, crisis management, provides leadership and direction for Visa's Global Business Program.

Rob Sinclair, MSc in business continuity, CBCP, MBCI, CRP, CBRA, provides leadership and direction for Visa's Business Continuity Management program.

Randall Till, MBCI, MBCP, provides leadership and direction for Visa's Global Business Continuity Program.

Technical Session 1

Novice/Intermediate/Advanced



Glen Curole Martin Myers

Category
5 Services

Trends in Disaster Recovery: The Past, Today and the Future

How have disaster recovery and systems availability changed? This presentation will provide three views of systems recovery and the required hardware components that are needed to support each recovery method. The presenter will provide a look back on the old days of recovery, a current look into today and the future vision.

Glen Curole, CBCP, is president of Category 5 Services with more than 25 years of experience in the business continuity/disaster recovery field.

Martin Myers, MBCP, is a vice president in the banking technology & operations, business control, monitoring, and readiness department at a Fortune 20 bank with more than 24 years in the BC/DR field.

Emergency Response Session 1

Novice/Intermediate/Advanced



Tommy
Lewis

Emdeon



Bobby
Williams

Emdeon

Reputational Resiliency Plan: Design, Exercise and Measurements

As corporate reputational failures become headlines, how can companies develop business continuity plans that have defined metrics and exercise methods? Is it realistic to think that reputational resilience can be part of a business continuity program? The answer is yes. Presenters will discuss how to create such a plan and how to develop metrics used to measure the plan's success.

Tommy Lewis, MBA, CPHIMS, is the senior vice president of corporate communications, which includes marketing, investor relations and public relations, for Emdeon.

Bobby Williams, MBCP, serves as the business continuity manager for Emdeon in Nashville, TN.

Advanced Session 1

Advanced



Denise
Anderson

Nat'l
Council of
ISACs

The Role of the ISACs In Critical Infrastructure Protection and Resilience

Information Sharing and Analysis Centers (ISACs) provide a trusted forum for participating members to share threat and incident information within critical infrastructure sectors. Yet, the role and capability of ISACs remain poorly understood. This session will provide an overview of what an ISAC is and will use case studies to demonstrate specifically how ISACs contribute to critical infrastructure security and resilience. These include specific examples from incidents and examples of collaboration. Finally, the session will also detail how the ISACs fit within the NIPP Partnership model, and how companies and organizations can leverage the capabilities of the ISACs

Denise Anderson is vice president at the Financial Services Information Sharing and Analysis Center (FS-ISAC) and is chair of the National Council of ISACs.

Information Session 1

Intermediate/Advanced



Samuel
Pierre-
Louis

U.T. MD
Anderson

Governance, Risk, and Compliance – Tying It All Together!

The Risk Management Program at U.T. MD Anderson Cancer Center covers a wide variety, including Unified Controls Matrix based on regulatory requirements; information security policy; application risk assessment; automated risk assessment process; disaster recovery and more. Attendees will learn a comprehensive approach to understanding how one organization has addressed the challenges of application security risk management in a very complex and ever changing environment.

Samuel Pierre-Louis is the director of information security at the University of Texas MD Anderson Cancer Center (MD Anderson). He is responsible for leading the development and execution of the organization's security strategy and operational security management.

Breakout Track 2

Monday 2:45 - 3:45 p.m.

Strategic Session 2

Intermediate/Advanced



Achieving Disaster Tolerance in Data Centers

Tom
Clark

Liberty
Mutual
Insurance

Data centers have become a significant focus during the last 20 years as technology has dramatically evolved. Companies are getting more applications, more operating systems, more platforms, more hardware, and more IT stuff. It has become critically important to simplify the complexity of the infrastructure so the effective management of the IT infrastructure is possible. This session will cover the different phases required to achieve better disaster tolerance including how to best determine what the threats and risks are to your data center.

Tom Clark, MBCI, CBCP, is the director of IT infrastructure continuity services for Liberty Mutual Insurance in Portsmouth, New Hampshire. He is certified in Homeland Security Level 3 (CHS-III), a Certified Business Resiliency Manager (CBRM), and a published author.

Managerial Session 2

Novice/Intermediate/Advanced



Raychel
O'Shea-
Patino



Sean
Murphy

PVH Lootok

Controversy and Crisis Management

The threat of controversy lies in every organization. As today's consumer gets information real-time, the need for companies to adopt a proactive stance in PR and crisis communications continues to increase. More and more battles are won and lost in the media, leaving even those organizations that lack a formal crisis management process no choice but to respond at time of the event. Learn insights from critical, decisive actions taken by one of the largest global apparel companies.

Since 2006, Raychel O'Shea Patino manages the business continuity program for PVH (formerly Phillips Van Heusen) from its corporate headquarters in New York City.

Sean Murphy is the CEO of Lootok, a specialized business continuity management (BCM) consulting firm headquartered in New York City.

Technical Session 2

Novice/Intermediate/Advanced



DDoS from the DR Perspective

In recent months there have been numerous high-profile Distributed Denial of Service (DDoS) attacks launched against very well-known organizations. This session will focus on some high level approaches to defending against DDoS type attacks and some approaches to leveraging traditional DR response / recovery and restoration techniques as a part of the defensive framework. Session participants will come away with an understanding of the basic types of DDoS attacks, some basic defensive approaches and an overall understanding of what is required to develop and sustain a viable program to defend against such attacks.

Jason Stradley is a principal security consultant and the security practice lead in the United States and Canada for BT (British Telecom) Global Services.

Emergency Response Session 2

Novice/Intermediate/Advanced



Michael
Echols

Nat'l
Comm.
System

The Importance of Partnerships in Building Resiliency in the Communications Infrastructure

In order to respond to the increasing number of disasters, it is paramount to leverage partnerships between multiple stakeholders in emergency management. The National Communications System (NCS) will discuss how coordination between Federal, State, and local government, and telecommunication industry partners facilitates effective disaster response. Attendees will learn how to effectively orchestrate public-private partnerships to improve emergency communications and about the importance of NCS priority service programs.

Michael Echols is the chief of the government industry planning and management branch, National Communications System.

Advanced Session 2

Advanced



Roswitha
Mohs
Firth

Calpine

Plan for the Impacts, Not the Scenarios

This session examines a planning strategy that starts with possible impacts and leads the attendees through creating a decision-making process to address each type of impact. By shifting the focus to plan for the potential impacts, rather than trying to create different plans for each type of event, crisis, or disaster (and never being able to plan for every scenario), we can create more effective plans. The session will include practical tips for incorporating this type of planning into existing BCPs, as well as suggestions for shifting from scenario-based to impact-based plans over a period of time.

Roswitha Firth heads the BC program for Calpine Corporation. With more than 14 years of experience in IT, Firth has specialized in BC and DR for the past 12 years.

Information Session 2

Novice/Intermediate/Advanced



Regina
Phelps

EMSS



Thomas
Uretsky

MB
Aquarium

Otters, Seahorses, and Sharks ... oh my! How do You do BCP for a World-Class Aquarium?

The Monterey Bay Aquarium (MBA) is a world-class aquarium that has a significant research and education component. So how do you manage a business continuity and emergency response program for one of the world's great institutions with iconic and endangered species? Carefully! The MBA has some unique challenges and risks. They started developing business continuity plans in 2006 and since that time has developed an extensive program. Learn how the MBA meets the challenges of planning for this dynamic, living environment. And those otters are so cute!

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

Thomas M. Uretsky, MPA, is senior manager of security, emergency operations chief of staff for Monterey Bay Aquarium.

Breakout Track 3

Monday 4:15 - 5:15 p.m.

Strategic Session 3 Intermediate/Advanced



Frank
Perlmutter

Strategic
BCP

All About Business Continuity Metrics

Are you constantly seeking more executive buy-in for your BC program? Do you have difficulty presenting to your true effectiveness beyond generating plans? Learn metrics that will “wow” your executives, strengthen your risk management skills, and increase your value to your organization. This session takes you from data collection through delivery. We are even taking it a step further and sharing metrics that our colleagues have used to extend value beyond the traditional BC job description. Don't miss this expert discussion about how to use them to your full advantage as a valuable member of your organization.

Frank Perlmutter, CBCP, has more than 15 years experience in BC planning. He is the president of Strategic BCP, Inc.

Managerial Session 3 Novice/Intermediate/Advanced



Tom Serio

Verizon

Reality TV: A Photojournalistic Review of Real Disasters to Help You Plan Better

Have you ever experienced a disaster? Were you thrust into the reality of executing plans or accounting for employees with the devastation of an event all around? How about supporting customers during a sustained situation? Step into reality with a first-hand accounting from real events such as direct hits from Hurricanes Katrina and Wilma, as well as supporting customers and emergency responders during the California Station Fire in 2009 and others. Learn the real-life lessons gained from front-line access to the impact areas. Understand roles that can be played for community support and local relief. Apply best practices to enhance plans and procedures.

Tom Serio, currently with Verizon Wireless, has more than 25 years of experience in business and Information Technology, with a focus on DR preparedness, BC planning and crisis management throughout his career.

Technical Session 3 Novice/Intermediate/Advanced



Karen
Jaworski

EVault

Business Resiliency in the Cloud – Reality or Hype?

Can you truly achieve business resiliency in the cloud? With today's broadly distributed IT environments, and the business demanding always on, fast access to data from anywhere, the cloud has emerged as a viable alternative for backup and disaster recovery services. But does it pass the test on speed, security and reliability? Join us for an exploration of reality versus hype.

Karen Jaworski is senior director of product marketing for EVault, a Seagate Company. She collaborates with EVault's customers and partners to deliver the industry-leading EVault cloud-connected solutions. Jaworski has 20 years experience managing and developing award-winning technology applications.

Emergency Response Session 3 Novice/Intermediate/Advanced



Ramesh
Warrier

eBRP

Planning – It's About Information (Not Just Documents)

If you subscribe to the theory that BCM is all about creating plans, you're missing the most valuable contribution your BCM program can make to your organization: effective incident response. Your organization's capability to respond to any disruption of its operations depends on access to critical information. If your planning process produces that critical information (in addition to plans), your organization vastly improves its ability to respond to disruptions. Learn how your current planning processes can produce the information – not just raw data – that incident managers will need to assure they can respond effectively and efficiently.

Ramesh Warrier is the chief visionary and conceptualist behind the eBRP brand. Since graduating from Indian Institute of Technology, he has accumulated more than 27 years of experience in various technology industry roles.

Advanced Session 3 Advanced



Ann
Pickren

MIR3

Tips and Tricks for Performing a BIA

The BIA has become more important than ever in BC planning, guiding your team in properly establishing strategies, implementing reasonable, appropriate plans and securing executive support for your program. If you haven't done one yet, you've probably heard that a BIA can be complex, time-consuming and resource-intensive. But does it have to be? Anyone who has performed a BIA has faced similar challenges and dealt with the same unnecessary complications and frustrations. If you're thinking of performing a BIA, you won't want to miss the hindsight and tips from those who have charted the course that you're about to undertake.

Ann Pickren is vice president, solutions, for MIR3. Her experience spans the BC/DR, crisis management and supply chain management sectors, providing strategic counsel for many Fortune 500 companies. Pickren focuses on evangelizing MIR3 solutions to the BC/DR market.

Information Session 3 Novice/Intermediate/Advanced



An Overview of the BCI

Join BCI Board Member, Kathleen Lucey and BCI-US Chapter President, Doug Weldon as they discuss the BCI framework and membership requirements. Discussion will include alternative route to membership overview (charges and fees, time frame) as well as a presentation on why certification is beneficial and how it can be achieved. Time will be allowed for a question and answer period. Find out everything you've always wanted to know about the BCI program and the certification process.

The Business Continuity Institute (BCI) was established in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners.

Breakout Track 4

Tuesday 1:30 - 2:30 p.m.

Strategic Session 4

Novice/Intermediate



Tejas
Katwala

Continuity
Logic

Implementing BCM standards for Organizational Certification and Program Sustainability

This presentation will review and compare new and most common BCM standards and best practices for organization certification and program sustainability. Attendees will walk through an implementation framework to understand how to initiate the program, gain organization wide adoption, incorporate certification criteria, and promote continuous program improvement and maturity.

Tejas Katwala is the CEO and co-founder of Continuity Logic. He has more than 20 years experience with business process automation and improvement, technology management, and more specifically over the last 10 years in helping organizations establish, automate, and transform their business continuity programs.

Managerial Session 4

Novice/Intermediate/Advanced



Deneen
Stone

Denver
Intl.
Airport

How Does an International Airport Effectively Communicate to Everyone in an Emergency?

How do you get the right notification to the right people? This case study will show you how a major airport can now successfully send over 2700 notifications per month. Learn how Denver International Airport (DIA) sends over 14,000 notifications in just seconds, instantly notifying crew members in times of severe weather, snow removal and all major crises. DIA is one of the busiest International Airports in North America, servicing more than 53 million travelers a year. DIA averages more than 1700 flights/day; employs more than 33,000 employees; servicing 63 Aircraft Divisions across six runways and 34,000 acres.

Deneen Stone is an associate information technology administrator in the technologies division at the Denver International Airport.

Technical Session 4

Intermediate/Advanced



Jeremy
Suratt

Iron
Mountain



Fred
Moore

Horison
Info.

Backing up Your Big Data

The big data phase is underway and in the next few years will give way to the era of colossal content approaching annual data storage growth rates of 100% or more. Learn how this unprecedented volume of meaningful data will demand new backup and recovery strategies and drive traditional storage solutions to new levels of functionality and availability.

Fred Moore, president, founded Horison Information Strategies in 1998, a data storage industry analyst and consulting firm that specializes in executive briefings, market strategy development, and identifying key and emerging trends for end-users and storage industry suppliers.

Jeremy Suratt is the solutions marketing manager for data backup and recovery services at Iron Mountain. In this role, he is responsible for evangelizing the need for secure and reliable offsite data protection, restoration, and escrow services.

Emergency Response Session 4

Novice/Intermediate/Advanced



Regina
Phelps

EMSS

It's Not Going Away ... Making Friends with Social Media!

Social media ... is a tool that has only been around for a few years, but it is already pervasive in our society. This fast-paced session explores how you and your company can engage this new media in powerful and productive ways. Learn ways to establish a leadership position and learn the basic rules of engagement in this new media. We will also explore what you should do and not do when someone "out-there" says something about you that you don't like. We will focus on basic guidelines on the uses of social media, how to effectively participate and touch on some basic rules.

Regina Phelps, founder of Emergency Management & Safety Solutions, is skilled in incident management team development, pandemic planning, EOC design, and the development of emergency exercises for large global companies.

Advanced Session 4

Advanced



Marc
Lapointe

Desjardins



Eve-
Marie
Cormier

Plante &
Assc.

Implementing a BCMP in a Company-Wide Change Context: The Desjardins Financial Group Experience

In 2010, the Autorité des Marché Financiers (AMF) published a business continuity guideline requiring from all financial and banking institutions under its govern in Québec to follow established standards. To comply with AMF standards, Desjardins put in place a new BC department with the mandate to implement a company-wide business continuity management program. Hear the lessons-learned, by comparing their experience with the methods suggested to fortify organizations' aptitude for change.

Marc Lapointe is the director, business continuity at Desjardins Financial Group. He leads the team responsible for the corporate BC program and crisis management.

Eve-Marie Cormier, CBCI (Merit), MPM, is vice-president at Plante & Associates, a consulting firm specialized in BC, crisis management and DR.

Information Session 4

Intermediate/Advanced



John
Kain

Montana
& Assc.

Recording the Disaster

Though no one invites disaster, there is high confidence that the challenge of any mishap will be met with the needed expertise. Yet there is often not much thought given to managing the records and information of the disaster itself. That is, the records and information created throughout the recovery (and often cleanup) process. As we all know, how companies react to disasters are sometimes more important than the initial cause, particularly in cases of natural disasters or plain bad luck. This session explores the need for a records and information governance disaster plan as part and parcel of any disaster recovery program.

John Kain, M.A. specializes in RIM disaster preparedness, retention scheduling, records and information policies and procedures as well as international and domestic records law research.

Tuesday Workshops

3:00 - 5:30 p.m.

Workshop Session 1 Intermediate/Advanced



Develop a Top-Notch Incident Management Team

Regina Phelps

EMSS

Do you have an incident management team (what in the old days was called a crisis management team)? Are you developing one or retooling the one you have? Then this is the workshop for you.

The goal of this workshop is to assist you in developing a topnotch team and process to manage incidents, large and small. We will look at who should be on the team and their roles and responsibilities. We will explore how they should be structured and will review the Incident Command System (ICS) methodology as a possible solution.

We will then peel back the process for assessing an incident at your company including the triggers for escalation and who comes together to make the decision to activate the plan. This relatively straightforward process – assessing an incident – is often overlooked in companies. We will then explore the second critical step – planning – which is often completely absent in an incident or crisis management plan.

Attend this fast-paced session to learn everything you need to learn all you need to know about incident management teams!

- Incident Management Teams: Roles, responsibilities and methodologies
- Initial Assessment Team – who should be on the team?
- Assessment Criteria – what is the criteria you should always consider?
- The development of the incident action plan
- How to facilitate and document an action planning session.

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

Phelps' niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

This spring, she attended the one-week executive training program on Crisis Leadership at Harvard.

Workshop Session 2 Novice/Intermediate/Advanced



Rob Giffin

Avalution



Brian Zawada

Avalution

Build an ISO 22301 Management System to Capture Executive Attention

Management Systems "concepts" have been included in nearly every business continuity standard written in the last four years – including ISO 22301 – but remain relatively unknown in our profession.

This workshop will introduce management systems processes and their unique benefit of forcing alignment with your executive's expectations.

Management systems processes include scope and objectives definition, recurring management involvement, defining obligations, interested party engagement, policy, competency definitions, audit, management review, corrective actions – and above all, continuous improvement.

Workshop attendees will come away with an understanding of management systems principles and processes as well as the value of management system standards.

Each management system component and process will be introduced using case study content, as well as specific, practical ways to implement these processes in any environment.

Robert Giffin, CBCP, CISA, is a co-founder and director of technology for Avalution Consulting, a firm specializing in business continuity consulting.

Brian Zawada, MBCI, MBCP, is the director of consulting for Avalution and a member of the Board of Directors for the USA Chapter of BCI. He is active in developing standards, and is a strong proponent of using standards to improve performance.

Zawada is the lead U.S. representative on the group charged with developing ISO 22301, as well as ISO 22313 and 22323 (Working Group 4 of ISO's Technical Committee 223).

Workshop Session 3 Novice/Intermediate/Advanced



David Smith

Prof. Workplace Interaction

Violence a Preventable Disaster: Understanding and Reducing the Risk

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

The good news is that much can be done to reduce the risk. Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence.

This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate.

Participants will receive proven methods to combat the rising tide of workplace violence and proactive steps that can dramatically reduce the risk of litigation and future legal claims.

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

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

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

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

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

Select one workshop to attend. Gain in-depth knowledge from industry experts! Each session is rated according to experience level: novice, intermediate or advanced.

Workshop Session 4

Intermediate/Advanced



From BIA to Resiliency: How to Align IT with the Goals of your BC/DR Program

Sudhir Gadepalli
Ohio State Univ.
So you completed the BIA. You identified critical business processes and determined recovery priorities. Are you confident that your technology recovery capabilities are fully aligned with the recovery requirements of your BC/DR program?

Technology recovery is a critical part of BC/DR planning, and a comprehensive IT service continuity management strategy facilitates the evolution of business resiliency.

As the saying goes - "Computers don't recover from disasters, people do. But people need computers to recover from disasters". Within the context of BC/DR planning, technology recovery is integral to continuity of business operations.

This two-part workshop will examine the importance of technology recovery within the context of BC/DR planning, and will explore various strategies and tactics to achieve infrastructure resiliency. Key takeaways include:

- How to align IT recovery capabilities with business process recovery priorities.
- How to create an "Executable" IT recovery plan.
- How to apply enterprise architecture principles to develop a "target state architecture" that meets your RxO commitments:
- DR models and frameworks.
- Understanding, evaluating and advocating the impact of emerging technologies to enhance IT recovery capabilities.
- Techniques to incorporate ITIL service continuity and change management into your resiliency program.

Sudhir Gadepalli is the associate director of IT Service Continuity Management in the Office of the Chief Information Officer at The Ohio State University. In this role, he is responsible for all aspects of the University's IT Service Continuity Management program, and for providing leadership and strategic direction in the creation of a resilient computing architecture to support the University's research and academic initiatives.

Workshop Session 5

Novice/Intermediate/Advanced



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

Steve Goldman
Goldman Mgmt. Consultants
The DRJ attendee favorite and one of the longest running workshops! 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
- Dr. Goldman's highly acclaimed Exercise Planning Checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems.

Exercise conduct, evaluation, and critiquing strategies will be discussed.

With his lively style and real-life examples, Goldman 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.

Workshop Session 6

Novice/Intermediate/Advanced



The ABCs of Operational Resilience

Nader Mehravari
IT Cadre
Organizations, large or small, public or private, civilian or federal, continue to invest in a variety of independent preparedness planning activities including IT disaster recovery, business continuity, crisis management, pandemic planning, and emergency management. However, given the extreme complexity of today's business processes, and the global socio-economical challenges faced by organizations, a traditional disjointed stovepipe approach to preparedness planning is no longer viable; neither operationally nor financially. Successful protection of one's enterprise now requires a fully integrated approach that incorporates unification, standardization, automation, and training while balancing affordability and risk management. Such an integrated approach to protection and sustainment of business operations is being referred to as "operational resilience."

Operational resilience is the emergent property of an organization that can continue to carry out its mission in the presence of operational stress and disruptive events. It is the overarching risk management practice of planning, developing, integrating, executing, and governing activities to ensure that an enterprise and the environment that it operates in are able to:

- Identify and mitigate operational risks that can lead to system disruptions before they occur,
- Prepare for and respond to disruptive events (natural or man-made, accidental or intentional) in a manner that demonstrates command and control of incident response, and
- Recover and restore mission-critical operations following a disruptive event within acceptable time frames.

Dr. Nader Mehravari, MBCP, MBCI, is a subject matter expert and experienced practitioner in disaster recovery, business resiliency, continuity of operations, preparedness planning, information security, and associated operational risk management. He is currently with IT Cadre where he leads all resiliency activities.

Venue Information

Hotel Reservations

The official conference hotel is:

Sheraton San Diego Hotel
1380 Harbor Island Drive
San Diego, CA 92101-1092
877-734-2726 Refer to Booking #23231

Attendees are responsible for making their own hotel reservations by calling 877-734-2726. Refer to Booking #23231. Ask for DRJ's special room rate. Email patti@drj.com for information on government rooms.

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



Conference Attire and Climate

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

Conference Registration Fee

For one low fee you receive: admission to all sessions, including workshop sessions; conference material for sessions; networking breakfasts and lunches; and admission to the Monday night hospitality and a welcome reception. There are also numerous other activities onsite including an exhibition hall and product demonstrations.



Transportation Information

Airlines: American Airlines is DRJ's official airlines for Fall World 2012. In order to make your reservations, please call 800-433-1790 or visit www.aa.com. Use file #8392AZ for the discounted rate on American Airline flights.

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

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



Fall World 2012 Registration Form

Register By July 9, 2012 for \$995. Save \$200 in fees!

Date _____ List Your CBCP, FBCI, CRP# _____

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

Company _____

Title _____ Email _____

Address _____ Mail Stop _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Cell _____ Fax _____

Print Name As It Should Appear On Badge _____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number _____

Check here if you require special needs _____ Please specify _____

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

Industry Information

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



Rank Your Experience Level _____ Novice (less than 2 yrs) _____ Intermediate (2-5 yrs.) _____ Advanced (5+ yrs.)
Is This Your First Conference at DRJ? _____ Yes _____ No

Payment Information

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

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. # _____

_____ Bill my  _____ Bill my  _____ Bill my AMEX _____ Bill my DISCOVER

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

Account # _____ Exp. Date _____

Signature _____

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 9, 2012 without penalty. No refunds or credits will be given for cancellations received after Aug. 9, 2012. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy. _____

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

Session Information

Name: _____ Company: _____

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

Sunday, Sept. 9

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
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Monday, Sept. 10

Breakout Session 1	SS-1	MS-1	TS-1	ES-1	AS-1	IS-1
Breakout Session 2	SS-2	MS-2	TS-2	ES-2	AS-2	IS-2
Breakout Session 3	SS-3	MS-3	TS-3	ES-3	AS-3	IS-3

Tuesday, Sept. 11

Breakout Session 4	SS-4	MS-4	TS-4	ES-4	AS-4	IS-4
Workshop Sessions	WS-1	WS-2	WS-3	WS-4	WS-5	WS-6

Registration Rates

Registration rates for the conference are as follows:

- only \$995.00 through July 9, 2012
- only \$1095.00 through Aug. 9, 2012
- only \$1195.00 through Sept. 9, 2012

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

Three Easy Ways To Register

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

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

Web: www.drj.com

For information

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

Registration Discounts

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

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

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

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

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

Pre-Conference Courses

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



Sat., Sept. 8, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 9, 8:30 a.m. - 11:30 a.m.
\$1195 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; Dr. Goldman's "First Drill" planning checklist; using incomplete department plans to your advantage; painlessly involve IT, PR, and management; 100+ ideas for scenarios; develop a timeline for your company!; expected problems and their solutions; critique the drill and still keep your job; using the leverage from this drill.

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

Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, Dr. Goldman 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.

PRC-2: IT/DRP/Certified Business Resilience IT Professional



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

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

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

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

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data.

Students will receive a workbook and take-home disaster recovery plan templates.

Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

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

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

PRC-3: Enterprise Risk Management



Boyls



Dann



Murdoch

Sat., Sept. 8, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 9, 8:30 a.m. - 11:30 a.m.
\$1,495 per person (For quality purposes, this course is limited to 30 participants)
Presenters: Glen Boyls, Ted Dann and Warren Murdoch

Finally, a practical enterprise risk management course for performance-optimizing executives, managers and risk management professionals that want to improve: risk oversight, strategic planning and tactical execution, financial and operational performance, resiliency to known, emerging and unknown risks, the flow of critical decision-making information for seizing growth opportunities.

Course topics include: governance, risk and compliance; roles and responsibilities; performance and resiliency optimization; strategy and risk integration; managing risks; business processes; sustainable measurements; reports and dashboards; risk culture; frameworks; IT and eGRC platform solutions; tabletop exercises.

This is a highly interactive course and includes the review and discussion of a high-profile business case. This course reflects lessons learned from risk management failures at a wide range of organizations including automotive, consumer product, energy, financial, government, insurance, manufacturing, non-profit, professional services, and technology. The course has been reviewed and vetted by a large and diverse network of highly experienced third-party risk management professionals, board members, corporate executives, government executives, bank executives, hedge fund executives, big-4 partners, corporate attorneys, government attorneys, federal regulators, international finance experts, subject matter experts, industry experts, and academic thought leaders.

Glen Boyls, economist and CBCP, has been actively involved in risk management and business continuity for the last 13 years of his 26 year management consulting career. He is an Ernst & Young alumnus and is actively involved in several risk management professional organizations.

Ted Dann, CPA, CRM and ARM, has over 20 years in accounting management and 6 years in corporate risk management. He is actively involved in the Risk and Insurance Management Society and the Business Continuity Professionals of the Carolinas.

Warren Murdoch has extensive risk management experience in energy and financial markets. He has a Master of Science degree in financial markets and trading from the Illinois Institute of Technology, and is actively involved in the Professional Risk Manager's International Association.

PRC-4: Level 1 PWI Certified Facilitator (PCF): Become a PWICertified Workplace Violence Facilitator



Sat., Sept. 8, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 9, 8:30 a.m. - 11:30 a.m.
\$895 per person
Presenter: David A Smith

The PWICertified WPV Partner Program professionally prepares, certifies and licenses participants to conduct effective market accepted violence risk reduction training and use PWI intellectual properties and methodology with annual PWI expert support.

Participants receive the knowledge to effectively train and communicate

EARN UP TO 16 CEAPs PER CLASS BY ATTENDING A PRE-CONFERENCE COURSE.

proven market accepted methods designed to reduce the risk of violence in our workplace and schools. PWI methods are currently being used by Fortune 500 companies, large U. S. insurance carriers and major universities.

Over 15 years ago, a team of professionals, with multidisciplinary backgrounds, developed the PWICertified WPV Partner Program. Their backgrounds include business administration, clinical, social and forensic psychology, communications, crime prevention specialists, law enforcement officers, lawyers and research method specialists. Our trainings and products are continually updated.

Level 1: PWICertified Facilitators (PCF) receive up to date market accepted Pre-Certification training, techniques for practicing effective group WPV training and coaching. PWICertified facilitators are provided with PowerPoint presentations, support materials and training tools to effectively train employees, managers, supervisors, students, staff and faculty. PWICertified WPV Partners receive annual ongoing support, discounts on materials, PWI Collaboration software and access to PWI threat assessment professionals.

Certification Levels:

Level 1: PWICertified Facilitator (PCF)

Level 2: PWICertified Master Facilitator (PCMF)

Level 3: PWICertified Violence Vulnerability Auditor (PCVVA)

Level 4: PWICertified Terrorism Vulnerability Auditor (PCTVA)

Level 5: PWICertified Threat Assessment Professional (PCTAP) - (Tailored for licensed psychologists and psychiatrists)

Note: PWICertified trainers and consultants must successfully complete the preceding level of competencies and sub-competencies that are recognized by the higher level of certification before they begin the next level of certification training.

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker. PWI was established in 1997 for the purpose of research and evidence-based process development, designed to address many of the difficult behavioral risk reduction and employment related issues facing corporations, schools, private businesses.

PRC-5: CMC 2050: Crisis Communication Planner



Sat., Sept. 8, 9:00 a.m. - 5:00 p.m.

Sun., Sept. 9, 8:30 a.m. - 11:30 a.m.

\$1345 per person

Presenter: John Cullen

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and

always will be the threat to the organization's most important asset – its reputation. To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness. In this class, you will learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur. Attendees earn an ANSI accredited certificate as Crisis Communications Planner upon successful completion of the course.

If registrants send an email to education@theicor.org upon registering for the course, the course books will be shipped to you via FedEx.

John Cullen is an ICOR faculty member and a partner with Foresight PR, a full-service public relations firm.

PRC-6: Planning and Implementing and Effective BIA



Sat., Sept. 8, 9:00 a.m. - 5:00 p.m.

Sun., Sept. 9, 8:30 a.m. - 11:30 a.m.

\$1295 per person

Presenters: Morris Davis, Ted Brown

The business impact analysis (BIA) is the foundation on which the business continuity program is built. It identifies, quantifies and qualifies the business impacts of loss, interruption or disruption of business activities on an organization and provides the data from which appropriate continuity strategies can be determined.

You'll learn how to tailor a business impact analysis (BIA) to your organization, to provide management the data to support the appropriate BCP/COOP strategy and program. This dynamic class will review the "critical success factors" that lead to a quality BIA. It will also discuss the pitfalls that probably guarantee failure. Areas discussed include: What should the project plan be? How long should it take? What kind of survey should be used? How long? What should be the goals? What about interviews versus workshops? What is the Output? Sponsors: are they required? Who should it be? Who shouldn't it be? How do you get management buy-in to conduct a BIA?

Morris Davis, MBCI, CBCP, the KETCHConsulting national practice leader will teach the BIA class and facilitate the exercises.

Ted Brown, MBCI, CBCP, CBCV, president and CEO of KETCHConsulting, is a recognized business continuity industry leader whose tireless efforts have dramatically increased visibility of BCP/COOP nationwide and globally.

Mail form to: Disaster Recovery Journal, PO Box 510110, St. Louis, MO 63151 or fax to (636)282-5802. Make check payable to Disaster Recovery Journal or provide credit card information.

____ PRC-1: Conduct First BCP/DR Drill (\$1195)

____ PRC-2: IT/DRP/CBRIT (\$1695)

____ PRC-3: Enterprise Risk Mgmt (\$1495)

____ PRC-4: PWI Certified Facilitator (\$895)

____ PRC-5: ICOR CMC 2050 (\$1345)

____ PRC-6: Planning, Implementing BIA (\$1295)

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Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 9, 2012 without penalty. No refunds or credits will be given for cancellations received after Aug. 9, 2012. All no shows will be charged the full amount. All cancellations must be received in writing.

Post-Conference Courses

POC-1: From Response to Recovery: Everything You Need to Know to Design a Successful Exercise



Wed., Sept. 12, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 13, 8:30 a.m. - 5:00 p.m.
\$1295 per person
Presenter: Regina Phelps

If you have a documented emergency plan but have not tested it, you might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and is certainly a lot less stressful. This workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with a draft of your next exercise planned and a copy of Regina's new book.

The workshop will cover:

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

You will:

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

Regina Phelps is founder of EMSS. She has provided consultation, training, and speaking services to clients in four continents.

POC-2: Business Continuity From Start to Finish: Everything You Need to Know for Your Continuity Program



Wed., Sept. 12, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 13, 8:30 a.m. - 5:00 p.m.
Friday, Sept. 14, 8:30 a.m. - 12:00 p.m.
\$1,695 per person

Presenters: Glen Curole and Martin Myers

Jump start your program. This course is for any person new to, or a novice in, the BC field and responsible for managing or executing a BC program. In only two days you'll get everything you need to start, grow or improve your program. You will receive a CD with all materials.

The course will cover:

- Getting Started
- Risk Assessment
- Business Impact Analysis
- Program Roll Out
- Exercise and Validation Program
- Program Governance.
- Incident Response and Communications

For more information contact Glen Curole at glen@category5services.com.

Glen Curole, CBCP, is president of Category 5 Services with more than 25 years experience in the business continuity/disaster recovery field.

Martin Myers, MBCP, is a vice president in the banking technology & operations, business control, monitoring, and readiness department at a Fortune 20 bank with more than 24 years in the BC/DR field.

POC-3: CBRA Seminar: Certified Business Resilience Auditor



Wed., Sept. 12, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 13, 8:30 a.m. - 5:00 p.m.
\$1695 per person
Presenter: Rick Wellman

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

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

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

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

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

POC -4: Fast Track to Develop and Improve Business and Government Continuity Plans



Wed. Sep 12, 1:30 p.m.-5:00 p.m.
Thurs. Sep 13, 8:30 a.m.-5:00 p.m.
\$1195 per person
Presenter: Lloyd Smith

Tie together what you learned at DRJ, reap the benefits and improve your continuity capabilities. Learn best practice business, government and community continuity "how to" principles and applications from an expert and certified instructor with real world experience in recovering from major disasters and terrorist attacks. Despite tight budgets, the threats are greater and organizations can't afford to be without effective continuity plans. This total continuity course is the "silver bullet" solution designed to help develop/improve plans in less time at minimum cost.

Subjects include:

- Continuity Plan Considerations and Project Management
- Progressing From IT DR Plans to Business Continuity
- Emergency Response to Protect Personnel & Assets
- Fast Track With Condensed Risk and Business Impact Analyses
- Developing Recovery Strategies and Procedures
- Exercising/Testing and Auditing Plans
- Facility Recovery and Critical Infrastructure Protection
- Employee Personal, Home and Community Preparedness Plans

Colonel Lloyd Smith, MBCP, with 22 years disaster recovery experience, an international leader in developing, teaching and applying business continuity policies and standards, founded Business & Government Continuity Services.



REGISTER AT

www.drj.com/bci-fall

Course 1: Understanding the Organization and Determining BCM Options (Strategies)
Cost: \$2,156 for all DRJ Attendees

Course 2: Crisis and Incident Management
Cost: \$1200

Course 3: Writing the Plan
Cost: \$530

Course 4: Business Impact Analysis
Cost: \$1200

Course 5: BCM Audit Course
Cost: \$1200

Course 6: Supply Chain
Cost \$530

POC-5: PS-PREP: Everything You Need to Know



Wed. Sept. 12, 1:30 p.m.-5:00 p.m.
\$495 per person
Presenters: Lynnda Nelson, Ken Schroeder

This course will cover the history of the program leading up to today; how your company or organization is likely to be impacted; how to go about getting your organization certified; understanding the PS-PREP standards (ASIS SPC.1-2009, BS 25999-2:2007, NFPA 1600) and the interrelationships with other controlled examinations such as SAS70, FFIEC and other examination standards; and how a small business becomes certified.

Attendees at this course will take away with them:

- Understand the basics of the three new standards that measure business continuity program effectiveness; and copies of each for your use
- How to prepare your organization for the audit process for PS-Prep certification
- A customizable PS-Prep presentation to share this information with your senior management team.

This subject is changing daily, and keeping up with the changes can be a daunting task. PPBI is doing the homework, and will present you with a simple path toward arranging your own certification.

Lynnda Nelson is president of The International Consortium for Organizational Resilience.

Kenneth Schroeder, MBCP, VP for business continuity, Southeast Corporate FCU.

POC-6: BCM 4050 Business Continuity Maturity Model Assessor's Training



Wed. Sep 12, 1:30 p.m.-5:00 p.m.
Thurs. Sep 13, 8:30 a.m.-5:00 p.m.
Friday, Sept. 14, 8:30 a.m. to 12:00 p.m.
\$1346 per person (includes 10% discount for DRJ attendees)
Presenter: Jim Nelson

Become a BCMM Assessor and add the ability to review and audit business continuity programs to your consulting practice or increase your intrinsic value as an internal business continuity professional.

Participants who have successfully completed the two-day training class are trained in the methodology of performing both review and audit level assessments aligned to the three PS-Prep standards using the Business Continuity Maturity Model. The BCMM is an assessment tool which provides a standard approach to measure an organization's business continuity program maturity and to provide direction for creating and maintaining a BC program as a sustainable process.

The BCMM also collects meaningful benchmark data that can be used to compare how your organization matches up with similar organizations. The BCMM has been updated to align to the three PS Prep Standards: BS 25999, ASIS SPC.1, and NFPA 1600:2010 and can be used to self-assess your program's readiness for a PS-Prep third party audit. Attendees earn an ANSI accredited certificate as a BCMM Assessor upon successful completion of the course.

Upon registering for the course, send an email to education@theicor.org. The course books will be shipped to you via FedEx.

James Nelson, M.S., MBCP, CDCS, and CORP is the president of Business Continuity Services, Inc. He is the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience.

EARN UP TO 16 CEAPS PER CLASS BY ATTENDING A POST-CONFERENCE COURSE.

Post-Conference Course Registration Form

Mail form to: Disaster Recovery Journal, PO Box 510110, St. Louis, MO 63151 or fax to (636)282-5802. Make check payable to Disaster Recovery Journal or provide credit card information.

____ POC-1: Everything You Need to Know (\$1295) ____ POC-4: Fast Track to Bus/Gov Plans (\$1195)
____ POC-2: BC Start to Finish (\$1695) ____ POC-5: PS-PREP (\$495)
____ POC-3: CBRA Seminar (\$1695) ____ POC-6: ICOR - BCM 4050 (\$1346)

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

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 9, 2012 without penalty. No refunds or credits will be given for cancellations received after Aug. 9, 2012. All no shows will be charged the full amount. All cancellations must be received in writing.

To register, please go to www.drj.com/bci-fall

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DRJ Fall World Class Schedule



COURSE 1: The Business Continuity Institute Good Practice Guidelines Training

Cost: \$ 2156

Wednesday, September 12, 2012 1:30am-5pm, Thursday, September 13, 2012 8:30am-5pm, Friday, September 14, 2012 8:30-5pm and Saturday, September 15, 2012 8:30-12:30pm, Exam (open to anyone), Saturday, September 15, 2012 2pm-5pm

The Official Good Practice Guidelines (GPG) course is the most comprehensive, complete review of business continuity concepts and industry best practices in the world and serves as the foundation for the BCI certification. The Good Practice Guidelines Course covers the six phases of the BCM Lifecycle and links them more directly to what is now defined as Professional Practices (PP). The 6 PPs are sub-divided into 2 Management Practices and 4 Technical Practices.

COURSE 2: Crisis and Incident Management

Cost: \$1200

Wednesday, September 12, 2012 1:30pm-5pm, Thursday, September 13, 2012 8:30am-5pm and Friday, September 14, 2012 8:30am-12:30pm

This two-day course (run over three days as two half days and one full day) is aimed primarily at those who are tasked with managing an incident, whether at a Strategic or Tactical level or those who have to train or exercise others in these roles. It gives practical experience and theoretical guidance for dealing with the variety of incidents that may be faced by an organization.

This course is not an individual leadership development course, instead we shall be looking at how the top management should take the lead, how they fit into an organization's response structure and what tools they require. We will look at how exercising and coaching can improve their response by, on this course, putting yourselves in their shoes and analyzing your own reactions.

The course covers the following topics:

- What is an incident - how does it affect an organization? What are its characteristics and how do they develop?
- What distinguishes an effective from an ineffective response? How can we develop a structure that gives us the best chance of success?
- How do individuals react to incidents and how can we prepare them to react better?
- What are the responsibilities of the top team? How should the media be handled?
- What resources and facilities do the team require? What does an incident management plan contain?
- How do you train and exercise the team? How do you make IM exercises effective and involving?
- What are the quick wins? How are you going to implement what you have learned?

COURSE 3: Writing Business Continuity Plans

Cost: \$530

Wednesday, September 12, 2012 1:30pm-5pm and Thursday, September 13, 2012 8:30am-12:30pm

This course covers the following topics:

- The emergency response phase - alert, welfare and communication
- Incident Management - dealing with the media, assessment and invocation of recovery
- Activity recovery plans - plan detail and interrelationships
- Tactical recovery plan - coordinating and troubleshooting the recovery phase
- What needs doing next? How could the exercises be varied to make the plan more generic?

COURSE 4: Business Impact Analysis (BIA) Training

Cost: \$1200

Wednesday, September 12, 2012 1:30pm-5pm, Thursday, September 13, 2012 8:30am-5pm and Friday, September 14, 2012 8:30am-12:30pm

Success for the BCM project is contingent on gaining a thorough understanding of the organization. This course will take the attendee through the steps required to develop a complete understanding of the business impact analysis process and the critical steps required to thoroughly understand the nature and requirements of the organization. Understanding the business enables the indepth analysis required to properly document the critical timelines and continuity requirements. This will ensure that the BCP team is prepared to adequately address each BCP and DRP phase and will lead to a successful BCP project.

The class is a strong mix of both lecture and hands on experience. The students will work together to simulate a true BCP project and handle a case study that is designed to meet all types of business and organizational challenges. By the end of the course, each attendee will know that they are prepared to contribute to, and even lead, a BIA project with confidence and experience

COURSE 5: BCM Audit Course

Cost: \$1200

Wednesday, September 12, 2012 1:30pm-5pm, Thursday, September 13, 2012 8:30am-5pm and Friday, September 14, 2012 8:30am-12:30pm

Drawing from the Audit Methodology advocated by the ISO 9011:2002(E), this workshop helps address all three phases of a BCM Audit - Pre-Audit, Onsite conduct of the Audit and Post Audit activities. More than 50% of the course duration is spent using hands-on audit activities designed to ensure that by the end of this workshop, participants would have effectively conducted their first real hands-on BCM Audit. Like the BCI Good Practice Guidelines, principles taught in this workshop can be used to audit against any BCM Standard or Framework, including the BS25999, NFPA, ASIS-BCM, SS540, ISO22301 etc.

COURSE 6: Supply Chain Continuity Management

Cost: \$530

Wednesday, September 12, 2012 1:30pm-5pm and Thursday, September 13, 2012 8:30am-12:30pm

Through the implementation of hands on exercises/labs and probing discussions this highly dynamic learning environment will offereach professional a strong working knowledge of the critical nature of the organizational supply chain and the inherent risks that could impact its overall resiliency.



To register, please go to www.drj.com/bci-fall



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