

DRJ'S 63rd CONFERENCE

REGISTRATION GUIDE



DRJ FALL 2020

September 28 - October 1

A VIRTUAL EXPERIENCE

**FOCUS ON
THE FUTURE
OF RESILIENCY**



REGISTER NOW

WWW.DRJ.COM/FALL2020



FOCUS ON THE FUTURE OF RESILIENCY

As the oldest business continuity resource in the U.S., DRJ has the **in-depth education and technology** to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

The tools you gain at **DRJ Fall 2020: A Virtual Experience** can help you reduce downtime, increase workplace safety, secure your data, and reduce your overall risk. You'll **save time and money** by learning how to prevent disruptions or respond swiftly when they occur.



JUSTIFICATION LETTER

Dear [Decision Maker]:

I'd like your approval to attend **DRJ Fall 2020: A Virtual Experience** on September 28 - October 1.

DRJ conferences are the world's largest conferences dedicated to building resiliency, and attending is crucial for me to stay on top of the latest technologies, solutions and processes to manage risk and build resiliency for our company.

A few key benefits that make this a worthwhile investment:

Peer networking to help solve BC challenges and review our current approaches:

The conference is known for the collaborative nature of attendees and speakers in providing feedback and advice. The event builds in formal and informal networking times to facilitate this. It's invaluable to have discussions and gain knowledge from others who are facing the same challenges as us.

Immersive Educational Opportunities with experts.

There are over 65 sessions and workshops with 85 speakers which will allow me to focus on the areas that are essential for our company - all in one place instead of trying to organize various separate training sessions.

I'll be able to:

- learn from industry experts and seasoned practitioners.
- gain valuable strategies to apply immediately to our company.
- acquire first-hand information from professionals who share real-life scenarios.
- learn the latest in business continuity, technology, trends, and business-related products.
- share all of these great resources, information, strategies, and more with our employees

An efficient way to demo and review the newest technologies and solutions.

The event hosts a comprehensive exhibition floor which will allow me to meet and review the most current technologies and solution providers we need in one place. Arranging individual meetings would be cumbersome and inefficient.

This is an estimate of expenses for me to attend **DRJ Fall 2020: A Virtual Experience:**

- Conference fee: \$XXXX


It's essential for us to be on top of the latest tools, knowledge and education when it comes to managing risk and building resiliency, and I believe this conference will empower me to bring enormous benefits to our company.

Thank you,

Your Name

SPONSOR SPOTLIGHTS

Gold Sponsor

 OnSolve provides the industry's most comprehensive critical event management platform. Our modern suite of capabilities is purpose-built, combining AI-powered situational awareness and leading critical communications capabilities with incident management to quickly and accurately identify adverse events, analyze the risks posed by those incidents without human intervention, rapidly communicate to key stakeholders and activate response teams overseeing incident management. OnSolve helps governments, companies and organizations become more resilient and protect their people, assets and infrastructure – quickly, accurately and reliably. Visit our virtual booth or [OnSolve.com](https://www.onsolve.com) to learn more.

Silver Sponsors



Leveraging decades of experience, Assurance, Avalution, and ClearView pair expert guidance with purpose-built software to simplify preparation and ensure quick restoration of critical operations. Together we offer direct access to an unrivaled level of business continuity expertise spanning consulting, software, staffing and data research solutions. Visit our booth to learn more about our solutions and participate in a raffle to win a \$100 Amazon gift card!



Cutover, the leader in work orchestration and observability, is the only platform that provides full organizational visibility into dynamic flows of work, bringing them out of the dark matter of the enterprise to enable teams to move quickly with confidence. Cutover eliminates outdated approaches like static spreadsheets and weekend calls so teams can accomplish work quickly and effectively – without the usual headache.



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



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



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



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



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



Workplace Recovery by Regus gives you preferential access to over 3000 workspace locations in more than 120 countries worldwide. With over 90,000 workplace recovery seats available across our network, we can help you get back to work faster if you can't use your own offices due to power outages, hurricanes, fires, floods, IT failures, social distancing requirements and more. We offer solutions for organizations of all sizes, including anytime access to fully serviced turnkey offices.



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



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



SAI Global helps risk and compliance professionals proactively manage risk to create trust and achieve business excellence, growth and sustainability for their organizations. SAI360, our world-leading Risk platform, is the most complete integrated approach to risk management on the market including compliance management, enterprise & operational risk management, EHS & operational excellence, ethics & compliance learning and digital risk & business continuity use cases. Combining market-leading software capabilities, learning content and controls, SAI360 provides a line of sight to navigate risk and compliance management by addressing it from every perspective. SAI Global is headquartered in Chicago, U.S., and operates across Europe, the Middle East, Africa, the Americas, Asia and the Pacific. Discover more at www.saiglobal.com/risk or follow us on LinkedIn.



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



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

Bronze Sponsors



Ascent Business Technology is a niche software product company focused on addressing business operational challenges through automation & optimization of processes, and enabling organizations to be more cost efficient & resilient. AutoBCM by Ascent is an end-to-end enterprise resiliency solution that helps organizations prepare a robust risk and continuity management program to tackle any business disruption. With three major modules – BCM, Crisis Management and IT Disaster Recovery, AutoBCM is any organization's one stop solution to address all business resiliency needs.



BC Management is the premier staffing agency for business continuity, disaster recovery, security, crisis and risk management professionals. Our database is composed of over 60,000 candidates in over 90 countries. We can assist with all your staffing needs from contract, contract-to-hire to direct-hire. With over 16 years of worldwide expertise, our experienced team also conducts extensive research including an annual business continuity compensation report and program management benchmarking (budgeting, staffing, maturity, organizational reporting, etc).



Infinite Blue provides a comprehensive low-code development platform and enterprise applications for the BC/DR industry. BC in the Cloud, Infinite Blue's flagship application, is part of a suite of applications that provides automated Software as a Service (SaaS) tools and professional services for building and maintaining an effective business continuity and disaster recovery program. With the ability to create new business continuity applications and easy to implement add-ons, Infinite Blue allows companies to streamline their risk management programs and stay resilient no matter what.



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



Developed by Premier Continuum, ParaSolution is a world-class award-winning web-based software that addresses the entire BCM lifecycle and can be tailored to your needs. It integrates BIA, risk assessment, plan development and activation, exercises, and crisis and incident management. ParaSolution is supported by experienced and certified consultants and trainers, thereby ensuring the continued maturity of your resilience program. With ParaSolution, your organization can rest assured it is undertaking an approach in line with current best practice.



Pronto Recovery is a global business continuity solutions and technology hardware provider. We keep your business running when disaster strikes. Unlike most industry providers with only a few centralized depots, we've strategically placed our equipment depots around the globe enabling us to deliver hardware to your alternate site or specified location the same or next business day. Pronto provides technology equipment that can be shipped to your location from over 30 depots worldwide. We can provide guaranteed workplace solutions in over 120 countries to meet the need for office recovery for your critical staff, augmented by the Pronto Quickship or FLEX work at home solutions. Our FLEX Recovery program provides you with a work at home solution independent of any infrastructure providing a complement to your BCP strategy. Our expert team provides both an alternate workspace location and any computing hardware your company may require in the event of a disaster. Minimize downtime and loss of revenue with our flexible and cost-effective recovery solutions. www.prontorecovery.com



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



Remver Consulting is a veteran, woman, and minority owned Business Continuity, Information Technology, and Cyber Security consulting firm. We help design, implement, maintain, and enhance comprehensive Business Continuity and IT Disaster Recovery Programs. Our innovative and strategic solutions include: IT and Cyber Risk Assessments, Business Impact Analysis (BIA), Business Continuity, and IT Disaster Recovery Plan development.



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

Partners



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



ICOR is the global leader in organizational resilience. We educate, we credential, we lead. www.theicor.org.

VIRTUAL AGENDA

DAY 1

Monday, September 28, 2020

11:00a – 12:00p EDT

GENERAL SESSION 1



Kenyon
Salo

Kenyon
Salo Inc

“The Bucket List Life” – Create More Experiences, Share More Stories, and Live More Fulfilled!

Kenyon Salo, known as the “James Bond of Speaking”, shows you how his three simple concepts of living “The Bucket List Life” will guide you to fulfillment on your life-long journey. During this highly energetic and engaging presentation, you will learn how to create phenomenal experiences, share powerful stories, and help others along the way.

Kenyon Salo is one of the top keynote speakers and trainers in the fields of motivation, inspiration, and adventure.

12:00p – 12:15p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

12:15p – 1:15p EDT

BREAKOUT TRACK 1 – SESSION 1



Jerome
Wendt

DCIG, LLC.

Make the Right Choice among DRaaS Solutions

All enterprises want faster, easier means to protect and recover their IT infrastructure driven by new threats such as ransomware. Thanks to recent advancements and heightened integration between available data protection technologies, they have more choices available to them. Delivered as disaster-recovery-as-a-service (DRaaS) solutions, they equip enterprises to backup and recover on-premises, in the cloud, or both.

However, significant differences and trade-offs still exist between these available DRaaS solutions. They:

- Deliver varying levels of backup and recovery capabilities
- Support different types of cloud infrastructures, to include general-purpose, on-premises, purpose-built, or all three
- May tightly integrate or loosely couple their various offerings
- Provide varying levels of support

In this presentation, Mr. Wendt will examine the new factors driving organizations to implement these DRaaS solutions. He will discuss similarities and differences between available DRaaS solutions, their levels of maturity, and make recommendations as to which type is the best fit for your organization.

As part of DCIG’s competitive intelligence research practice, Mr. Wendt regularly publishes reports that compare and contrast various DRaaS solutions in the enterprise and cloud marketplaces.

Jerome Wendt currently serves as the President and Founder of DCIG, LLC.

BREAKOUT TRACK 1 – SESSION 2



Harlan
Dolgin

MUFG
Union Bank

FFIEC’s Focus on Resilience: What it means to you

FFIEC (Federal Financial Institutions Examination Council) published a new Business Continuity Management booklet in November 2019 with an increased focus on organizational resiliency. We’ll take a look at how this impacts the business continuity program and what other aspects of the program should be changed to meet the evolving world of business continuity program management.

Harlan Dolgin, JD, MBCP, has more than 20 years’ experience in the areas of BC, DR, and Pandemic/Bioterrorism Preparedness.

BREAKOUT TRACK 1 – SESSION 3



Roger Stearns
Phillips

Supply Chain Risk Management and an Integrated Risk Approach

The 2019 Horizon Scan report indicated that supply chain disruptions are a low frequency and low impact. In January I would have argued that the dynamic nature of a global economy that these disruptions are more frequent and have a larger impact than we may see. COVID-19 only confirmed my hypothesis.

Using several incidents as examples we will show how theory and reality meet in the business continuity and crisis management planning can be seen and planned for. Using an integrate Business Resilient platform while creating a corporate culture of business resiliency.

Roger Stearns, in his current role as a BCM leader, trains Phillips employees and managers on the BCM process, assists with program role out, supports the entire lifecycle of BCM and Crisis Management.

BREAKOUT TRACK 1 – SESSION 4



Daniel Dorman
Alaska Airlines

Employee Preparedness is Fundamental!

Employee preparedness for all kinds of natural and man-made regional disasters is fundamental to any business continuity program. If employees are not emotionally, physically, and psychologically prepared to deal with disasters at work, at home, and on the road, who will be available to implement your Business Continuity Plan?

Discover the importance and reward of actively developing, integrating, and promoting this essential Business Continuity program element.

- Why fundamental?
- What kinds of hazards are of concern?
- What are the commonalities?
- Opportunities to Integrate personal and family plans with your organization's business continuity
- Getting started
- Promoting
- Keeping the momentum
- Conclusion – Benefits

Dan Dorman has 30 years of Business Continuity and Disaster Recovery experience and is currently improving service continuity at Alaska Airlines.

BREAKOUT TRACK 1 – SESSION 5



Robert Chandler
Lipscomb University

Focus on the Future of Resiliency: The New Domain of Human-Technology Interaction Failure Disasters

“They completely discounted the human factor component, the startle effect, the tsunami of alerts in a system that we had no knowledge of that was powerful, relentless and terrifying in the end.”

— Dennis Tajer, the spokesman for the American Airlines pilots' union, said of the disastrous Boeing 737 MAX Pilot- MCAS technology interaction.

Increasing more often, novel risks for human-technological systemic dependency have become an important area of concern (ranging from such varied settings as diverse as the B737 MAX aircraft cockpit, to semi-autonomous self-driving automobiles). Disaster accident analysis and performance prediction for interdependent human-technology systems have traditionally been pursued as two separate failure processes but we are now recognizing a “new domain” of failure – the human-technology interactive factor failure. Thus, common approaches to visualizing performance failures predictions have focused on either human performance factors or technological failures or where one or the other category of “error mechanisms” are assumed to exist. However, it is becoming increasingly apparent that the interdependent interaction of human and technological systems can combine to create disastrous failures. Anticipating failures of joint human-machine systems requires a new visionary underlying model for risk and resiliency. This session calls our attention to this critical emerging area of disaster risk and suggests some paradigmatic shifts to better improve resiliency – and save lives.

Robert C. Chandler, Ph.D (University of Kansas) is an internationally recognized expert on multiple aspects of crisis management, leadership, decision-making, communication and human interaction in specialized contexts.

SENIOR ADVANCED TRACK 1



Richard Cocchiara
Cognitient Corp

Operating as a Chief Information Security Officer in the New World

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp, a company specializing in risk discovery tools for companies and governments. He is the former Chief Information Officer (CIO) for Orange County, NY, former Chief Information Security Officer (CISO) for the NYC Department of Education and former Chief Technology Officer (CTO) for IBM's Resiliency Services group. As CISO for NYC Department of Education, the largest school system in the United States, he was responsible for protecting 1.3M students and 150k employees from potential cyber risk. In his career, he has seen the role of the CISO change to now incorporate ALL risks, including disaster recovery and business continuity. If you are a CISO that does fully understand the IT risks you face and have plans to

dynamically address the risks your company or agency face, you will most likely become a victim of one of them. Unfortunately, most companies or agencies don't look at IT risk holistically and hence don't understand the risks they are facing or how they constantly change causing the career-span of a CISO is VERY short. This session is designed to explain how not to be a statistic. In this session, senior executives will learn:

- How to holistically evaluate the risks that they organization faces
- What skills are necessary to dynamically mitigate those risks and how what you evaluate today may not be what you need to address tomorrow
- How to overcome reluctance by senior level executives in your organization to make the changes necessary to address risks
- What changes are required to ensure you have a team that can handle the risks you face today
- How risks today are unlike the risks of just 5 years ago and how business continuity & disaster recovery are only part of your job
- How to address incidents that WILL occur and deal with a public that expects immediate notification and mitigation

Rich Cocchiara is the Chief Innovation & Security Officer (CISO) for Cognitient Corp. He has held positions as CIO for Orange County NY government, CISO for NYC Department of Education and CTO for IBM's Resiliency Services.

1:15p – 2:45p EDT

VIRTUAL TRADE SHOW

2:45p – 3:45p EDT

BIRDS OF A FEATHER



Robbie Atabaigi

KPMG LLP

Birds of a Feather with Robbie Atabaigi and Ron Moore

Fast track your networking opportunities at the DRJ Conference. Join this session to participate in a conversation with other conference attendees about key topics and areas of interest. This forum will allow participants to explore solutions, address concerns, ask pressing questions, and converse about BC planning activities. This is a great opportunity to build relationships with other professionals in similar situations.

The Birds of a Feather workshop provides a structured approach with experienced and certified BC professionals facilitating each table. The format provides the flexibility to explore specific areas of interest or pressing topics such as recent events / impacts, lessons learned, challenges, leading practices, etc.



Ron Moore

KPMG LLP

Come join us and set the stage for a successful conference experience!

Robbie Atabaigi is a Lead Specialist with KPMG LLP's Cyber practice.

Ron Moore is a Sr. IT leadership professional with a 25 year track record of success in a wide variety of industries, environments and organizations, specializing in DR, BC planning, IT Infrastructure service delivery, cyber security and hosting planning.

Panelist:

Dave Dunlap, MBA, AMBCI, ITIL

Steve Goldman, Ed. D.

Colleen Huber, MBCP, CRMP, CBRM, MBCI, CAL I

Terri Kirchner, Ph.D., MBCP, MBCI

Martin Myers, MS, AFBCI, MBCP, CERT

Lamar Poppell, MBCI, CBCP, PMP, Six Sigma, CERT

Dave Ziev, MBCI, MBCP, ITIL

3:45p – 4:00p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

4:00p – 5:00p EDT

GENERAL SESSION 2 / GOLD SPONSOR



Mark Herrington

OnSolve

Operational Resiliency in the New Normal

Whether pandemics, severe weather, or unexpected crises, a 'new normal' has reshaped our lens to the world. The result is a requirement to maintain a level of operational resilience never seen before, with significant ramifications and challenges for those organizations who fail to take these lessons seriously. In this session, hear Mark Herrington, OnSolve CEO, define how to achieve operational resiliency in the 'new normal' to keep people safe, informed, assured, and productive during the times that matter most.

Mark Herrington, OnSolve, CEO

VIRTUAL AGENDA

DAY 2

Tuesday, September 29, 2020

11:00a – 12:00p EDT

GENERAL SESSION 3



Michele
Turner
Amazon

The Treatment for Organizations' Coordinated Resiliency Efforts: A potentially Risky Kaleidoscope Vision

If you've ever had an intense migraine, you are well aware of the kaleidoscope vision that can occur. In some cases, views are blurry, or distorted, and in others, can be extremely bright and shiny. Pain Relievers, rest, taking a step back...these are all remedies that if leveraged, can support clarity and the road to wellness. Sound familiar? Those bright, shiny, new initiatives that can occur in a blur. Those initiatives that, if not careful, can come on so quickly, and with such intensity, that teams may fail to acknowledge needed risks which left unaddressed, could lead to significant organizational headaches. Many times, being able to coordinate treatment- insights from all of the remedies such as Cyber and Organizational Risk Management, Business Continuity and Incident and Crisis Response, is what is needed.

During this session, we will review each of the aforementioned practices, and the crosswalks between them which can lead to organizational clarity to identify where the risks are, what strategies can be used to evaluate, what teams can be engaged to leverage mitigation, and how we can get the vision back to normal (or very close to). Coordinated Resiliency Efforts- a solid option for a cure to what may ail the organization.

Michele Turner is the head of Global Business Resiliency at Amazon.

12:00p – 12:15p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

12:15p – 1:15p EDT

BREAKOUT TRACK 2 – SESSION 1



Anne-Marie
McLaughlin
NYU

Putting Plans Into Action: Enacting Global Resiliency During COVID-19

Anne-Marie McLaughlin leads global continuity planning as the Director of Emergency Management and Continuity. Rafael Panariello oversees NYU's Continuity program in New York City and abroad.

It has been said that any crisis is actually a series of crises, each presenting unique challenges. The COVID-19 outbreak of 2020 presented multiple and overlapping challenges to New York University, a global enterprise that occupies over 240 buildings in a major US metropolitan area with two portal campuses, one in Shanghai and one in Abu Dhabi, 15 global academic centers and includes hundreds of faculty-led trips abroad. Going into the COVID-19 outbreak, NYU had already developed a global emergency management and continuity program that embraces a data-over-documents approach to Continuity and enacts global functional exercises. Leveraging multiple technology tools and open-source analysis, NYU was able to respond flexibly to the demands of the Coronavirus outbreak. This presentation will present NYU's approach and its response to global and local challenges. We will share tools used and lessons learned, focusing specifically on academic, operational and business continuity.



Rafael
Panariello
NYU

Anne-Marie McLaughlin, CEM, MEP, CBCP, is the Director of Emergency Management and Continuity at NYU where she directs ongoing resiliency-building emergency management and continuity efforts.

Rafael Panariello is a Continuity Analyst at New York University where he is responsible for the University's Continuity program in New York City and abroad.

BREAKOUT TRACK 2 – SESSION 2



Ron Kamps
Mutual of
Enumclaw

How to Create a Cyber Response Plan when you are a CBCP and NOT a CISSP

Ron Kamps is the Business Resilience Manager at Mutual of Enumclaw Insurance. He will present about their journey to create a structured Cyber Response Plan from various existing processes and activities. The presentation is from the perspective of someone with business resilience experience who is not a cyber-expert. The session will include lessons, tips, and approach on how they went from having no official Cyber Response Plan to having a documented plan, pocket guides, cyber vendor relationships, quarterly exercises, and integration with the Business Resilience Program.

Ron Kamps began his Business Continuity career following Y2K and received his CBCP in 2002. Ron has developed, redesigned, implemented, managed and matured business continuity programs at six companies including three Fortune 500.

BREAKOUT TRACK 2 – SESSION 3



Diego
Palacios

Elevate Risk Management Within Your Organization

The world is constantly growing and evolving; managing emerging threats facing your organization becomes even more imperative. Picture this... You have been tasked to lead your organization's risk management efforts. Your goal to increase your organization's resilience to the various risks it faces. As such, you need to provide recommendations to your executive team on how your organization can manage these risks. How do you do this?

FM Global During this interactive session, we will delve into techniques and strategies on how to craft a message that will resonate with executive management in order to drive action within your organization. As risk managers we must think strategically and develop a deeper understanding of the business. Through that understanding we will be able to develop an effective message that will elevate risk management within your organization and drive action.

We will cover the following:

- What level of information will resonate with executive management?
- The importance of the BIA
- How to perform an effective BIA
- Keeping continuity alive within your organization

Diego Palacios is Assistant Vice President of FM Global's Business Risk Consulting practice.

BREAKOUT TRACK 2 – SESSION 4



Ray
Holloman
HCA
Healthcare

Planning for a Successful IT Disaster Recovery Exercise

When planning for IT DR testing, there are many things that have to be considered. How does a team create, plan and run a successful IT Disaster Recovery test? Let's step through the process that I use to create an objectives list, plan for all applications, and actually run the test to produce consistent results for our application and business stakeholders. As more tools come in to make testing easier, we can now shift our focus to other parts of the test to continue to make sure that it is as streamlined as possible. This will take you through a step by step process showing how our DR team runs IT DR tests based upon our standards and objectives.

Ray Holloman, C.B.C.P., M.B.A., M.S. is a Senior Business Continuity Administrator for HCA Healthcare.

BREAKOUT TRACK 2 – SESSION 5



D. R.
Maurice
Technology
Strategy
Advisor

The Future of Money Compliance and Crisis Management

As a current advisor on technology to domestic and non-US, public and private enterprises, the speaker will explore the future of technology and money. Expanding digital and electronic payments have received increased domestic and global focus in the COVID era. What are the implications for contingency planning, disaster recovery and crisis management? What changes in the operating environment can be considered? Do we need paper money? How do we change our policies, approaches and governance? Are their strategic and risk implications – from the Cloud to Sandbox?

D.R. Maurice, current advisor for emerging market technology, former Federal Reserve Bank; International and Domestic Investment Banker (Risk) Master's Degrees: Arizona State; London School of Economics. (Note: All content solely represents the personal views of the presenter).

1:15p – 2:45p EDT

VIRTUAL TRADE SHOW

2:45p – 3:45p EDT

ROUNDTABLE DISCUSSIONS GROUP 1



LIVE - Roundtable Discussions (4 separate topics)

- 1 - Shared Perspectives on Career Development with Sue Hornstra (moderator), Cheyene Marling, Tracey Rice, and Alice Kaltenmark
- 2 - IT/Disaster Recovery Trends with Damian Walch (moderator), Jerome Wendt, Randall Till, and Terry Schade
- 3 - COVID-Business Best Practices and Frameworks with Ann Pickren (moderator), Regina Phelps, and Lisa Koonin
- 4 - Building a Diverse Resiliency Program with Vanessa Mathews (moderator), Chauncia Willis, and Ruha Devanesan

3:45p – 4:00p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

4:00p – 5:00p EDT

BREAKOUT TRACK 3 – SESSION 1



Ramesh
Warrior
eBRP

Orchestrating a Disaster Recovery Test

Planning a DR test is more than just picking a date and time to conduct an exercise. Meeting Management's objectives in the DR Test adds to the credibility and viability of the DR program. The objectives of the DR Test define what systems, services, and resources (staff) are in-scope for the test. Preparing for the test includes managing and coordinating the many stakeholders of the DR program. Monitoring and measuring during the DR test include: What needs to be monitored, real-time status of Infrastructure, Services, Staff Resources; How to measure real-time progress; Presenting the outcome for the Management, Auditors. In this session eBRP Solutions presents their experience helping their clients manage their DR tests.

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

BREAKOUT TRACK 3 – SESSION 2



David
Halford

Evolve or Fade Away: Operational Resilience - the new frontier

Business continuity management & Operational Resilience continues to evolve. As risk and resilience programs continue to converge, demand for measurable results and demonstrable success increases. By focusing on operational resilience, programs areas such as business continuity, disaster recovery, and operational risk programs can provide improved value, while also addressing ever-evolving standards from regulatory bodies.

Fusion Risk
Management

This session outlines both an actionable methodology to stand up an enterprise resilience program, and how technology more easily enables data management and analytics to prove your program's effectiveness. You'll leave the session more confident and ready to offer an innovative solution to your enterprise.

David Halford is Vice President, Business Continuity/Disaster Recovery/IT Risk Management Solutions at Fusion Risk Management.

BREAKOUT TRACK 3 – SESSION 3



Allen
Downs
IBM

Fireside Chat: Architecting a Resilient Enterprise in the Covid 19 World and Beyond

Are you prepared for the unpredictable? Today's environment is like nothing we have experienced in recent times. Businesses have taken immediate steps to protect critical applications and systems in the near term, but have you asked whether your current course and speed enables you to address new risks that you may not even know about? Or whether your current resiliency strategy prepares you for future growth? Join Allen Downs, IBM Vice President for Resiliency Services, and Paul Saxton, Global Portfolio Executive - Resilience Consulting Services, as they discuss the challenges of operating in the Covid world and the importance of conducting a business process impact analysis as the starting point for an integrated resiliency and business recovery strategy that will endure beyond today's business disruptions, positioning your business for future growth.



Paul Saxton
IBM

Allen Downs leads the Global Business Resiliency Services Organization as Vice President, focusing on addressing business resiliency needs of clients across the all layers of the enterprise, facilities, compute infrastructure, data, applications, organization skills and process, aligned to the strategy and vision of the organization. Since joining IBM in 1996 in London, England, Allen has acquired vast global experience by working with clients around the world and covered multiple industries, including manufacturing, banking, finance and distribution.

Paul Saxton has been with IBM Resiliency Advisory for 24 years as a consultant, Associate Partner, and for the past 6 years in the Global Offering role.

BREAKOUT TRACK 3 – SESSION 4



Regina
Phelps
EMS
Solutions
Inc.

Are You Ready for the Impact of a Cyber Breach? Do a Cyber Exercise to Find Out!

The cyber threat is likely one of the greatest threats of our lifetime. What is your organization doing to prepare for the impact of an attack or breach? Many organizations are buying software, enlisting vendors and adding staff to prevent it from occurring, but what happens when it does? Experts all agree on one thing...it is simply a matter of when not if it will happen.

Few companies have serious plans for how they will respond to the impact of an actual cyber event – and even fewer stress test those plans. How can you prepare for the impact of a cyber-attack or breach? Conduct a cyber exercise! Such exercises force real-time situation analysis and decision-making and clearly demonstrate what you need in place in order to cope with the loss of technology.

This session shows Business Continuity Planners, Crisis Managers and their IT counterparts how to stage a cyber breach exercise and sharpen the responsiveness of everyone from top executives to front-line managers and technologists.

Attend this session and learn how to develop a realistic cyber exercise that will challenge the Crisis Management Team, the technology staff and the business units.

Topics Covered:

- What a cyber exercise is – and what it isn't
- Eight critical elements that make a cyber exercise work
- What happens when everything quits working
- Cyber breach exercise design principles

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982, she has provided consultation, training and speaking services to clients on five continents.

BREAKOUT TRACK 3 – SESSION 5



Naveen
Chhabra
Forrester
Research

The State of Disaster Recovery

This session will cover the state of IT disaster recovery preparedness including: Organizational confidence in DR preparations, drivers fueling continued improvement in DR, organizational practices regarding DR program governance, planning, plan maintenance, and testing, provisioning and architecture of data center recovery sites, and current recovery objectives and technology adoption. We will also cover the most common causes of disaster declarations and downtime.

Naveen Chhabra serves infrastructure and operations (I&O) professionals, delivering strategic guidance to Forrester's vendor and end user clients.

VIRTUAL AGENDA

DAY 3

Wednesday, September 30, 2020

11:00a – 12:00p EDT

GENERAL SESSION 4



Regina
Phelps

EMS
Solutions
Inc.

How do you develop a crisis management program for a large global company? Easy...One Step at a Time

LabCorp's first decision was to select a time-tested methodology – the Incident Command System. This structure was the foundation for its entire program. It then segmented its locations into tiers, developed incident assessment team requirements and criteria and appropriate crisis plans for each tier level. A key part of their success was securing early executive approval for the program, teams and plans. This helped to smooth the road for the global rollout.

You can apply the same principals to your program, regardless of your organization's size. Attend this fast-paced general session speech and learn the keys to LabCorp's success.

Topics Covered:

- Incident Command System – why you should use the methodology
- Tiers – the value of segmenting your organization
- Incident Assessment Teams and criteria
- Crisis Management Plans



Sean
Robinson
LabCorp

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982, she has provided consultation, training and speaking services to clients on five continents.

Sean Robinson is currently responsible for developing and implementing a comprehensive, enterprise-wide business continuity, disaster recovery, and crisis management program at LabCorp.

12:00p – 12:15p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

12:15p – 1:15p EDT

BREAKOUT TRACK 4 – SESSION 1



Girish
Dadge
Sungard AS

Beyond Hypothetical DR Planning: How to Prepare for the Reality of Post-Disaster Recovery

You've failed over your business. Here's a question for you: Now what?

The truth is, for all the importance we place on having a disaster recovery (DR) plan, companies rarely think about what happens after recovery. This needs to change.

In this session, we're going to examine all the elements you should be thinking about ahead of time to ensure a successful post-disaster recovery. Questions like: Is your recovery environment a temporary solution or will you need it for long-term production? Are you able to connect to everything in your ecosystem? Can you run all of your production workloads in your post-recovery environment? How do you ultimately fail back?

In the end, circumstances are going to dictate your DR. By focusing on what you're going to do after you recover, you stand a better chance of stabilizing your business, getting up and running faster.

Girish Dadge serves as director of product management at Sungard Availability Services (Sungard AS).

BREAKOUT TRACK 4 – SESSION 2



Change - Why you NEED it!

IT Manager at The Ohio State University – Wexner Medical Center with 25+ years of experience and a USAF Veteran.

David
Snyder

Pizza delivery guy, Air Force Airman, Release Management Coordinator, IT Manager, Project Manager, Busser, janitorial business owner, NOC Supervisor, Disaster Recovery Architect, Press Operator, Incident Manager, warehouse employee, Regional Engineer, SONET Technician.

OSU

These are just some of the positions I have held in my career. Roles that I have shaped who I am, how I approach change and what knowledge I bring to any new challenge in front of me. Change is inevitable and constant. Too many times there is a negative connotation around change whether that be a different role within your organization, a change in life circumstance or even a full on change of career path. I have many people around me that have been at not only the same organization, but also the same position for 20+ years. Why? Most of the time it is the fact they are comfortable with what they are doing and are afraid of change. They are intentionally missing opportunities to expand their knowledge and diversify their skill sets. Embrace change, seek it out, and be intentionally uncomfortable.

David Snyder has 25+ years IT experience with many large organizations and a veteran of the USAF.

BREAKOUT TRACK 4 – SESSION 3



No BC Program is Complete Without an Effective Crisis Communication Plan

No BC Program is complete without a thorough and effective Crisis Communications Plan that ensures you can quickly communicate with employees, customers, and other stakeholders. Most companies utilize automated notification software tools to communicate with their people during a crisis event and to manage critical next steps, but an emergency communications tool is only as good as the program, people and data that supports it. Too many times systems do not work as planned. This session will review strategies you may employ to ensure your systems and processes are successful, as well as will cover a detailed use case where Jamie utilized these strategies to overhaul a Crisis Management program and successfully prove ROI to key stakeholders.

Jamie Goodloe is a Solutions Engineer in the Professional Services division of OnSolve.

Jamie
Goodloe
OnSolve

BREAKOUT TRACK 4 – SESSION 4



How Doing Everything Wrong led to my Success in Business Continuity

Mark Armour is the leader and a champion of Adaptive Business Continuity. With over 17 years of BC experience, Mark has learned what works, what doesn't and when to break the rules (hint: always!). In this highly informative session, learn all about Adaptive, the things you shouldn't do and how you can be extremely successful doing them. Please note that this session will challenge everything you've come to learn about business continuity and how it should be practiced so come with an open mind!

Mark Armour is a BC leader with over 17 years of experience in the field and is currently the Global Director of Business Continuity at Brink's, Inc.

Mark
Armour

BREAKOUT TRACK 4 – SESSION 5



Organizational Resilience: When Response and Recovery are no Longer Enough

Every BC / DR Professional has had to live through some disruptive event, whether it be a localized event, regional event, or global event. While we try to plan for what might happen, we can never really guess what will happen. Therefore, planning for future events can be very overwhelming.

Mazars USA How do we plan for the unknown? The simple answer is we do cannot plan for every threat that may come our way. However, there is a way to prepare your organization to be ready, willing, and able to continue critical business operations when a disruption does occur.

We have heard stories where a convergence of Enterprise Risk Management, Business Continuity, and Disaster Recovery can make an organization better poised to deal with an unexpected disruption. However, what if traditional response and recovery are not enough?

Traditional response and recovery are both reactionary steps to address any given disruption; often too little and too late to properly protect an organization.

Transforming your organization into one that is more resilient will prepare your organization for unplanned disruptions, by making changes within the organizational structure and firming up areas which increase overall resilience.

This session will aid today's BC / DR Professionals in transforming their organizations into a more resilient state, enabling those organizations to be better prepared when faced with an unplanned disruption.

Cary Jasgur is a Manager and SME within the Mazars USA Organizational Resilience Practice with over 26 years' in the industry.

Cary
Jasgur

Mazars
USA

SENIOR ADVANCED TRACK 2



The New Rules of Crisis Leadership

Dr. Jo
Robertson

Author of
"Executing
Crisis: a
C-Suite Crisis
Leadership
Survival Guide"

This seminar sets out to make your organization more resilient to crisis by challenging what many consider best practice. Rather than implementing plans based on best practice templates or putting in place retainers with PR firms, business leaders would be better served by understanding key crisis concepts and tailoring them to their own situation.

The seminar includes new twists on "best practice" – to update the common understanding of what elevates good crisis management beyond wordsmithing. Instead of lists of the items that are "necessary" for a solid crisis plan or well-stocked war room, you'll find key things to consider as you tailor strategies for your own organization. In fact, this seminar shoots down best practices that are outdated yet continue to be repeated, and focuses instead on creating best practices that are tangible and useable for your organization.

Dr. Jo Robertson has a doctoral degree in crisis management and more than 20 years of experience keeping companies out of crisis.

1:15p – 2:45p EDT

VIRTUAL TRADE SHOW

2:45p – 3:45p EDT

ROUNDTABLE DISCUSSION



Post COVID-19, The New Normal

Tracey Rice
Fusion Risk
Management

Join us for an interactive session and learn from the experiences, insights and lessons learned of industry leaders. Hear how they have grown and adapted to new working hours, virtual meetings, and working from home while effectively balancing leadership roles and family responsibilities. You'll leave this session feeling emotional but inspired as you hear first-hand stories of grit, determination, fear, joy, empathy and compassion.

Moderator:

Tracey Rice, Fusion Risk Management

Panelist:

*Renuka Darbha, BOX
Margaret Millett, Metlife
Sharon Smith, HBO
Sue Brown, Guggenheim*

3:45p – 4:00p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our networking groups or schedule a one-on-one with another attendee.

4:00p – 5:00p EDT

BREAKOUT TRACK 5 – SESSION 1



DRJ Academy Introduction

Phil Lambert

Ripcord
Solutions

Every organization requires practitioners to be properly trained and sufficiently motivated to execute the planning process and to promote the value of day-to-day operations.

Researching information on BC strategy is relatively easy. Yet, a plethora of BC books and recommendations has created a complex and contradictory array of choices for those who are desperate to do a great job. Conventional standards and legacy strategies worked well in the business world of yesterday, yet no one is telling you what it takes to be successful has changed. With the virus behind us, the world demands that we develop new skills, competencies and traits that will produce the results we want and are needed.

The DRJ Academy's BC Primer course is all about providing a modern-day framework for those planners who are just starting out and for those whose activities are not producing the best results. We'll show you how to make small shifts in activities that will make a seismic difference in your results.

The DRJ Academy BC Primer course is a turnkey Business Continuity basics course as it should be agile, smart, systematic, practical, and functional. The DRJ Academy BC Primer course represents a breakthrough in the design, approach, and delivery of a BC Program. The methodology of planning is like no other in the world. Simplicity at its finest.

DRJ Academy has partnered with Ripcord Academy in the design, development and publishing of this course. Ripcord is the industry leader in providing eLearning training to the continuity industry.

Phil Lambert is the Founder & Program Architect of Ripcord Solutions and has more than 24 years of experience. He is a well-regarded advocate and thought-leader in the BC/DR planning community.

BREAKOUT TRACK 5 – SESSION 2



Planning for People: The Human Element of Recovery

Planning for your staff in a crisis isn't the same as recovering data or managing your supply chain. People are an unknown quantity with differing requirements. Every person has unique expectations, commitments and, the hardest to plan for, emotions.

Dan Perrin

Regus

From dealing with the upheaval of a change of address from a burst pipe in the office to the aftermath of a citywide disaster – how will your staff react to your plan? Join us to review the most current research that addresses your employee's needs during a crisis.

Dan Perrin runs the Workplace Recovery Group within Regus. Dan has been with Regus since 2005 and has worked in the Workplace Recovery division since 2012. Dan and his team manage and assist several thousand clients globally by using the Regus platform of over 3000 locations to design, implement, test and run their people recovery.

BREAKOUT TRACK 5 – SESSION 3



Plans? We Don't Need Plans! - Learn how one agency implemented their plan and went off the map in response to COVID19

In March 2020, the District responded as many companies to the emerging crisis of COVID19. At EBMUD, we had existing plans and protocols for handling a pandemic. This was the first time they had to activate the emergency operations team in the event of pandemic. This event required significant agility and flexibility to implementation of numerous mitigations and response activities. Learn how the District approached these efforts to ensure the safety and health of employees and customers, improve operations and how this can be applied to your business public or private sector.

Julia Halsne

East Bay
Municipal
Utility
District

Julia Halsne is responsible for the East Bay Municipal Utility District's (EBMUD) Business Continuity Program.

BREAKOUT TRACK 5 – SESSION 4



Implementing a Successful Cyber Resiliency Program in Healthcare

The risk landscape in healthcare is continuously volatile. This session will speak to what is cyber resilience and why is it important in healthcare. In addition, the speakers will detail how to prepare your healthcare organization for a devastating cyber attack that could take place and how the possible severity of the breach dictates healthcare entities prepare a plan to continue to run its operations at full capacity that has minimal impact on patient care.

Steven
Ramirez

UofL Health

Steven Ramirez is a seasoned Healthcare IT executive with extensive experience in IT Risk/Security Management, Cybersecurity, Privacy Management, Data Confidentiality, IT Regulatory Compliance, Business/Cyber Resilience and Disaster Recovery.



Vu Cap is a continuity and risk management leader with two decades of risk and security experience.

Vu Cap

Consultant

BREAKOUT TRACK 5 – SESSION 5



Resiliency Begins with the Culture of your People. Don't start your program tripping over the first step

Resiliency Begins with the Culture of your People. Don't start your program tripping over the first step

With IT System advances, we tend to focus upon the resiliency of those systems, forgetting to ensure our personnel is just as resilient. How do you build a culture that provides this at virtually no cost to your company? Personnel impacts trump a company impact, so to ensure they have a trusted plan.

James Knox

MUFG
Union Bank,
N.A

James Knox, FBCI, MBCP has 20 years' experience building robust BC/DR/RM programs for fortune 500 corporations, including Dell, Fiserv, Alliant Energy, Marathon Petroleum, and MUFG; specializing in developing programs with proven effectiveness.



Keith Frederick, FBCI, is an Enterprise Resilience Consultant with 25 yrs. of emergency management, BC/DR, and public safety experience; specializing in the design and orchestration of organizational/business resilience solutions.

Keith
Frederick

Frederick &
Associates

BREAKOUT TRACK 5 – SESSION 6



Patrick
Potter
RSA

Fighting Cyber Attacks Requires More than Security – It Requires Cyber Resiliency

Cyberattacks are the number one risk on almost every organization's agenda – and these attacks are becoming more pervasive, sophisticated and creative. Combatting them requires more than security measures. Responding to them requires more than incident response. Recovering from them requires more than business and IT recovery plans. Dealing proactively and effectively with today's cyberattacks demands an approach that combines security and resiliency, business and IT, incident and crisis response, risk and third party management and more. Attend this session to learn more about tomorrow's cyberattacks and what resilient organizations can do to effectively deal with them, and not only survive but thrive.

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

VIRTUAL AGENDA

DAY 4

Thursday, October 1, 2020

11:00a – 12:00p EDT

GENERAL SESSION 5



Eric McNulty
Harvard
University

Meta-Leadership

Harvard University's National Preparedness Leadership Initiative (NPLI) prepares leaders in the public, private, and non-profit sectors to handle crisis and significant change events. NPLI's Meta-Leadership framework was developed after extensive research on and observation of leaders in high-stress, high-stakes situations. It is designed to provide individuals with tools that are conceptually and practically rigorous so that they are better equipped to act and direct others in emergency situations. Meta-leadership is currently being used by leaders in the fields of homeland security, emergency preparedness and response, and public health in the public, private, and non-profit sectors. Attend this session and find out how you apply this innovative approach to crisis leadership to your organization.



Steven
Goldman
MIT

Eric McNulty, Associate Director of NPLI, is responsible for research relating to leadership in the high stakes, high pressure situations with preparedness and response.

Dr. Steven Goldman is an internationally recognized expert and consultant in Business Continuity, Crisis Management, Disaster Recovery, and Crisis Communications. He has over 35 years' experience in the various aspects of these disciplines.

12:00p – 12:15p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

12:15p – 1:15p EDT

BREAKOUT TRACK 6 – SESSION 1



Ted Brown
KETCH
Consulting

The Pennsylvania State University and The Hershey Medical Center - How We Executed During The Corona Pandemic And Lessons Learned

This session would discuss how Penn State went from Classroom education to distance learning with 63,000 students attending 300 Zoom classes the first day after Spring Break. The plans we made starting in March with 12 action teams and 3 task forces focused on "return to campus" for students (100,000), faculty and staff (17,000)...and Research. Target Fall start of August 24th...achieved. Plans for isolation, quarantine and tracing. Covid Operations Center formed...metrics defined. Five major strategies, defined. Effective Strategic Communications. New rules for Greek System. Football deferred, canceled, reinstated. High-lights from local media. Penn State at a crossroads to be defined Oct. 1...The day of this presentation.

OVER A DOZEN LESSONS LEARNED THAT YOU CAN APPLY TO YOUR ORGAIZATION. Ample time for Q & A after the session.

Ted Brown has a fifty+ year professional/leadership career. Elected to Penn State BOT in 2013, following the Sandusky Scandal; with extensive experience in Risk Mgmt, he serves as Audit and Risk Vice Chair and founder/Chair of the Risk Sub-committee.

BREAKOUT TRACK 6 – SESSION 2



Navigating Business Resiliency Best Practices: Perspectives and Cautions

Cliff Thomas

Colorado
State
University

Achieving business resiliency is a complex and time-consuming affair. As a result, both novice and experienced practitioners seek out efficiencies. Enter best practices: authoritative statements about how projects and problems are optimally approached. But are these practices really the “best”, and if so, how will we know? This session will describe the landscape of business resiliency best practices, factors influencing whether practices are “best”, and ways that participants can go about making those determinations. This interactive session will include attendee participation, research insights, and real-world examples.

Cliff Thomas, Ph.D., MBCP, MBCI is an adjunct professor at Colorado State University and the University of Denver.

BREAKOUT TRACK 6 – SESSION 3



CCPA: Align Your Organization with the New Data Privacy Regulation

Susan
Zielan

CoreLogic,
Inc.

Join Susan and Joe in this interactive session.

Data privacy is a current requirement and part of your business strategy. For companies doing business in California, you should know how CCPA will impact your organization. Be in the know when this legislation becomes a US regulation.

- Who and what data is protected?
- What controls do you have in place for Data Privacy?
- Do they align with GDPR and the new CCPA regulations?
- Are your third-party vendors compliant
- What will you do when CCPA conflicts with existing laws and regulations?



Joe Layman

Consultant

This working session will provide guidance to consider when aligning your business with GDPR and CCPA regulations.

Understand who must comply, the hefty fines for non-compliance, possible sanctions and remedies.

Susan Zielan, BCM Senior Program Manager, manages enterprise-wide BC, EM and Crisis Management plans, as well as training and exercises across sites in the US, Europe and Asia.

Joe Layman is a consultant that has overseen global BC, DR and Crisis Management programs. His background includes BC, DR, EM, and DC management, OSHA, ICS and a member of West County CERT. Joe is President of the ACP-OC.

BREAKOUT TRACK 6 – SESSION 4



What to Expect When Expecting . . . Your Auditor!

Robbie
Atabaigi
KPMG

The thought of an audit shouldn't make your heart skip a beat. Come join this session to learn what to anticipate when planning for the next audit of your Business Resiliency Program. Two perspectives will be given: 1) Program Owner; and 2) Auditor. Your Facilitators will engage participants on the topic of business resiliency beginning with the history of the concept and “how we got here” to trends, and general audit concerns in light of recent social and business events. You will walk away with timesaving tips for your next collaborative audit.

Robbie Atabaigi is a Lead Specialist with KPMG LLP's Southeast Cyber practice in Atlanta.



Ava Wallace

Pioneer
Natural
Resources

Ava Wallace is a Records Operations Supervisor at Pioneer Natural Resources responsible for their Business Resiliency Program.

BREAKOUT TRACK 6 – SESSION 5



Marcus
Wildsmith
Cutover



Mark
Heywood
Cutover

Maintaining operational resilience while delivering at pace

In today's business landscape, companies must continuously evolve through change in order to remain competitive. However, change is risky and corporate transformation programs carry significant strategic and operational risk. Mobilizing and orchestrating teams to deliver toward highly strategic goals is challenging given the complexity, magnitude, and volume of change initiatives.

Join this session with Cutover, CPO, Marcus Wildsmith to learn how teams can deliver an increasing set of strategic goals as quickly as possible without trading off operational resilience. Marcus will offer practice advice for ensuring resilience across your organization while continuing to execute your change initiatives.



Rick
Cudworth
Deloitte



Mike Butler
Resilience
Expert

Marcus Wildsmith, formerly the Global Head of Telco and High Tech practice at a niche global consulting firm, has 15 years of experience with major launch transition projects including EE (the UK's largest Telco) and the first UK 4G Services.

Mark Heywood, formerly the Head of Operational Resilience for UBS, has over 20 years of experience in senior risk and resilience roles and has worked across Financial Services, government departments, city and county councils, and the charity sector.

Rick Cudworth has over 25 years' industry-leading experience in Crisis Management and Resilience. He has been interim Group Head of Resilience for two global banks has supported and facilitated executive leadership in responding to crisis events. He is a recognized industry leader in his field and Chair of the British Institution Technical Committee for Continuity and Resilience.

Mike Butler is a senior leader in global financial services with significant C-suite and regulatory engagement on multiple matters including Risk, Control, Strategy, Change, and Operations. He has successfully led multiple transformation programmes including creating Risk Management Frameworks (Operational, Reputational & Conduct Risk), large organizational transformation programmes, and building and operating global Service Management functions.

1:15p – 2:45p EDT

TOWN HALL WITH VANESSA MATHEWS



Vanessa
Mathews
Asfalis
Advisors

Focus on the Future of Resiliency – open discussion by seasoned BC experts

An open-mic discussion on how we, as business continuity professionals, keep focus and prepare our organizations, careers, etc. in such a challenging time with so many unknowns.

Moderator:
Vanessa Mathews, Asfalis Advisors

Panelist:
Michele Turner, Amazon
John Liuzzi, Southern Glazer's Wine and Spirits

2:45p – 3:45p EDT

ROUNDTABLE DISCUSSIONS GROUP 2



LIVE - Industry Roundtable Discussions (4 separate topics)

1 - Industry Roundtable (Regulated Industries): Still Business as Usual? Business Continuity Requirements for Regulated Industries with James Green (moderator), Sherri Flynn, Frank Lady and James Mitchell

2 - Industry Roundtable (Critical Infrastructure): Changing Your Organization's Readiness Mindset with Kelly McKinney (moderator), Matt Ziska, Linda Reissman, and Vanessa Mathews

3 - Industry Roundtable: Service Industry with Jayme Rick (Moderator), Cary Jasgur, Brian Zawada, and Robert Sharp

4 - Industry Roundtable (Public, Government, Others): Working Together to Prosper in a COVID-19 World - Pragmatic Solutions from City and Industry Leaders with Sandra Baer (moderator), Sharon Reynolds, Rich Lechner, and Mayor Elizabeth Kautz

3:45p – 4:00p EDT

DISCUSSION FORUMS - Grab a cup of coffee and join one of our discussions forums or schedule a one-on-one with another attendee.

4:00p – 5:00p EDT

GENERAL SESSION 6



Robert
Chandler
Lipscomb
University

Focus on Anticipatory Leadership: The Future of Resiliency Risk and Resiliency

Risk and resiliency planning at its most fundamental level involves preparing your business or organization to continue with its operations in the face of disasters, circumstances, disruptions, threats and crises. This includes preparing your people and leaders to successfully manage such events. As the challenges to effective leadership become increasingly complex, the effective leaders in the future must increasingly be prepared for anticipatory responses and highly predictive analytical and decision-making skill sets. One key aspect is grounded in core orientations, knowledge, skills and abilities for a more sophisticated anticipatory foresight approach. This engaging and thought provoking – applied research-based – general session presentation alerts us to the important challenge for effective leadership and calls attention to the need to expand the visionary risk and resiliency imagination as we prepare leaders for future challenges. The session encourages an approach that combines anticipatory foresight, predictive vision, creative imagination, adaptive skill sets and an innovation mindset.

Robert C. Chandler, Ph.D. (University of Kansas) is an internationally recognized expert on multiple aspects of crisis management, leadership, decision-making, communication and human interaction in specialized contexts.

ON-DEMAND

WORKSHOPS TRACK 1 - SESSION 1



People not Paper: Resiliency begins with Training

Unleashing the value of BC.

Phil Lambert
Ripcord
Solutions

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to three primary assets: "People, Documentation and Resources." And people are the key to success before, during and after a business interruption.

Training is the building blocks of preparedness. Education is the foundation that holds an organization up when rapid response is needed.

Join us in this HANDS-ON workshop and be armed with a well-organized approach to the diversity of training types and delivery models for an effective and efficient training strategy. Learn what a training strategy looks like, how content will drive what type of training works best and learn to make training stick by delivering engaging content with just the right balance of information, instruction, and entertainment.

The crucial component of well-prepared and resilient organization is that their people understand the "why," "what," and "how" they contribute to recovery.

Topics that will be covered during the workshop:

- Regulations, Best Practices, and Standards
- The New Rules of Resiliency
- Training Program Strategy
- Adult Learning Principles
- Measuring Results
- Designing effective & powerful training courses

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

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

Phil Lambert is the Founder & Program Architect of Ripcord Solutions and has more than 24 years of experience. He is a well-regarded advocate and thought-leader in the BC/DR planning community.

WORKSHOPS TRACK 1 - SESSION 2



Start to Implement BCOS Next Week

Every business continuity program struggles at some point with lack of focus and lack of engagement. These challenges exist even for both robust, mature programs, as well as for programs in their first year of implementation. To help solve for focus and engagement issues, Avalution developed the Business Continuity Operating System (BCOS). We believe the right framework enables continuity professionals to answer "yes!" to the following statements:

Brian
Zawada

Avalution

1. I am empowered to make my organization resilient
2. I have the resources needed to protect the organization aligned to management's expectations.
3. I am challenged to grow personally and mature the program.
4. I enjoy my work.



Michael
Bratton

Avalution

Attend this workshop to learn about the BCOS, why it's essential to your personal and professional success, and the core tools used to achieve focus and engagement. During this workshop, we will work through three essential tools so you can start implementing the BCOS next week when you return to the office.

Brian Zawada is a co-founder and the Chief Visionary Officer for Avalution Consulting, a firm specializing in business Continuity program design, implementation and continual improvement.

Michael Bratton is a Managing Consultant and the Business Continuity Practice Leader for Avalution.

WORKSHOPS TRACK 1 - SESSION 3



Ask BetsyBCP! - Assessing BCM Capability Maturity

Betsy Sayers, an MBCP with over 25 years' experience in BCM, IT/DR and Municipal Emergency Management is wowing audiences with her Ask BetsyBCP! sessions.

Betsy
Sayers
Kingsbridge
BCP

Brought to you by KingsBridge BCP this workshop is all about giving you the tools and skills needed to conduct a self-assessment of your company's BCM capability and provide your C-Suite with a dashboard report. After all, as AskBetsyBCP! says, "You can't know how resilient you are if you don't measure it."

The AskBetsyBCP! Capability Maturity Model is a 'self-assessment questionnaire' (NOT AN AUDIT!) applying the 10 DRII Professional Practices to the 5 Carnegie Mellon University capability maturity phases and creating a dashboard report based on credible and defensible input from business service units.

3 things attendees will take away from this session are:

- Knowledge of Capability Maturity Modelling (CMM) and how it can help you achieve success;
- A sample BCM Capability Maturity questionnaire and scorecard template
- A self-assessment CMM questionnaire you complete during the workshop

The workshop is comprised of the following four segments:

1. History and theory behind Capability Maturity Modelling
2. The AskBetsyBCP! Approach HEALTH BREAK
3. A facilitated session to complete a draft assessment of your organization
4. Open mic AskBetsyBCP! question and answer session – feel free to submit questions on any BCM topic ahead of time at AskBetsyBCP@kingsbridgebcp.com.

Betsy Sayers is a popular MBCP conference speaker, and DRI instructor with over 25 years' experience in IT/DR, BCM and municipal emergency management.

WORKSHOPS TRACK 1 - SESSION 4



Where do we go from here? A Novel Coronavirus Update, What We Have Learned and What Are the Next Steps?

The COVID-19 coronavirus pandemic has changed our lives in ways that we would have never imagined before. The widespread work from home orders in many states, the closing of offices and manufacturing facilities have taken its toll. The question is...where do we go from here?

Regina
Phelps
EMS
Solutions
Inc.

This workshop looks at this global health crisis from three vantage points: Crisis Management, Business Continuity & Infectious Disease & Pandemic Planning. How have you managed this crisis to date? Are your processes and teams working well? What types of issues have you had in achieving optimum performance with your plans and teams? How has your crisis management team responded and do you need to do a "reset" to improve performance? Have you published an interim after-action report?

This workshop will reflect on the global health crisis to date, how you can use this crisis as an opportunity to improve your overall crisis management and business continuity plans and teams and what you should be thinking about going forward in the long pandemic months ahead of us.

Topics Covered:

- Where are we now and how much longer is this going to last?
- What strategies have worked?
- What type of course corrections might be appropriate?
- What do you need to do this fall?

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982, she has provided consultation, training and speaking services to clients on five continents.

WORKSHOPS TRACK 2 - SESSION 1



Lisa Koonin
Health
Preparedness
Partners,
LLC

COVID-19: Is Your Business Ready for the Next Pandemic Wave?

Private sector businesses had to make major adjustments during the COVID-19 pandemic winter wave. There is concern that a second wave of disease could strike. Businesses must plan and prepare for further waves of disease by incorporating lessons learned and strengthening their resilience. The COVID-19 pandemic had significant impact on businesses, producing high levels of worker absenteeism, financial losses, and major disruption of business functions. This interactive workshop will address the challenges faced and provide practical life-saving approaches for preparation in four key areas. Businesses that develop and implement a robust pandemic response plan (as part of their business continuity plans), can significantly reduce harmful impacts, play a key role in protecting employees' and customers' health and safety, and limit the negative impact of a pandemic to their business, as well as their community.

Dr. Lisa Koonin is an international emergency response expert; founding Health Preparedness Partners after a 30+ year career with the CDC.

WORKSHOPS TRACK 2 - SESSION 2



Michael
Herrera
MHA
Consulting,
Inc.

Be a Picture of Credibility: Gain Management Support by Building Your Brand

One of the first steps to take in order to gain management support is to present an impeccable image of yourself. This goes beyond your appearance to encompass your knowledge, expertise, and reputation. When you walk into a room of senior management personnel to initiate BCM conversations, your credibility is everything.

You can present a bulletproof image that causes management to feel highly confident in you and draws them to support your initiatives. Learn how to sell yourself to management much as you would a potential employer by building your personal brand.

There's a lot of information online about how to build your brand -on the internet and through social media, but in this highly interactive session we'll talk about how can you leverage this concept to gain management support for both you and your program.

Michael Herrera is the CEO of MHA Consulting, a leading BCP and IT consulting firm, and the founder of BCMMetrics which specializes in software designed to aid organizations in developing and executing business continuity programs.

WORKSHOPS TRACK 2 - SESSION 3



Ron
LaPedis
Seacliff
Partners
International,
LLC

Active Shooter Reponse - Featuring YouTube

First responders are arriving at your location and you have no idea why. What you don't know is that you have an active shooter situation, and someone dialed 911. When the first responders arrive, will they be going in blind? Will they have to shoot their way through locked doors because no one knows where the keys are? Are there hazardous chemicals, processes, or areas that they need to stay away from? Do you have private armed security who could become targets when officers see their guns?

This course will discuss how private industry approaches active shooter training, will present several ideas for how LE can work with private industry before an event to ensure safety of both employees and officers, and will detail what went right and lessons learned from the May, 2018 YouTube shooter incident.

Ron LaPedis, a Distinguished Fellow of the Ponemon Institute, has more than 25 years of business continuity and information security experience. Ron holds several certifications including FBCI, MBCP, CISSP-ISSAP and ISSMP.

WORKSHOPS TRACK 2 - SESSION 4



Steven
Goldman

MIT

Successful Drills and Exercises: Here's How!

The DRJ attendee favorite and our longest running workshop! Successful business continuity and disaster recovery takes more than a plan: it requires realistic testing and validation. This workshop is where you learn how! Do your exercises provide as close- to-real situations as possible? Are your response teams challenged properly? What do others do? How can you improve? During this hands-on workshop, you will learn how to develop, set up, and conduct your successful BC/DR drill or exercise. Students will master:

Dr. Steve's Exercise Planning Checklist

- The company politics of drills and exercises
- Why drills/exercises are important
- Types of drills and exercises
- Obtaining management support
- Elements of a successful exercise
- Scope, objectives, and extent of play
- The scenario development team
- 101 scenario ideas you can use
- Making it real
- How to effectively conduct, evaluate, and critique
- How to leverage this exercise for future gain
- SPECIAL! COVID-19 lessons learned for pandemic drills and exercises

You will also learn to avoid common pitfalls and to anticipate and resolve problems. With his lively style and real-life examples, Dr. Goldman will lead the class through interactive discussions of successful exercise development and conduct. Don't miss it!

Dr. Steven Goldman is an internationally recognized expert and consultant in Business Continuity, Crisis Management, Disaster Recovery, and Crisis Communications. He has over 35 years' experience in the various aspects of these disciplines.

ON-DEMAND

SOLUTIONS TRACK 1



Sherri Flynn
Recovery
Planner

Take Advantage of Business Continuity Momentum and Exercise your Programs

Business Continuity typically gets a lot more attention after an organization experiences a disaster and what can be more of a disaster than a global pandemic. In addition to updating your Pandemic Plans with lessons learned from COVID-19, you need to continue to exercise all of your other Plans. How you respond to an actual event, comes down to how prepared you are for the exercise(s) and how well you document, review and improve upon your processes post exercise. This session will review critical components of designing tabletop exercises and preparing documentation for use pre, post, and during a table-top exercise.

Sherri Flynn, MBCP, CISM serves as a senior product specialist, bc planner at RecoveryPlanner.

SOLUTIONS TRACK 2



Steve
O'Neal
Agility
Recovery

When the Music Stops Everyone Sits Down!

Management acknowledging the need for a risk management program is the first tough challenge in this industry, however identifying where it resides is often the bigger problem. As an industry WE can't even decide what we should call ourselves which then competes with overlap of various groups we need to work with. This session will dive into the overall problem and provide some suggestions on how to resolve the issue, where your program should live in your organization, and why you should care. How does an organization operate resiliently when the naming conventions are varied and functional alignments are inconsistent, self-serving, competitive, etc.? What makes for an effective risk-based organization? Where have you seen effective planning/ execution? What are the barriers making this so challenging? Conversely, where have you seen flawed organizational titles/alignments that are not in the best interests of the firm, but are in place to address individual or departmental needs? What has been the result of this flaw? This session will be highly interactive, discussing a variety of approaches drawing from historical cases of organizational structure from the presenter's experience, but also drawing on attendees to bring forward their experience? What has worked (or not) and why? What are the guiding principles or critical success factors that need to be in place? What are the historical or industry-specific issues that prevent or foster this development? Do outside parties (e.g., regulators, consultants) have a role in assisting this resolution? The session promises to be highly engaging and thought-provoking.

Steven O'Neal is an Enterprise Relationship Manager for Denver, CO -based Agility Recovery.

Mark Carroll is the Senior Vice President and Business Risk Officer for Income Research + Management (IR+M).

SOLUTIONS TRACK 3



Christopher
Duffy
Infinite Blue

Metrics Matter! Showing Depth and Value of Organizational Resiliency Investments

A disaster is not the time to prove how well your company has made a great investment in Business Continuity Management. Organizations made an investment in Business Continuity/Disaster Recovery either due to compliance, or to ensure resiliency. The investment made it to recover faster, while other investments are to increase profit or Marketshare. Those investments have a measurable rate of return, so why doesn't Business Continuity Management? In this session you will learn what metrics matter to leadership from our speakers who regularly present to then on this topic.

Christopher Duffy is a recognized award-winning global speaker and evangelist, known for Organizational Resilience, Information Security and the elevation of Business Continuity.



Andrew
Witts
Infinite Blue

Andrew Witts works closely with program admins and users to ensure that they are using the BC in the Cloud platform to the full potential.

SOLUTIONS TRACK 4



Bob
Lamendola
Ricoh USA,
Inc.

How to Build a Modern Data Protection Strategy

Data is the lifeblood of business and critical to an organization's success. Businesses rely on their stored key documents and information to effectively function each day. If your business had to shut down because it did not have a data protection strategy, what would happen? This session will cover the ways businesses should evaluate their data protection needs and how to create a strategy that is right for their needs and budget. This session will address Recovery Time Objective (RTO): How fast do you need to recover?, Recovery Point Objective (RPO): How much data loss can you withstand? and Budget: How much money do you have to spend? After this session, attendees will be able to identify the key factors needed to take full advantage of an effective data protection, backup and recovery plan whether it be an on-premise solution or takes advantage of today's cloud options.

Bob Lamendola is Vice President, Infrastructure & Engineering Services at Ricoh USA, Inc. He is responsible for the evolution and optimal utilization of our Services Delivery infrastructure, technology, processes, systems, and solutions.

SOLUTIONS TRACK 5



Veronica
Genao

Veoci

The Virtual EOC for BC: Long Term Pandemic Management

An Emergency Operations Center (EOC) is a central facility for carrying out all actions related to emergency preparedness and response. A virtual EOC provides the same features and benefits of a physical EOC, such as required forms, task assignment and mapping components, without participants having to be in the same room, and with the benefit of all information being captured and centralized digitally.

Typically, EOCs are temporarily activated to deal with an impending crisis or situation, such as severe weather, and to coordinate the response and recovery. Given the current COVID-19 crisis, it's important to highlight that a virtual command center or response room can be kept activated indefinitely.



Lisa Teel
Veoci

Veronica Genao, Sales Director for Finance and Enterprise for Veoci, shares her experiences using virtual EOCs, their benefits and their applicability to business continuity and disaster response in prolonged crises such as COVID-19. Veronica will also share how Veoci tested their pandemic plan and became fully operational in less than a week during the COVID-19 crisis and continued to operate effectively using Veoci's communication tools.



Anthony
DeGeorge
Veoci

Veronica Genao is the Sales Director leading the higher education and financial services verticals.

Lisa Teel is an Oklahoma Certified Emergency Manager with her Masters in Higher Education Administration from the University of Oklahoma. Lisa has 19 years experience as an Emergency Manager in Higher Education.

Anthony DeGeorge has 13 years experience as a NYS paramedic and 3+ years as an Emergency Management Coordinator for Northwell Health.

SOLUTIONS TRACK 6



Jason
Duchnowski
Otava

How Security and Compliance Could Save You...And Your Clients

U.S. data breaches cost targeted companies an average \$8.2 billion and take up to nine months to contain (Source: Ponemon Institute, 2019 Cost of a Data Breach Report). Despite the explosion of new security technologies, attempted and successful data breaches are growing at a continually accelerated rate. Mitigating costs depends on three things: breach prevention, business protection and shortening the breach life cycle. Prepared companies address these challenges in proactive ways. They have an incident response team and plan; solid security solutions; prepared employees; cyber liability insurance; a vendor assessment program; and, now more than ever, the ability to maintain operations with a remote workforce. This presentation will offer tips for putting these elements in place and discuss the importance of ensuring accessibility, security and continuity to protect data. Attendees will leave with clear guidance for bolstering their data protection plans and communicating the importance of such actions across their organization and customer communications.

Jason "JD" Duchnowski is the product lead for data resiliency, business continuity and disaster recovery at Otava, a compliance-centric provider of cloud solutions.

SOLUTIONS TRACK 7



Shane
Mathew
Virtual
Corporation

Good to Great Business Continuity: What Some BC Programs do to Separate Themselves From the Rest

In 2020, COVID-19 pulled the curtain back on a businesses' vulnerabilities to a long-term disruption. The event also revealed that there is a vast difference between a mediocre business continuity program and a great one. In the similar vein of Jim Collins book Good to Great, we will compare & contrast each of the various business continuity paradigms (e.g. The traditional, the Adaptive, and the Organizational Resilience Models) and identify the common benchmarks for success. We will then use these benchmarks, to review a set of elite business continuity programs that have been made the leap from good to great- defined by their ability to achieve great results, sustained over time, and that are integrated into all aspects of the business. We will also examine how these companies navigated the muddy waters of the pandemic. Finally, we will compare their results against a set of programs that failed to make the leap, to determine if their approach, and the benchmarks set by the business continuity models, are determinants of greatness- or not.

Shane Mathew leads the consulting and software implementation services for Virtual Corporation.

SOLUTIONS TRACK 8



Mike
Jennings
Assurance
Software,
Inc

Pandemic Sanity Check: How the Practice of Business Continuity May Change and What You Can Do to Prepare

This year, the novel coronavirus pandemic unexpectedly and quickly became the biggest influence on the survival of organizations worldwide. In this presentation, we'll provide analysis based on our research studies and expertise, to outline how the pandemic has already changed, and will continue to change, the practice of business continuity in the future. How has this event changed our understanding of what resilience means?

Mike Jennings leads the Advisory Services team for Assurance.

Ian Crabb is the Global Head of Strategy for Clearview and Assurance.



Ian Crabb
ClearView
Continuity

ADDITIONAL COURSE OPTIONS

Earn up to 16 additional CEUs by attending one of these additional courses. To register visit www.drj.com/fall2020.

THESE COURSES REQUIRE AN ADDITIONAL FEE.

Course 1: Active Assailant / Workplace Violence Preparedness

Sponsored by KETCHConsulting (THIS COURSE IS CLOSED FOR REGISTRATION)



\$1,200 per person

Presenter: Dave Hunt

When: Instructor will contact you to set timing

As the number and variety of threat incidents continue to expand, it is imperative to incorporate prevention, response and recovery capabilities in corporate continuity programs. This full-day training will address planning and preparedness elements to be in compliance with the American National Standard on Workplace Violence and Intervention, and with the OSHA general duty clause. The class will present strategies for prevention, protection, mitigation, response and recovery from a broad range of incidents, including domestic violence affecting the workplace, and the process for development or revision of a robust preparedness program. We answer question on the issues and potential solutions, and the course will cover a comprehensive process to develop preparedness, response and recovery plans and capabilities, including ways to get buy-in from senior leadership to endorse preparedness efforts. We will cover de-escalation techniques and basic threat assessment. A wide array of exercise scenarios will be provided to challenge the company's capabilities to respond and evaluate the plans. Participants will learn exercise facilitation techniques and strategies for selecting drills, tabletop exercises, functional and full-scale exercises. The class will discuss pitfalls to avoid in designing and implementing these types of exercises. Students will be provided exercise concepts they can tailor for crisis management teams; conducting notification drills and a variety of exercises; as well as recommendations for coordinating exercises with responders.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

Dave Hunt, Homeland Security Consulting, LLC is a national subject matter expert on active assailant preparedness.

Course 2: Business Impact Analysis (BIA)

Sponsored by KETCHConsulting



\$1,200 per person

Presenter: Kathryn Scourby

When: Instructor will contact you to set timing

This course is an in-depth look at how to conduct a Business Impact Analysis (BIA). The class is for both BIA novices and experienced professionals. It provides you with the opportunity to gain a deeper knowledge and understanding of the BIA.

The course will explore the concept of the BIA. You will be taught two different approaches to a BIA – interviews and workshops and the value of each. You will also be provided with an actual BIA survey and the results of clients' BIA's.

The objectives of this class are:

- Understand the BIA process;
- Understand how to structure a BIA;
- Apply the standard methods to conduct a BIA;
- How to determine the results of the BIA & identify the critical functions for recovery strategies.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

To register for this course, please email DRJ at conf.reg@drj.com.

Kathryn Scourby, CBCP, Ketch Consulting, works with professional service firms to achieve their goals in the areas of business continuity, disaster preparedness, risk management and compliance exercises. Kathy's experience includes thirty-three years with the international law firm Hunton & Williams, LLP, including over five years as the firm's only Business Continuity Manager.

Course 3: Crisis Management Seminar

Sponsored by KETCHConsulting (THIS COURSE IS CLOSED FOR REGISTRATION)



\$1,200 per person

Presenters: Kathryn Scourby and Ted Brown

When: Instructor will contact you to set timing



Based on the National Incident Management System (NIMS), this course teaches the student everything required to create an Incident Command Team, Plan, and testing structure. This presentation will help organizations and those involved in crisis management gain a better understanding of the importance of creating and working with crisis management teams. In this session you will learn what exercises, drills and training are important to conduct to ensure everyone remains safe in the face of a threat and the key steps necessary to ensure to better prepare your organization for any crisis situation or disaster that it might encounter. The initial presentation will be conducted by Kathy Scourby.

In 2011, the Jerry Sandusky scandal hit Penn State. The workshop will examine how the scandal was handled, what went right (very little) and what went wrong. The students will be asked to make decisions that the Penn State Board did. The session will also briefly discuss the view of Boards and Crisis Management, and actions Ted has taken on the PSU Board. A brief Crisis Communications workshop will also be conducted.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

Kathryn Scourby, CBCP, Ketch Consulting, works with professional service firms to achieve their goals in the areas of business continuity, disaster preparedness, risk management and compliance exercises. Kathy's experience includes thirty-three years with the international law firm Hunton & Williams, LLP, including over five years as the firm's only Business Continuity Manager.

Ted Brown, MBCI, CBCP, CBCV, president, and CEO of KETCHConsulting, is a recognized crisis management and business continuity industry leader.

Course 4: Disaster Recovery for the Non-Techie

Sponsored by KETCHConsulting



Thursday, Oct. 1, 2:00 p.m. – 5:00 p.m. EST

\$600 per person

Presenter: Dennis Reid

When: Instructor will contact you to set timing

Information Technology is at the core of an organization's daily operation. It is expected to be highly available and to operate with minimal or no disruption in a disaster. A comprehensive disaster recovery plan is essential to the business and a critical part of a successful business continuity program.

However, for many business continuity, risk, emergency management and audit professionals the Information Technology Department can be somewhat of a "black box". A basic understanding of IT and how DR plans restore critical technology resources as well as how to effectively audit them is crucial to ensuring the recoverability of the business.

This course will uncover the mysteries of the Information Technology Department in easy to understand terms. We'll cover many of the terms and concepts technicians use in daily work and in disaster recovery. We'll take you through the internal workings of a disaster recovery plan and the methods used to recover critical technology resources. Lastly, we'll give you tips techniques on how to audit a DR plan to ensure that you have a comprehensive, holistic business resilience program.

This course is intended for business continuity, risk management, emergency management and audit professionals who want to gain a better understanding of disaster recovery and information technology.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

To register for this course, please email DRJ@conf.reg@drj.com.

Dennis Reid, CBCP, KETCH Consulting, assists organizations in increasing or optimizing their technology resilience and creating robust disaster recovery plans that minimize the impact of disruptions. Mr. Reid brings over 30 years of experience in IT & BC/DR from his management of data centers in the banking, manufacturing, and media/publishing industries. He also has extensive experience in DR audit compliance for SOX, SOC1 & 2, and PCI.

ADDITIONAL COURSE OPTIONS

Earn up to 16 additional CEUs by attending one of these additional courses. To register visit www.drj.com/fall2020.

THESE COURSES REQUIRE AN ADDITIONAL FEE.

Course 5: Learn to Create A Table Top Exercise And How To Conduct A Functional Exercise **Sponsored by KETCHConsulting**



Thursday, Oct. 1, 2:00 p.m. – 5:00 p.m. EST

\$600 per person

Presenter: Ted Brown

When: Instructor will contact you to set timing

This is a two part class. Part A is KETCHConsulting's popular Tabletop class where you will be given four different, ready to execute, Power Point tabletop scenarios, including the injects, and you will learn how to: create a situation, scenario and injects for your audience, your business, your location and your BCP maturity. You'll identify operations, decisions and policies that impact the ability of a business unit to execute plans. The exercise will end with conclusions and discussions that will change, emphasize, and otherwise affect your business continuity/COOP plan. You will conclude with an "after action" report that will leads to effective modifications and improvements to the plans being exercised.

Part B You will learn how to conduct a Functional Exercise. Using what you learned in Part A, you will actually role play, using technology (Zoom), to conduct an exercise. You will be split into teams and asked to react to the scenario in a real-time fashion. Each team will have a different role and will make and document decisions based on the events as they unfold.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

To register for this course, please email DRJ at conf.reg@drj.com.

Ted Brown, MBCI, CBCP, CBCV, president, and CEO of KETCHConsulting, is a recognized crisis management and business continuity industry leader.

Course 6: ICOR's Certified Organizational Resilience Course - What do you need to know to increase the resilience of your organization? (THIS COURSE IS CLOSED FOR REGISTRATION)



\$1,295 per person

Presenter: Lynnda Nelson

When: Instructor will contact you to set timing

Attend ICOR's Certified Organizational Resilience 2-day Course and learn how to increase the resilience of your organization. With a focus on Organizational Behavior and Infrastructure, you will gain valuable insight into the importance of the following competency areas:

- COR.1 Leadership Qualities for Resilient Organizations
- COR.2 Culture & Its Impact on an Organization's Resilience
- COR.3 Knowledge Management
- COR.4 Agile Change Management
- COR.5 Agile Project Management
- COR.6 Structure & Design
- COR.7 The Agile Workplace
- COR.8 Facility Management
- COR.9 The Resilient Workforce
- COR.10 Agile Finance

This course is intended for those responsible for increasing the resilience of the organization and for managing risk throughout the organization. This course includes 2 of the 5 clusters (10 of the 25 competencies) offered as part of ICOR's Certified Organizational Resilience Certification series that provide you with the knowledge of how to build more resilient organizations. ICOR's organizational resilience competency-based certification program identifies and evaluates what it takes to be a leader in organizational resilience—across the globe; and across all career levels, job roles, and job functions. To earn certification as a Certified Organizational Resilience Manager, Professional, or Executive requires completion of additional competency courses. See the ICOR website to learn more: <https://www.build-resilience.org/cred-path-2.php> Includes course book, instruction, and 10 competency (COR 1-10) exams Each competency area has one 30-minute online exam to be completed outside the course schedule.

For more course information email education@theicor.org or call 1-866-765-8321.

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

Course 7: CMC 2050: Crisis Communication Planner (THIS COURSE IS CLOSED FOR REGISTRATION)



\$1,495 per person

Presenter: Tom Serio

When: Instructor will contact you to set timing

Understanding the elements of communicating during a crisis or incident is an essential planning component for every organization. This course provides valuable information on how to protect an organization's reputation, the role of the spokesperson(s), message development, how to write the communications plan, and includes a crisis communication plan template.

The audience for this course includes those who work in public relations, communications, and those responsible for planning communications before, during, and after a crisis. Also a good knowledge area for business continuity professionals to ensure your planning includes communications.

Participants will be evaluated on their participation in the class exercises as well as graded formally on a case study short answer evaluation the last day of class. Successful completion of the course results in a certificate as a Crisis Communication Planner.

For more course information email education@theicor.org or call 1-866-765-8321.

Tom Serio is an ICOR instructor and an experienced crisis management and communication professional.

Course 8: Certified Business Resilience Manager (CBRM)



\$995 per person

Presenter: Rick Wellman

When: October 5-7, 2020 - Instructor will contact you with next steps

3-day online instructor-led Business continuity and resiliency training plus an optional certification testing. The CBRM designation has been earned by more than 3000 certified professionals globally. The training begins with a basic introduction to business continuity and then leads participants through a BC planning road-map with detailed steps for developing and implementing a business continuity plan and program for their organizations.

The road-map consists of assessing and gathering business continuity requirements for managing a disaster; developing recovery solutions and strategies; developing business continuity plans based on requirements and solutions; testing and implementing BC solutions; maintaining BC plans; executing BC plans in the event of a disaster, and managing normalization of business.

The training includes group exercises using real business cases for risk management, business impact assessment (BIA) and recovery strategy development. Students will receive a presentation workbook and take-home business continuity plan templates. On the 3rd day, participants may also take the optional multiple-choice online proctored CBRM (Certified Business Resilience Manager) certification exam. The class fee includes optional certification testing and processing. Additionally, participants who successfully obtain the CBRM certification also qualify for CBRITP (Certified Business Resilience IT Professional) certification through BRCCI.

Learn more about this course and certification at www.brcci.org or call 1-888-962-7224.

For more information on this course please contact info@brcci.org.

To register for this course, please email DRJ@conf.reg@drj.com.

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