DRJ FALL 2021
Sept. 19 - 22, Phoenix

DRJ’S 65th CONFERENCE

RESILIENCY
IN A TIME OF
REBUILDING

The largest event dedicated
to managing risk and resiliency in 2021

62 Sessions and Workshops
100 Expert Speakers

ATTENDEE
CONFERENCE GUIDE

REGISTER NOW
WWW.DRJ.COM/FALL2021
RESILIENCY IN A TIME OF REBUILDING

As the oldest business continuity resource in the world, 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 2021 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.
We invite you to join us and enjoy all the programming, the networking, the exhibitor demos and more at **DRJ Fall 2021 – Rebuilding in a Time of Resilience!** We have designed our 65th conference to meet the needs of you, our valued attendees. This conference guide is loaded with the information that will help you organize your time and get the most out of DRJ Fall 2021.

**Get ready to experience an exceptional event!**

We are so excited to be returning to in-person events! The conference will be returning to our format of four days of keynote and workshop sessions, breakout tracks, panel discussions, exhibit hall, networking, and more. The conference’s agenda is packed full of possibilities for attendees to acquire fresh resources, new knowledge and skills, strategic connections, and in-depth education to ensure they’re equipped for today’s disruptions and tomorrow’s emerging threats.

This in-person event offers numerous opportunities to collaborate, build communities, establish new and resume former friendships, provide and receive extensive feedback, be part of in-depth conversations, and experience the traditional conference atmosphere for which DRJ is well-known. We’ll be following additional safety protocols to keep everyone safe and comfortable, and you can learn more about that on our event website: www.drj.com/fall2021.

This conference is a worthy investment, as many repeat DRJ attendees thoroughly agree. It’s the chance for an energizing change of scenery, gain new inspiration for robust resiliency programs, and experience an invigorating mix of minds and cultures.

DRJ in-person conferences are also the perfect getaway from distractions at work and home and to enjoy all that our venue has to offer, whether that be relaxing by the pool, connecting with fellow attendees over dinner or a round of golf. Your registration also includes a full conference pass to the DRJ Fall Virtual event which will run October 11th – 13th, online.

We’re really looking forward to welcoming you back to our in-person events and connecting with you in-person soon.

Best regards,

Bob Arnold, President
Disaster Recovery Journal
Executive Council

Kathleen Aris, Sungard Availability Services
Dan Bailey, LegacyTexas Bank
Jeff Dato, VolCorp
Peter Laz, Fusion Risk Management
Ann Pickren, OnSolve
Tracey Rice, Fusion Risk Management
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Dear [Decision Maker]:

I would like your approval to attend DRJ Fall 2021 on Sept. 19-22 in Phoenix.

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. Now more than ever, it is imperative that our organization is well-prepared for any risk (known or unknown) we might face in the coming years.

A few key benefits which make this a worthwhile investment include the following:

**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 is invaluable to have discussions and gain knowledge from others who are facing the same challenges as us.

**Immersive educational opportunities with experts.**
The conference includes more than 65 sessions and workshops with 85 speakers which will allow me to focus on the areas essential for our company – all in one place instead of trying to organize various separate training sessions.

I will 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.
- A full virtual experience will be added as bonus with access to sessions for up to six months.

**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 2021:
- Roundtrip airfare: $XXXX
- Hotel: $XXXX per night (before taxes and fees). This is a specially negotiated conference rate for attendees, is the lowest in the industry, and represents an excellent value for this area.
- Meals: $XXXX
- Conference fee: $XXXX

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

Thank you,

Your Name
**AlertMedia**
As the fastest-growing mass communication and emergency notification software provider in the world, AlertMedia helps organizations securely and effectively monitor threats, streamline notifications, and recover from incidents. The company’s fully integrated, cloud-based platform delivers innovative communication tools that can be accessed from anywhere, at any time, using any device. For more information, please call (800) 826-0777 or visit our website at [www.alertmedia.com](http://www.alertmedia.com).

**BlackBerry**
In the midst of disruption, fast and effective responses depend on clear information. BlackBerry® AtHoc® and BlackBerry® Alert® provide a centralized approach to crisis communications and critical event management with secure 2-way messaging to keep people safe and business operations running. Send critical messages to those affected after a cyber-attack, IT outage or weather event, and act decisively with the help of clear analytics and dashboards. Increase your operational resiliency, reduce costs and keep people safe with critical event management capabilities from BlackBerry.

**Castellan**
We’ve brought together the most innovative minds in business continuity to shape the future of our industry. Combining experts from across Assurance, Avalution, ClearView, and BC Management, we help clients establish a clear vision and drive real results using our proven, proprietary methodology – the Business Continuity Operating System (BCOS). Our solutions—whether consulting, software, managed services, or staffing—are fully customized to be right for you, your team, and your organization as a whole. As a result, you gain the capability and confidence you and your executive team need to protect your employees, brand, and bottom-line.

**Fusion Risk Management**
Fusion Risk Management is a leading industry provider of cloud-based software solutions for business continuity, integrated risk management, IT disaster recovery, and crisis and incident management. Its products and services take organizations beyond legacy solutions and empowers them to make data-driven decisions with a comprehensive and flexible approach through one system. Fusion and its team of experts are dedicated to helping companies achieve greater organizational resilience and mitigate risks within their businesses.

**Infinite Blue**
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.

**OnSolve**
With over 60 years of combined experience in the mass notification industry, OnSolve is the leading global provider of SaaS-based critical communication solutions for enterprise, SMB, and government organizations. The formation of OnSolve in 2017 brought together three of the industry’s most relied upon products, CodeRED, Send Word Now and MIR3. The company’s cloud-based solutions provide users with fast, reliable methods of sending critical information and alerts to employees, residents and other stakeholders across multiple devices. Mass notification and collaboration is an essential element of emergency response and business continuity planning, keeping teams on track and coordinating during critical events. OnSolve solutions are designed and proven to save lives, protect revenue, reduce costs, and preserve business continuity. More information can be found at [www.onsolve.com](http://www.onsolve.com).
Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions. With award-winning AI-based antimalware and blockchain-based data authentication technologies, Acronis protects any environment—from cloud to hybrid to on-premises—at a low and predictable cost.

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

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 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.

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

Regus provides workspace recovery solutions across North America. Additionally, the Enterprise Cloud practice provides the full breadth of DRaaS, BUaaS, and Hardware Quick-Ship Solutions, together with our expert Business Continuity Consulting portfolio of services.

Unitrends introduces backup appliances and cloud data protection that leverage cutting edge technology to automate manual tasks, eliminate management complexity, and deliver tested hardware and software resilience.

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.

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.

The Converge Enterprise Cloud teams across all Converge Technology Solutions companies work seamlessly together to develop, implement, host and manage data availability and disaster recovery solutions for all platforms. Based on our customer focused service delivery track record, vast engineering resources, and access to over 100 million dollars in mainstream system hardware, the Converge Enterprise Cloud delivers cost-effective resiliency solutions to customers all across North America. Additionally, the Enterprise Cloud practice provides the full breadth of DRaaS, BUaaS, and Hardware Quick-Ship Solutions, together with our expert Business Continuity Consulting portfolio of services.

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.

Sungard Availability Services (Sungard AS) is a leading provider of cloud connected infrastructure solutions serving enterprise customers from 75 hardened data centers and workplace recovery facilities in nine countries. Sungard AS has a 40-year track record of delivering resilient and highly available hybrid IT solutions. Backed by high performance networks, Sungard AS modernizes customers’ end-to-end IT across connected infrastructure, cloud, recovery and workplace solutions. Working with customers to understand their business objectives, Sungard AS identifies gaps in customers’ current environments and tailors a solution to achieve their desired business outcomes. For more information visit Sungard AS at www.sungardas.com or call 1.888.537.6519.
Imagine breathtaking views of a stunning 316 acres in the Sonoran Desert. Add top-notch personal service, excellent dining options, award-winning spa, and championship golf club. Combine that with high-quality training, meaningful networking, and vital business continuity and disaster recovery planning. It’s time to make plans to attend DRJ Fall 2021 for our 65th conference Sept. 19-22 in Phoenix!

Now imagine four rejuvenating yet relaxing days. We look forward to sharing this exclusive opportunity with you to learn from the industry’s leading experts and sharpen your skills. You’ll have the chance to work with like-minded professionals, share strategies, and gain knowledge and confidence in your organization’s risk and resilience programs.

Don’t miss numerous opportunities to network, learn, connect, and relax at the breathtaking JW Marriott Desert Ridge Resort & Spa. Our goal at DRJ Fall 2021 is to give you “Resiliency in a Time of Rebuilding.” This year, it’s not just a slogan. We have all seen business continuity departments become even more important this past year. Resilience professionals need to have reliable solutions as organizations emerge from existing pandemic protocols.

Learn, Grow, Relax, and allow us to inspire you at DRJ Fall 2021!
WHAT TO EXPECT

Get back into the office safely. Protect your data from cyberattacks. Mitigate your supply chain risks. Communicate with your employees during a crisis. Gain new skills. Learn about the latest technology. Take part in lively discussions on all of the top issues.

This is just a small sample of the return on investment you and your organization will gain from attending DRJ Fall 2021. Learn about the necessary tools, build lifelong connections, and receive high-quality education needed to ensure your business is prepared for any situation. Be confident you can protect your organizations’ employees, data, and reputation. This kind of knowledge and first-hand experience cannot be gained from reading an article or watching a short 10-minute video. Get instant access and direct contact with industry experts who can help you make the difference in your organization. You have an important job, and we’re ready to provide you with the tools necessary to do it successfully.

COVID-19 PROTOCOLS

Please be assured that the health and safety of all parties are first and foremost in our preparations for an in-person DRJ Fall 2021 conference. As such, many considerations and modifications are our priority. We are partnering with both the JW Marriott and the city of Phoenix to ensure the safety of all for a return to an in-person event. For more information, please visit the event site at www.drj.com/fall2021.

WHY SHOULD YOU ATTEND?

REDUCE DOWNTIME.
INCREASE WORKPLACE SAFETY.
MORE SECURE DATA.
REDUCE OVERALL RISK.
NEW SKILLS.
LATEST TECHNOLOGY.
LIVELY DISCUSSIONS ON THE TOP ISSUES.

More than 100 speakers, 62 sessions, 50+ booths, and numerous networking opportunities. How can you afford not to attend DRJ Fall 2021? It’s the best of the disaster recovery and business continuity world all wrapped into one amazing experience!

From increasing workplace safety to reducing downtime to securing data, you’ll acquire new skills, learn about advanced technology, participate in lively discussions, and interact with industry experts at DRJ Fall 2021.

The return on investment which you’ll receive for yourself and your business after attending DRJ Fall 2021, combined with newly-acquired knowledge and first-hand experiences, will be invaluable and life-changing!
MAKING CONNECTIONS

NETWORKING

DRJ Fall 2021 is created to provide unlimited opportunities for you to meet and discuss essential topics with industry experts! This conference gives you the opportunity to make connections with other thought leaders and colleagues who understand and experience the same industry-related challenges as you!

EXHIBIT HALL

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

RECEPTIONS

Be sure to make time to attend our networking meals and hospitality events. These are the perfect opportunities to relax and refuel to make the conference a complete experience. Don’t miss out on the excitement at the lively Monday night hospitality event where we celebrate our 65th conference!

REGISTER AND SAVE BY THESE DATES

ONLY $1,295.00  Through July 20, 2021
ONLY $1,395.00  Through August 20, 2021
ONLY $1,495.00  Through Sept. 22, 2021

REGISTER RISK-FREE!

You can get a full refund on your pass through Aug. 20, 2021.

We will be offering a full virtual experience to all registered attendees at no additional cost.
HOTEL FEATURES

You’ll leave DRJ Fall 2021 completely relaxed thanks to the renowned Revive Spa and Wildfire Golf Club. Make the most of our conference venue and schedule a massage or a round of golf with your peers.

The hotel offers guests access to five pools, including the Mesa Pool, the Wildfire Pool, the Sidewinder Pool, the Lazy River Outdoor Pool and the Revive Spa Pool, an adult lap pool. There are also two whirlpools, a lazy river, the Serpentine Waterslide and a kids’ splash pad. All pools are heated at 82 degrees year round.

Take advantage of the on-site dining opportunities, with six restaurants and a range of menu options you’ll never get bored and easily satisfy your cravings. Enjoy relaxing at the on-site Starbucks with outdoor fire pits available to view the beautiful botanical garden.

The rooms at the JW Marriott Desert Ridge Resort & Spa feature sumptuous bedding, flat panel TVs, top-quality bath products, and plenty of space to stretch out and feel comfortable. The complimentary high-speed Internet makes it easy for you to stay connected and up-to-date.

HOTEL ROOM RESERVATIONS

The JW Marriott Desert Ridge Resort & Spa is now accepting hotel reservations for DRJ Fall 2021.

You can make reservations online at https://book.passkey.com/go/DisasterRecoveryJournal2021 or call 1-800-835-6206.

Please remember that you are responsible for making your hotel reservations and note the last day to book a room is August 20, 2021. There is a limited number of U.S. Government room rates available, please note this when making your reservation and be prepared to show proof at time of check-in. For U.S. government room rates, contact Director of Events, Lesley Vinyard, at lesley@drj.com.

CAR RENTAL

If you’d like to rent a car, our official car rental is Advantage Rent A Car.

Call 800-777-5500 and mention discount code CD040C7C88 to get an additional discount.
REGISTRATION RATES
Registration rates for the conference are as follows:
Only $1,295.00 through July 20, 2021
Only $1,395.00 through Aug. 20, 2021
Only $1,495.00 through Sept. 19, 2021
Make conference checks payable to Disaster Recovery Journal. All fees must be paid in U.S. currency only and payment must be drawn on a U.S. bank.

THREE EASY WAYS TO REGISTER
1. Fax: 636.282.5802 (all day)
2. Mail: DRJ Registration Manager
   1862 Old Lemay Ferry Rd
   Arnold, MO 63010
3. Web: www.drj.com/fall2021
For Information
Call: 636.282.5800
(9AM - 5PM CST)
Email: rose@drj.com

REGISTRATION DISCOUNTS
DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions. If you are eligible, mark the appropriate place on the registration form. Three or more employees from the same company who register at the same time are eligible for a 10% discount.

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

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

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

As the health and safety of our community continues to be of paramount importance, it is also important to look forward to a time when we can re-convene in a face-to-face environment. DRJ is pleased to announce we will look forward to DRJ Fall 2021: Resiliency in a Time of Rebuilding and will begin planning for both a face-to-face and virtual conference environment. Stay tuned for more details as the planning cycle evolves.
Sunday, September 19, 2021

8:00 a.m. ......................................................... Exhibit Hall Set-up

8:00 a.m. – 7:00 p.m. ............................................... Conference Registration

1:00 p.m. – 2:00 p.m. ................................................ General Session 1
   GS1 ............... Osincup ................................... The Science of Happiness

2:00 p.m. – 2:30 p.m. .............................................. Refreshment Break

2:15 p.m. – 4:45 p.m. ............................................... Workshop Tracks
   WST-01 .......... Zawada, Bratton ....................... BCOS Workshop: Generating Focus and Increasing Executive Engagement
   WST-02 .......... Phelps ................................. Ransomware is the #1 Cyber Threat - You Need To Do A Cyber Exercise To Find Out If You Are Ready!
   WST-03 .......... Primeau, Cehajic .................... How to Conduct Dynamic Tabletop Exercises Virtually
   WST-04 .......... Smith ................................. Workplace Violence Structuring and Installing a Plan
   WST-05 .......... Snow ................................. When Building Your Future Plans Prepare for a Complex, Multi-Channel Communication World

5:00 p.m. – 7:00 p.m. ................................................ Exhibit Hall Opens

5:00 p.m. – 7:00 p.m. ............................................... Welcome Reception

5:30 p.m. – 7:00 p.m. ............................................... Product Demos
IN-PERSON AGENDA

DAY 1
Sunday, September 19, 2021

8:00 a.m.
EXHIBIT HALL SET-UP

8:00 a.m. – 7:00 p.m.
CONFERENCE REGISTRATION

1:00 p.m. – 2:00 p.m.
GENERAL SESSION 1

The Science of Happiness

Paul Osincup
Positive Workplace Strategist

85% of the world’s working population is unhappy and unhappy workers cost businesses worldwide more than $7 trillion per year. Unfortunately, being happy isn’t always simple, and for some people it may be more difficult than others. We all have a different baseline day to day level of happiness, but wherever you’re at, wouldn’t you like to be a little happier? Our brains are hardwired to seek happiness, yet we’re not great at predicting what will sustain it. In this talk, we’ll look at evidence from positive psychology, cognitive behavioral techniques, and neuroscience, you can use to create habits that will help you boost and maintain your overall level of happiness.

Paul Osincup is a Humor & Positivity Strategist who helps organizations create happier, healthier, and more connected places to work. Paul’s global mission for workplace happiness has provided him the opportunity to work with hundreds of organizations including Nasdaq, The U.S. AirForce, and the Harvard Kennedy School of Leadership. He’s a content creator for Happify, an app that provides evidence-based solutions for emotional health and well-being for over 17 million users and he’s also a certified Stress Mastery Educator with the American Institute of Stress. His TEDx Talk: “Leading with Laughter, the Power of Humor in Leadership” has been viewed nearly a half a million times and he’s also the host of the “Delivering Happiness Podcast” which highlights leaders and companies creating great workplace cultures. Paul’s work has been highlighted in The New York Times, Forbes, and on his mom’s refrigerator.

2:00 p.m. – 2:30 p.m.
REFRESHMENT BREAK
BCOS Workshop: Generating Focus and Increasing Executive Engagement

Every business continuity program struggles at some point with lack of focus and a lack of engagement. These challenges exist for both robust, mature programs, as well as for programs just getting started. To help solve for focus and engagement issues, Castellan developed the Business Continuity Operating System (BCOS) - our proven process for driving business continuity and operational resilience success.

BCOS focuses on strengthening the seven core elements that differentiate a high-performing program from an under-performing one. Leveraging this framework enables business continuity leaders to answer “yes!” to the following statements:

1. I am empowered to make my organization operationally 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

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 to achieve the right level of resilience for your organization.

Brian Zawada is the Chief Operating Officer for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing. Brian has more than 25 years of experience managing and building world-class, global business continuity programs that help organizations achieve and sustain the right level of resilience.

Michael Bratton is the Business Continuity Consulting Practice Leader for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing.

Ransomware is the #1 Cyber Threat - You Need To Do A Cyber Exercise To Find Out If You Are Ready!

Ransomware is one of the top threats in cybersecurity. According to the Identity Theft Resource Center, there were 878 major cyberattacks in 2020 in the US, 18% of which were recorded as ransomware. Have you had a ransomware attack yet? If not, consider yourself lucky! Why is it so popular? Simply because ransomware is a lucrative business. The average ransom paid by organizations in the US, Canada, and Europe increased from $115,123 USD in 2019 to $312,493 USD in 2020—a 171% year-over-year increase. With new tactics like double extortion, this number will only continue to rise.

Organizations around the world are being held hostage by ransomware, and many are being forced to pay cybercriminals because they’re not equipped to combat the threat for varying reasons, from a lack of recoverable backups to the cost of downtime outweighing the cost of paying the ransom. Experts all agree on one thing…it is simply a matter of when, not if it will happen.

Attend this session and learn how to go about developing a realistic cyber exercise that will demonstrate the impact of a ransomware attack and can challenge the Executives, Crisis Management Team, technology staff and business units alike.

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

How to Conduct Dynamic Tabletop Exercises Virtually

We believe that organizations that perform regular exercises have been proven to be the fittest to recover from a crisis. As practitioners, we might daydream that each participant invited to our tabletop exercise will be thrilled to test his or her skills during a simulation that will be a company-wide echoing success. The results are too often rather disappointing.

Strong from her field-oriented approach reflecting over 18 years of experience in supporting organizations, Marie-Hélène has overseen lots of simulations and exercises, onsite and virtually, with numerous clients from various industries and with up to 200 participants. She is considered an expert. Having worked with hundreds of executives and senior managers, Marie-Hélène is known for her presentation skills, interactive training approach and her proven methodologies.

She will be joined by Senad Cehajic, professional in Business Continuity, who has extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and ability to raise the profile of business continuity with Executives which includes running successful dynamic tabletop exercises.

Throughout this workshop and using field examples, they will share strategies and tips on how to make tabletop exercises dynamic and fun while meeting set objectives.

Learning Objectives • Identify key success factors for tabletop exercises • Address how exercises need to be planned and delivered in a different and most optimal way in a virtual world • Experience tools making exercises more dynamic • Exchange with fellow practitioners
practitioners about best practices and lessons learned.

With over 18 years of experience, Marie-Helene is an expert in supporting public and private organizations on their Business Continuity lifecycle. She has conducted numerous exercises, onsite and virtually, with clients from various industries.

Professional in Business Continuity, Senad has extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and delivery of dynamic tabletop exercises with Executives.

WORKSHOPS TRACK - SESSION 4

**Workplace Violence Structuring and Installing a Plan**

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker. Smith has extensive experience in Workplace Violence Risk Reductions Process Implementation.

David Smith's corporate experience and expertise has been combined with PWI’s professionals including backgrounds in psychology, psychiatry, legal, law enforcement and education to develop PWI training and consultative programs. He as a great deal of experience with both large and small organizations.

David A. Smith, is an author and highly experienced dynamic speaker. Smith has extensive experience in executive management, field operations. He has conducted business continuity and disaster planning training across the United States and Canada.

WORKSHOPS TRACK - SESSION 5

**When Building Your Future Plans Prepare for a Complex, Multi-Channel Communication World**

Mari Anne Snow, CEO, Sophaya & the Remote Nation Institute. Mari Anne is a recognized remote work and distributed team expert. Sophaya helps organizations optimize remote team work and Remote Nation Institute educates today’s remote professionals.

Planning for business resilience has never been easy, but today’s planners are faced with far more complexity that ever. New technology, highly dispersed teams, broadband inequities, and multi-generational differences have created an unprecedented communication environment of fragmented channel choices and lots of confusion. In this lively, highly interactive workshop, participants will explore the realities of a modern day communication environment with a lot of variables and nuance. Participants attending this session will leave with:

- A big picture understanding of the complexities of multi-channel communications
- Top ten shifts in communication etiquette that applies to emergency communications
- Top ten shifts in human behavior that will impact people’s reactions any plan implementation
- An action list of to-dos that will increase your plans effectiveness

Mari Anne Snow, CEO, Sophaya & the Remote Nation Institute. Mari Anne is a recognized remote work and distributed team expert. Sophaya helps organizations optimize remote team work and Remote Nation Institute educates today’s remote professionals.

5:00 p.m. - 7:00 p.m.

**EXHIBIT HALL OPENS**

5:00 p.m. - 7:00 p.m.

**WELCOME RECEPTION**

5:30 p.m. - 7:00 p.m.

**PRODUCT DEMOS**
### Monday, September 20, 2021

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<th>Event</th>
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<td>6:30 a.m. – 7:45 a.m.</td>
<td>Networking Breakfast</td>
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<tr>
<td>7:00 a.m. – 6:00 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>General Session 2</td>
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<tr>
<td>GS2 ................... Pratley ..................................</td>
<td>No Time to Spare: Meeting the Expectation for Always-On Employee Safety</td>
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<tr>
<td>9:15 a.m. – 10:15 a.m.</td>
<td>General Session 3</td>
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<tr>
<td>GS3 ................... Shultz ..................................</td>
<td>Business Continuity: A Pivot is Critical to Enduring Resiliency</td>
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<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td>General Session 4</td>
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<tr>
<td>GS4 ................... Fusion Risk Management ... TBD</td>
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<tr>
<td>11:00 a.m.</td>
<td>Exhibit Hall Opens</td>
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<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Lunch</td>
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<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Product Demos</td>
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<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td>Breakout Track 1</td>
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<tr>
<td>BT1-01 ............... Steinfeld ..................................</td>
<td>On the Front Lines: Lessons Learned from the Industry’s Top Emergency</td>
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<tr>
<td>BT1-02 ............... Holloman ..................................</td>
<td>DR + HA = Resilience?</td>
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<tr>
<td>BT1-03 ............... Preston ..................................</td>
<td>The Criticality of Fuel Continuity Planning</td>
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<tr>
<td>BT1-04 ............... Lady, O’Callaghan ................................</td>
<td>Business Continuity &amp; Resiliency: A Generational Perspective</td>
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<tr>
<td>BT1-05 ............... Halford ..................................</td>
<td>Operational Resilience &amp; IT Risk Management</td>
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<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>Breakout Track 2</td>
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<tr>
<td>BT2-01 ............... Witts, Allen ..................................</td>
<td>Shifting From Passive Planning to Active Risk Management</td>
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<td>BT2-02 ............... Haynes ..................................</td>
<td>Hybrid Incident Command System for Businesses</td>
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<td>BT2-03 ............... IBM ..................................</td>
<td>TBD</td>
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<tr>
<td>BT2-04 ............... Jasgur ..................................</td>
<td>“Making Over” Your Resiliency Program During a Time of Change</td>
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<tr>
<td>BT2-05 ............... Brown ..................................</td>
<td>Risk Assessments - Visual, Statistical &amp; Supply Chain</td>
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<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>Refreshment Break</td>
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<td>3:30 p.m.</td>
<td>Exhibit Hall Closes</td>
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<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Solution Tracks</td>
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<tr>
<td>ST-1 .................... Lambert ..................................</td>
<td>The Extraordinary Practitioner</td>
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<tr>
<td>ST-2 .................... Goldstein ..................................</td>
<td>How Software is Improving Organizational Resiliency and Addressing the Continual Evolution of Business Continuity</td>
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<tr>
<td>ST-3 .................... Cocchiara ..................................</td>
<td>Understanding Situational Resilience Using Comparative Risk Analysis</td>
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<tr>
<td>ST-4 .................... Beth ..................................</td>
<td>Starting a BCM and DR Program on a Shoe-String Budget</td>
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<td>ST-5 .................... Marget ..................................</td>
<td>Unitrends Unified BCDR: Why Backup Alone is No Longer Enough</td>
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<tr>
<td>4:45 p.m. – 5:45 p.m.</td>
<td>Monday Panel Discussions – join 1 of 4 sessions</td>
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<td>MPD1 ................. TBD ..................................</td>
<td>DEI - Top Five Challenges in Achieving Workplace Diversity and Inclusion</td>
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<tr>
<td>MPD2 ................. Rice, Marling ..................................</td>
<td>Career Development: Building Your Brandp</td>
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<tr>
<td>MPD3 ................. Primeau, Cehajic ................................</td>
<td>Dynamic Virtual Tabletop Exercises</td>
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<td>MPD4 ................. Goldman ..................................</td>
<td>Cyber PERX</td>
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<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>Product Demos</td>
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<tr>
<td>6:30 p.m. – 8:30 p.m.</td>
<td>Hospitality</td>
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IN-PERSON AGENDA

DAY 2
Monday, September 20, 2021

6:30 a.m. – 7:45 a.m.
NETWORKING BREAKFAST

7:00 a.m. – 6:00 p.m.
CONFERENCE REGISTRATION

8:00 a.m. – 9:00 a.m.
GENERAL SESSION 2

No Time to Spare: Meeting the Expectation for Always-On Employee Safety

Sara Pratley
AlertMedia

As business continuity, disaster recovery, and safety professionals take on even greater responsibility for the business, rapid and accurate threat identification has become a critical component of effective emergency preparedness, management, and response.

From the pandemic to severe weather events, natural disasters, and other critical events, the threats facing organizations and their people continue to increase in size and scale. For many organizations, preventing these threats from impacting employee safety and business operations involves building costly internal intelligence gathering processes and evolving safety policies to ensure they are sufficient to meet the current moment.

In this session, Sara Pratley, Vice President of Global Intelligence at AlertMedia, will share emergency preparedness best practices and outline steps organizations can take to help their teams better identify, verify, and respond to incidents faster. Drawing from her past experience leading the breaking news division at CNN, Sara will offer a framework for improving situational awareness, emergency response strategies, and overall preparedness through a proactive approach to threat identification and employee communication.

Prior to joining AlertMedia, Sara Pratley was VP of National News for CNN’s domestic newsgathering unit, where she led the network’s coverage of major events. During her decade at the network, Sara gained an incredible ability to easily assess, analyze, and decipher information.

9:15 a.m. – 10:15 a.m.
GENERAL SESSION 3

Business Continuity: A Pivot is Critical to Enduring Resiliency

Frank Shultz
Infinite Blue

Business Continuity is largely the same as it was 20 years ago, yet the world and key technologies have evolved exponentially. Planning and response software has evolved, but has our thinking evolved to best utilize what’s available today? Rapid, coordinated, informed responses are required by an increasing dependency on complex systems and third-party vendors. In this session, we will explore new ways of thinking about BC and how to implement a system of continuous improvement that leverages modern data sources and capabilities. Every event, critical or not, has the potential to increase your organization’s resiliency through a better proficiency of purposeful practices.

As a founder of the company, Frank Shultz has overseen the growth of BC in the Cloud, Infinite Blue’s flagship business continuity lifecycle application. His BC/DR expertise allowed him to develop, design, and implement products over the past 16+ years.
DAY 2  
Monday, September 20, 2021

10:30 a.m. – 11:30 a.m.

GENERAL SESSION 4

TBD

11:00 a.m.

EXHIBIT HALL OPENS

11:30 a.m. - 12:45 p.m.

LUNCH

11:30 a.m. - 12:45 p.m.

PRODUCT DEMOS

12:45 p.m. – 1:45 p.m.

BREAKOUT TRACK 1 - SESSION 1

On the Front Lines: Lessons Learned from the Industry’s Top Emergency Communication Leaders

Peter Steinfeld

AlertMedia

Over the past year, safety leaders have had to take on an even more important role as organizations responded to remote work challenges, severe weather threats, and the ongoing coronavirus pandemic. Many navigated the challenging environment with fierce determination while gathering key lessons along the way.

Peter Steinfeld is passionate about helping organizations protect their most valuable assets: their people. He has been involved in the emergency communications industry for nearly 20 years—advising organizations on matters related to employee safety.

BREAKOUT TRACK 1 - SESSION 2

DR + HA = Resiliency?

Ray Holloman

HCA Healthcare

As organizations embrace disaster recovery and high availability, is now the time to start to looking at what operational resiliency may look like? Will any downtime be acceptable to organizations as we continue to rely more and more on technology every day? Will there still be a place for the traditional hot/warm/cold site traditional disaster recovery options that we have testing for years?

Buzzwords, such as “high availability”, “cloud” and “operational resiliency” are becoming more talked about in the industry and companies are looking into those options to decrease downtime. Not to mention, increasing customer and employee satisfaction. What does resiliency really mean and how can that be sold to senior leadership to invest into resiliency as the next step? This presentation will give some takeaways of how to support DR and HA programs and start the conversations towards resiliency.

DAY 2  
Monday, September 20, 2021

BREAKOUT TRACK 1 - SESSION 3  
The Criticality of Fuel Continuity Planning

B. Scott Preston  
MultiCare Health System

A presentation on how important it is to plan for a crisis that reduces the availability of fuel (petroleum, natural gas, etc) or increases the price of fuel to the point that increases the operating costs of fuel across the global market. We'll discuss some general ideas on what organizations can do to be better prepared for this scenario.

Scott Preston, CEM, CBCP, is an emergency management and business continuity professional with over 17 years of experience as a practitioner and over 10 years of experience as an academic instructor/Professor.

BREAKOUT TRACK 1 - SESSION 4  
Business Continuity & Resilience: A Generational Perspective

Frank Lady  
Bank of America

The BCI Americas Next Practice Group (NPG) is a team of experienced continuity and resilience professionals who explore and write about different aspects of the growth and direction of the profession, anticipating where the practices are heading in the future. During 2020 the group conducted a survey to learn about the perspectives of different generations of practitioners and then wrote a paper to capture the findings. The paper was published by the BCI in May, 2021. We have arrived as a society at a point where demographic shift means younger, less experienced practitioners increasingly have to carry the baton, so it is important to understand not only knowledge transfer, but also ways in which experience and wisdom can be passed along with the knowledge. We learned about the varied backgrounds and career paths of baby boomers (born up to 1964) and generation X (1965-1981), contrasting with how the younger generations are arriving in their careers more through advances in technology and academic programs that did not previously exist. We explored the pros and cons of mentoring as a key source of professional development, if currently underutilized. We gathered numerous direct quotes from experts of all ages to add perspective to the data. In this session the report authors present findings and insights that illuminate the various ways in which the continuity and resilience profession continues to be a truly unique career.

Three takeaways:
1. Understanding the career backgrounds of different generations of practitioners
2. Understanding the various possibilities for professional development today
3. Understanding the challenges that may affect the future of the profession

Frank Lady is a senior vice president with Bank of America, having provided business continuity and crisis management support to its chief administrative officer group for the past 8 years. Frank has been a member of the Next Practice Group since 2019, and also serves on the DRJ Editorial Advisory Board.

Des O’Callaghan, FBCI, has 31 years of BCM experience, much in the financial sector. He now consults, teaches, and volunteers as BCI Canada Leader, BCI Americas Next Practice Group Chair and Lead Assessor. Des often presents at conferences in Canada.

BREAKOUT TRACK 1 - SESSION 5  
Operational Resilience & IT Risk Management - Beyond a Critical Partnership

David Halford  
Fusion Risk Management

Operational resilience is a culture driven by people inside and outside of your organization, that empowers you to continue to deliver on your current commitments to customers and evolve with them in a way consistent with your brand as their circumstances and needs change. A key part of an effective operational risk program is IT Risk Management and in particular cyber security related risk. Often cyber security information is collected, managed, and reported independently however there is business & risk mitigation value in sharing cyber risk telemetry information with you Operational Resilience program.

This session outlines an actionable methodology to go beyond the traditional partnership and consider using cyber risk vulnerability information as part of your Operational Resilience and IT Risk Management program. You’ll leave the session more confident and ready to offer an innovative solution to your enterprise.

As Vice President, Continuity Solutions, David Halford leads Fusion’s product vision for all Business Continuity Management (BCM) & Operational Resilience Program aspects of our solutions resulting in customer driven requirements.
DAY 2
Monday, September 20, 2021

2:00 p.m. – 3:00 p.m.

BREAKOUT TRACK 2 - SESSION 1

**Shifting From Passive Planning to Active Risk Management**

For years, we’ve conducted risk assessments and pandemic planning ad nauseum, but the size, scope, and layered events that occurred in 2020 have caused many of us to re-examine the way we evaluate risks. Not only did this past year bring new challenges that many were unprepared for, but according to a recent survey* done by Infinite Blue, 20% of Business Continuity Professionals felt that the plans they had in place did not actually help them during the pandemic. This is why we must make a shift to active risk management, and prepare for the next “Gray Rhino” event (Coined by Michele Wucker) or, an obvious event that we’re ignoring.

In this session, Andy Witts, Director of Service Delivery at Infinite Blue will discuss the steps you can take to move your defensive planning into an offensive strategy. He’ll be joined by John Allen, Account Executive at Infinite Blue, and together they will host an interactive discussion outlining the most important strategies you and your team can implement right away.

With over 16 years’ experience in the industry, Andy Witts manages the Customer Success, Professional Services and Customer Support department for all applications at Infinite Blue.

John Allen’s responsibilities include collaborating with Infinite Blue’s prospective and current customers to identify solutions for gaps in their program. John brings over 10 years of experience in instruction, coaching and training to the Infinite Blue team.

**BREAKOUT TRACK 2 - SESSION 2**

**Hybrid Incident Command System for Businesses**

The Incident Command System (ICS) has many advantages for businesses, such as increased efficiency, modulated flexibility, and scalability. However, ICS in its current form may not overcome organizational silos, personnel’s lack of familiarity, and terminology incongruities. Therefore, a hybrid incident command system model is presented to improve incident response during times of abnormality. An ICS model must be readily usable, comfortable to adapt, and based on familiarity for it to be adopted. But the age-old question of “who’s in charge” must still be answered. During this session, Prof. Haynes will introduce you to the dual-use hybrid ICS model and how “who is in charge” is already answered in most organizations today. Participants will leave this seminar with a ready model that can be employed in their organizations, and better yet, entirely testable for identifying operational inefficiencies.

Steven Haynes is an Assistant Professor of Practice and Director of the Risk Management and Insurance Program at the University of Texas at Dallas. Steven is an experienced practitioner with over a decade of continuity and disaster risk management experience and served proudly in the United States Navy. His research has been published in Safety Science and the Journal of Business Continuity and Emergency Planning.

*Steven Haynes is the Director of the Risk Management and Insurance Program at the University of Texas at Dallas. His research interests include risk analysis, organizations under crisis, mixed methods research design, and disaster science.*

**BREAKOUT TRACK 2 - SESSION 3**

TBD
"Making Over" Your Resiliency Program During a Time of Change

Some organizations have mostly returned to the way things were before the events of 2020, and the COVID-19 Pandemic. While many organizations that did not have Pandemic Plans or robust Organisational Resilience Plans are still reeling from those events and trying to navigate the challenges that the future holds.

There is no time like now to take stock of where your organization is today, what changes might need to occur to your existing Organisational Resilience Program, and what does your organization’s future looks like. For some organizations that may mean a complete overall of their existing program, while others may take this opportunity to perform an assessment of their overall approach to Organisational Resilience.

Within this session, we will explore the areas of your existing program that was most likely impacted by the events of the COVID-19 Pandemic, even if they do not presently exist. As well as provide guidance in the identification, classification, and modification of those areas in need of “makeover”, so that the newly “made over” program better suits your current and future organizational structure and culture.

Following this session attendees will have the tools and knowledge to shape the future of their Organisational Resilience Program by rightsizing it to meet the ever-changing world of business following the COVID-19 Pandemic.

Cary Jasgur currently holds an FBCI, MBCP, and PMP and has spoken at several conferences on a variety of topics within the Organizational Resilience industry.

Risk Assessments - Visual, Statistical & Supply Chain

Using actual Client Risk Assessment results, this session will teach the attendee how to execute three types of Risk Assessments. The first is the traditional or visual Risk Assessment where we analyze the risks to our clients by visually examining the physical structure, looking for vulnerabilities and single points of failure. The second is the Statistical Risk Assessment where we analyze the statistical odds of any one of over 100 disaster events occurring. This combined with a BIA yields the financial exposure to an organization. The last is the Business Risk Assessment where we supply the tools or help you to determine the risks to your supply chain from your vendors. The results of any or all of these will help you to justify Risk Management and BCP Expenditures.

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. In 2019, Mr. Brown and the Penn State Board, recognized Public health expert and Penn State College of Medicine graduate Dr. Deborah Birx (the White House coronavirus response coordinator) as a Distinguished Alumna, the University’s highest honor for its graduates.
SOLUTIONS TRACK 1

The Extraordinary Practitioner

Every organization requires practitioners to be properly trained, and sufficiently motivated to execute the planning process and to promote the value to 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. This workshop will. The professional practitioner of today looks extraordinarily different than the planner of the past. How? Well, we have already envisioned what the professional of today and tomorrow will need to be successful. Come join us.

The DRJ Academy’s BC Primer course is all about providing a modern-day framework for those planners who are struggling to implement a program and those just starting out. We’ll walk you through step by step the first 12 months in starting a new program, reigniting a broken program, and raising the significance of a weakened program. We’ll show you how to make small shifts that will make a seismic difference in results.

The BC Primer course is a Business Continuity basics course which represents a breakthrough in the design, approach, and delivery of a BC training Program. 33 short sessions with 79 digital downloads of support documents, graphics, charts, presentations, and forms. DRJ Academy has partnered with Lambert Learning in the course’s creation.

Phil Lambert is a visionary, game changer, and enjoys challenging outdated program strategies. With 25 years of experience Phil is an expert in the resiliency planning field. He has proven success in the design, development, and facilitation of training courses and workshop facilitation.

SOLUTIONS TRACK 2

How Software is Improving Organizational Resiliency and Addressing the Continual Evolution of Business Continuity

The Pandemic provided a spotlight on organizational resiliency at all levels and tested the activation of Business Continuity Plans throughout the world. The evolution of Business Continuity has seen the development of different approaches and frameworks based on changes in the business and regulatory landscape and having to address differing impacts and threats. Having a software platform that provides for “at your fingertips” action items, automates delegation of authority, stores updated contact information and houses pre-established communication greatly improves the success of businesses with Plans in place. In this session, Monica Goldstein, former CEO of RecoveryPlanner and now part of Agility Recovery, shares her insights on best practices for utilizing Business Continuity Management software as part of an organization’s Planning and Resiliency strategy that focuses on ways to maximize and fully leverage your BCM software.

Since 1995, Monica Goldstein’s experience in business continuity planning and software has been comprehensive. Monica recently joined Agility Recovery with its acquisition of RecoveryPlanner, a global leader in BCM software and consulting. Monica was one of the founders of RecoveryPlanner and prior to joining its Executive team in 2008 was a part of the Senior Management team for CAPS Centers, an alternate site and BCM consulting company. Throughout her time with RecoveryPlanner and CAPS she consulted on a variety of BCM projects for a wide range of enterprise organizations and financial institutions, including implementing Business Impact Analysis (BIA), Business Continuity Plan development and Tabletop Exercises.

SOLUTIONS TRACK 3

Understanding Situational Resilience Using Comparative Risk Analysis

Rich Cocchiara has been helping companies and governments to assess risks to their strategies, processes, organization, technology, applications, data and facilities for more than 30 years. His experience as a CIO, CTO and CISO give him unique insight to what is needed to ensure resilience against multiple demands, disruptions and threats being faced by companies and governments today and going into the future. Based on his observations of how companies responded to the COVID threat has led him to conclude that many companies view risk from one dimension and find themselves unable to deal with the dynamic risks they face today. Risk mitigation plans that do not take into account multiple scenarios are doomed to failure when something unexpected such as COVID arises and employees are challenged to respond quickly and concisely using their knowledge, experience and past performance (KEP).

Developing situational resilience requires companies use comparative risk analysis to more accurately assess their risk mitigation abilities. Companies must go beyond normal risk planning by accurately determining how their staff will be able to respond to multiple scenarios and how that compares to best-in-class and industry competitors.

In this session attendees will learn how to use this type of analysis to allow them to get to the real truth of how their company handles multiple different scenarios thereby giving them the ability to develop risk mitigation plans that work in the real world as opposed to on paper.

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp and he is the former Chief Information Security Officer for the NYC Dept of Education and has held positions such as CTO for Smarter Risk Corp, CTO & Distinguished Engineer for IBM.
DAY 2
Monday, September 20, 2021

SOLUTIONS TRACK 4

Starting a BCM and DR Program on a Shoe-String Budget

Michael Beth
Virtual Corporation

Talk track to include:
- Effectively baselining current state of BCM&DR, if any? - What's in place today, what is needed and what do I need to know or have in place to ensure the foundation is laid?
- BCM Program Framework - What are the necessary components to build upon, change or correct or to develop and implement?
- Finding Support - Who are those C, Director, VP Level supporters, what about Line of Business or IT leaders or individual contributor level line of business or IT SMEs that stand out in the organization?
- What to do first? Prioritization of foundational elements; development, implementation and socialization of foundation elements for quick wins. What does that short term and long term roadmap look like?
- Land and Expand - How do I expand into larger strategic based initiatives with limited budget and personnel? Strategic partners for limited engagements and additional support long term.
- Takeaways, typical and industry aligned methodology components to a BCM&DR framework, understanding of prioritized workflows for foundational buildout.

Michael Beth has spent 22+ years delivering business continuity, disaster recovery and IT transformation type services. Michael serves as a trusted advisor and a Business and IT Resiliency Domain Subject Matter Expert at Virtual Corporation.

SOLUTIONS TRACK 5

Unitrends Unified BCDR: Why Backup Alone is No Longer Enough

Adam Marget
Unitrends

Data is the lifeblood of all businesses, and each day IT professionals are tasked with protecting more of it all while maximizing uptime for their organizations. In an ongoing battle against cyber threats and attacks on your data, one of the most impactful investments any organization can make is in its employees. An end user who’s educated and empowered plays an integral role in defense of your networks and data. At Unitrends, we’ve integrated our backup and recovery solutions with powerful security tools to provide protection beyond simple backup and restore capabilities.

A modern BCDR solution enables holistic data protection, whether it lives on-prem, across remote endpoints, or in clouds and SaaS applications. If you’re ready to embrace a solution complete and agile enough to address all workloads while injecting automation and artificial intelligence to simply complex systems, you’ve come to the right place.

Join Adam Marget, Unitrends Technical Marketing, as he explores:
• Powerful recovery options to meet aggressive RTOs and RPOs for on-prem and cloud-based workloads
• Automated recovery testing for 100% proof and confidence in recovery
• Key security integrations to harden the backup environment and enable employees to defend through actionable, front-end protection
• Cloud integrations, including no-touch failover with Unitrends Disaster Recovery as a Service
• And much more!

Adam Marget is an experienced technical marketing professional at Unitrends, a leader in data center backup and disaster recovery solutions. He has been a member of the Unitrends team since 2016, during which time he’s held several roles at the company. Driven by a love and curiosity for technology, Adam’s been delighted to have been afforded the opportunity help both end users and channel partners solve challenges around disaster recovery and business continuity. Prior to joining Unitrends, Adam worked with CDW where he leveraged a variety of partner solutions to help his customers achieve their goals across a variety of technology categories including backup, networking, security, power and cooling, and data center.
**MONDAY PANEL DISCUSSIONS** (join 1 of 4 sessions)

1 - **DEI - Top Five Challenges in Achieving Workplace Diversity and Inclusion**

Diversity, equity, and inclusion are more important than ever. Panelists will provide key challenges encountered, share success stories, and offer insightful strategies to help foster a more inclusive and resilient organization.

2 - **Career Development: Building Your Brand**

At some point, there was such a thing as separation between your work life and your home and social life. For many professionals, this is no longer true. More and more resilience professionals are choosing to build a personal brand that bridges work and home life. Building your brand starts with you, it’s a conscious decision - learn to recognize your value, maximize your strengths and leverage your brand to pursue not only your career but life goals.

With more than twenty years of experience in business continuity, Tracey Rice is an accomplished industry leader and a passionate evangelist, who builds relationships with BCM leaders in enterprise organizations across the globe.

Cheyene Marling is a global leader with 23 years expertise in business continuity. She founded BC Management in 2000 (now Castellan Solutions) and she is responsible for staffing strategies and research analytics for our clients globally in addition to providing career and coaching expertise.

3 - **Dynamic Virtual Tabletop Exercises**

With over 18 years of experience, Marie-Helene Primeau is an expert in supporting public and private organizations on their Business Continuity lifecycle. She has conducted numerous exercises, onsite and virtually, with clients from various industries.

Senad Cehajic is a professional in Business Continuity, with extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and delivery of dynamic tabletop exercises with Executives.
4 - Cyber PERX - The Panel Session!

October is Cyber Security month. Let’s get it started with this expert panel session on Cyber PERX - Plans, Exercises, Resiliency, and eXperience. DRJ has assembled five global experts to discuss these important cyber security topics in a practical and information-loaded panel. Time is built in to address your questions, issues, and concerns. Don’t miss this valuable session!

Dr. Steven B. Goldman is an internationally recognized expert and consultant in Business Resiliency, Crisis Management, Pandemic Plans/Response, and Crisis Communications. He has over 35 years’ experience in all aspects of these disciplines.
Tuesday, September 21, 2021

6:30 a.m. – 7:45 a.m. ........................................ Networking Breakfast

7:00 a.m. – 6:00 p.m. ........................................ Conference Registration

8:00 a.m. – 9:00 a.m. ........................................ General Session 5
GS5 ................... Bradley, Pickren ................... The Importance of Organizational Convergence to Create Sustainable Resilience

9:15 a.m. – 10:15 a.m. ........................................ General Session 6
GS6 ................... Zawada ................................. The Resilience Movement: Generate and Retain Executive Management

10:30 a.m. – 11:30 a.m. ...................................... General Session 7
GS7 ................... Phelps ............................... Leadership at Time of Crisis: Learnings from the COVID-19 Pandemic sponsored by BlackBerry

11:00 a.m. ......................................................... Exhibit Hall Opens

11:30 a.m. – 12:45 p.m. ....................................... Lunch

11:30 a.m. – 12:45 p.m. ....................................... Product Demos

12:45 p.m. – 1:45 p.m. ......................................... Breakout Track 3
BT3-01 ............... Beattie .................................. Expanding Business Continuity Plans to Address Unrecovered Data
BT3-02 ............... Corcoran ............................. Virtual Offices - Attractive Liability for Workplace Violence?
BT3-03 ............... Mathews ............................. Three Leadership Skills Program Managers Need to Grow and Scale
BT3-04 ............... Faletra ............................... Be Prepared - Stay Connected
BT3-05 ............... Gill, Nicolson ....................... Hurricane Florence (Sept. 2018) Impact on IP-Riegelwood’s Facility and Surrounding Community

2:00 p.m. – 3:00 p.m. ......................................... Breakout Track 4
BT4-01 ............... Radtke ............................... TBD
BT4-02 ............... Acronis .............................. TBD
BT4-03 ............... Hall ................................... Focusing on Current Trends: Avoiding Potential Impacts of a Disruption
BT4-04 ............... Lindstedt ............................. The Terrible Tensions of Organizational Resilience
BT4-05 ............... Kamps ............................... How to Create a Cyber Response Plan When You Are a CBCP Not a CISSP

3:00 p.m. – 3:30 p.m. ......................................... Refreshment Break

3:30 p.m. ......................................................... Exhibit Hall Closes

3:30 p.m. – 4:30 p.m. ......................................... Breakout Track 5
BT5-01 ............... Marling ............................... BCM Competencies in Demand to Ensure Career Resiliency
BT5-02 ............... Everbridge ........................... TBD
BT5-03 ............... Regus ............................... TBD
BT5-04 ............... Converge ............................. TBD
BT5-05 ............... Millett, Frederick ................. Rethinking Business Continuity

4:45 p.m. – 5:45 p.m. ......................................... Tuesday Panel Discussions – join 1 of 4 sessions
TPD1 ........... Haynes ....................................... Advanced BIA and Hazard Risk Analysis in the Post-COVID Era
TPD2 ........... Phelps ................................. Protecting Your Organization from Ransomware and Other Cyberattacks
TPD3 ........... Holloman, Rhodes ....................... Managing IT Disaster Recovery to Increase Resiliency
TPD4 ........... Cocchiara .............................. Understanding Situational Resilience in a Complex Enterprise Moderator

5:30 p.m. – 6:30 p.m. ......................................... Product Demos

6:30 p.m. – 8:30 p.m. ......................................... Hospitality
IN-PERSON AGENDA

DAY 3
Tuesday, September 21, 2021

6:30 a.m. - 7:45 a.m.

NETWORKING BREAKFAST

7:00 a.m. – 6:00 p.m.

CONFERENCE REGISTRATION

8:00 a.m. – 9:00 a.m.

GENERAL SESSION 5

The Importance of Organizational Convergence to Create Sustainable Resilience

Join OnSolve Chief Customer Officer, Ann Pickren, and Vice President of Global Security Solutions, Matt Bradley as they discuss how the convergence of Security operations and resilience professionals can result in an even stronger, more resilient organization.

The past 2 years have created an opportunity to rethink resiliency and what it means for our organizations. We can now make a concerted effort to rebuild our programs to better align to this definition of resilience.

A veteran security operations expert for more than two decades, Matt Bradley has deep, first-hand knowledge of security operations management, as well as an understanding of the critical challenges facing organizations in the future. Most recently, Bradley served as Regional Security Director for the Americas at International SOS, where he led the security services business and advised key executives on risk management solutions. Prior to International SOS, Bradley worked in Honduras as the Security Director for Tigo Honduras where he handled all matters relating to physical security; health, safety and environment; crisis management; and fraud investigation. He was also a General Manager for I Solution Security, where he advised on security matters for the Honduran President, Minister of Security, and Minister of National Emergency Commission. Previously, Bradley had a distinguished 14-year career with the Central Intelligence Agency (CIA).

Ann Pickren currently serves as the Chief Customer Officer of OnSolve. As the Chief Customer Officer, Ann oversees Customer Support, Customer Journey, Professional Services, Project Management and Implementation and Education Services for OnSolve customers. Since 2003, Ann has been working with companies on the implementation of notification solutions as part of their Business Continuity and resiliency programs. She has been with OnSolve for the past 10 years (incorporating her time at MIR3). Ann Pickren has spent 20+ years in the Business Continuity and Crisis Communications field, having held positions at Comdisco and SunGard for over 16 years. Ann currently holds her MBCI certification and is a member of the DRJ Executive Council, a past board member of the BCI USA Chapter, past President and board member of the Atlanta ACP Chapter Ann holds a MBA from Georgia State University.
DAY 3
Tuesday, September 21, 2021

9:15 a.m. – 10:15 a.m.

GENERAL SESSION 6

The Resilience Movement: Generate and Retain Executive Engagement

Brian Zawada
Castellan Solutions

Over that last year, we’ve learned that operational resilience concepts resonate with C-suite executives and board-level audiences. Through data research, open conversation, and industry observation, we’ve gathered global input to answer many of the pressing questions that business continuity and operational resilience leaders are facing today, ranging from how executives think about resilience and what they really care about to what they want from their business continuity and operational resilience programs.

In this presentation, we’ll review our findings and provide you with key insights to help you better understand how to engage your executive leadership team and board, and equip you with key actions you can take right now to effectively engage these key program stakeholders, and retain their active involvement over the long-term.

Brian Zawada is the Chief Operating Officer for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing. Brian has more than 25 years of experience managing and building world-class, global business continuity programs that help organizations achieve and sustain the right level of resilience.

10:30 a.m. – 11:30 a.m.

GENERAL SESSION 7

Leadership at Time of Crisis: Learnings from the COVID-19 Pandemic sponsored by BlackBerry

Regina Phelps
EMS Solutions Inc.

It’s hard to be a leader in the best of times, and the Covid-19 pandemic crisis has created an entirely new set of challenges. The pandemic has proven to be a crucial test for world leaders and their governments and business executives from both large and small organizations. Experts who study crisis leadership say while some aspects of the pandemic transcend any one person’s power, a few key themes have emerged from countries and organizations that have contained and/or managed the virus and kept the trust of the public and their employees.

It takes a unique kind of leadership to push against the natural human tendency to downplay and delay. Far too many leaders instead try to send upbeat messages assuring all is well — which, in the current tragedy, has unfortunately led to unnecessary lost life at a scale that may never be accurately counted.

Building on both the pandemic leadership demonstrated and the lack thereof across the world, this general session presentation will distill eight lessons from this novel crisis for all crisis and continuity professionals. These skills can inform leaders and their teams moving forward to ensure that their organizations and people emerge whole at the end of any major crisis.

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

11:00 a.m.

EXHIBIT HALL OPENS

11:30 a.m. - 12:45 p.m.

LUNCH

11:30 a.m. - 12:45 p.m.

PRODUCT DEMOS
BREAKOUT TRACK 3 - SESSION 1

Expanding Business Continuity Plans to Address Unrecovered Data

John Beattie
Sungard Availability Services

It is essential for organizations to plan for unrecovered data gaps despite the best efforts of the IT organization. Your Business Continuity Plan (BCP) is the best place to capture the strategy and key activities for bridging the data loss gap to ensure the business is aware of and prepared for the possibility.

Problem statement: For decades, organizations have defined Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs) for most of their applications, making IT and the business aware of just how much data will likely not be recovered through a "declared" Disaster Recovery effort. Few organizations expect the business community to pre-define just how they will fill this known and anticipated data loss gap.

However, the data recovery challenges associated with a data-compromising cyberattack have brought this issue further into the forefront, since the data loss gap in a cyber recovery case will likely far exceed the RPO values that were defined for a "traditional" disaster scenario.

Approach: Start by asking three key post-recovery data loss questions:

1. Do you have business-approved RPOs for each business and data-dependent infrastructure application?
2. Have you researched and defined the range of potential data losses possible as a result of a data-compromising cyberattack?
3. Do your business continuity plans include how the business will fill these data loss gaps after your Infrastructure and Operations team has undertaken its best efforts to recover data?

As Principal Consultant at Sungard AS, John Beattie works closely with organizations to implement 3rd party risk management programs, and reduce operational risk through new BC and DR programs or transforming existing ones to improve effectiveness.

BREAKOUT TRACK 3 - SESSION 2

Virtual Offices - Attractive Liability for Workplace Violence?

Dr. Michael Corcoran
The Workthreat Group, LLC

Many changes have come about in today’s world due to the recent pandemic. And now more than ever, working from home has become a reality. OSHA says, “Workplace violence is violence or the threat of violence against workers. It can occur at or outside the workplace and can range from threats and verbal abuse to physical assaults and homicide, one of the leading causes of job-related deaths.” Additionally, “The term workplace means a physical location where the agency’s work or operations are performed.” (Section 1960.2(t) OSHA Standard Definitions)

In the past, most OSHA offices do little to investigate claims of harassment, threats, or abuse in a home office, citing they want to stay out of people’s homes. But with more and more civil court cases adjudicated in favor of the plaintiff against an employer, real concerns of “providing safety in the workplace” (OSH Act of 1970) include the home office (two real-life cases will be presented as examples).

Does it reach the level where an employer must consider a proper site assessment and recommend safeguards for the employee, even when working out of their home office?

Takeaways:

1. How to mitigate potential liability for WV occurring in a home office
2. Develop a risk tolerance outline in this circumstance for the employer
3. Learn a fundamental rule to help relieve dangerousness.

Dr. Corcoran began his threat assessment experience upon entering the United States Secret Service in 1970. He has been in private practice since 1988, specializing in identifying and handling potentially violent subjects in the workplace.

BREAKOUT TRACK 3 - SESSION 3

Three Leadership Skills Program Managers Need to Grow and Scale

Vanessa Mathews
Asfalis Advisors

Leading a business continuity program as a team of one or a team of many can be a challenge. Often, continuity professionals are managing leadership priorities as well as influencing peers and colleagues to take an active role in the business continuity program. There are essential skills every practitioner needs in order to continue to expand their influence and leadership up and across the organization.

Vanessa Mathews will share the leadership skills developed over time to enable her to grow a sustainable corporate Business Continuity program, infused with the skills learned as a business owner interacting with executive leadership. This session will cover the importance of leadership, why leadership is as critical as your technical skills, and the traits program managers need to grow and scale in the current workplace environment.

Vanessa Mathews is the founder and chief resilience officer of Asfalis Advisors.
BREAKOUT TRACK 3 - SESSION 4

Be Prepared - Stay Connected

Events don’t give you a choice where you might need to respond. Traditional terrestrial networks can be down, but you still need to coordinate operations, share information and access key data. From beginning to end, you need reliable communications for all emergencies, in all conditions. Satellites remain on the job in all circumstances.

You might be closer to using today’s satellite-based wireless communications than you realize. Perhaps your agency already has some satellite equipment on command vehicles, sitting in a closet, or installed in your operations centers. Satellite-based wireless communications are more than just an option in response and recovery planning. Collectively the equipment and services form a group of essential elements worthy of consideration by each and every first responder or business organization. Please take the time to reach out to us. We stand ready to assist in planning, then partnering with you in the implementation process when the time to respond arrives.

Along with vital connectivity and uninterrupted communications, in a crisis SD Data Center’s purpose-built Tier III facilities ensure the security and accessibility of your critical systems and data with fully redundant infrastructure and connectivity.

SD Land & Mobile and COMSAT have access to a multitude of satellite networks to provide mobile and quick deploy connectivity for all your teams in the disaster area.

Get superior, reliable network performance via multiple Satellite Operators with our WTA Tier 4 Certified and independently owned Teleports providing Large Pipe Satellite Connectivity for voice, data, internet and video.

Chris Faletra is the Director of Teleports COMSAT for last 4+ years, has 30+ years in satellite communication industry. GTE Telecom 1986 to 1994. Varian/CPI 1994 to 1996. Comtech EF Data 2004 to 2016. Holds BSEE from Northeastern University.

BREAKOUT TRACK 3 - SESSION 5

Hurricane Florence (Sept. 2018) Impact on IP-Riegelwood’s Facility and Surrounding Community

Along much of the U.S. Coastline, hurricanes pose a major risk of operational disruption every year. When a major tropical cyclone, like Hurricanes Michael and Florence, impacts the area, the team at International Paper encounters new challenges to their business continuity plan.

Large facilities such as International Paper’s Riegelwood Mill often take several days to fully shut down in the event of a Hurricane. International Paper takes employee safety as the highest priority and has developed a detailed plan on how to manage these events.

Each storm presents unique conditions, requiring a unique response. International Paper turned to StormGeo to provide weather data and decision guidance specific to their sites, to ensure they are making the most informed response decisions to help mitigate the impact to assets as well as their people.

This session will look at how International Paper has responded to these major storms over the past 5 years and how they have made key adjustments to their response plan. Some area we will look at include how IP has utilized its employee benefit disaster relief plan, overcome supply chain disruptions, and implemented seasonal preparations ahead of hurricane season.

Tim Gill has 24 years experience at International Paper. Currently, the Environmental, Health & Safety manager at the Riegelwood NC Mill, a fully integrated fluff pulp production site. He is responsible for Hazardous Weather & Emergency Response Programs.

A native of Scotland, Ian Nicolson is a Senior Industry Manager at StormGeo. He has a long-standing track record providing solutions to companies, helping them solve their greatest challenges while offering new and innovative strategies to grow business.

2:00 p.m. – 3:00 p.m.

BREAKOUT TRACK 4 - SESSION 1

TBD

Dustin Radtke is the Chief Technology Officer at OnSolve, a leading critical event management provider for enterprises, SMB organizations, and government entities. With over 20 years of experience, Dustin excels at building, leading and transforming global product and technology portfolios for global businesses. In his role as Chief Technology Officer, Dustin is responsible for setting product strategy and leading a rapidly growing global development and operations organization for OnSolve’s market-leading cloud critical event management applications. Dustin has a proven track record of bringing successful product lines to market as well as reinvigorating existing product lines to achieve their ultimate potential.
DAY 3
Tuesday, September 21, 2021

BREAKOUT TRACK 4 - SESSION 2

TBD

BREAKOUT TRACK 4 - SESSION 3

Focusing on Current Trends: Avoiding Potential Impacts of a Disruption

Tracy Hall
Wolf & Company PC

The COVID-19 pandemic, changes to regulatory guidance, and client expectations of our resiliency ensures there will be increased scrutiny in the area of preparedness in the near future. It’s no doubt that organizations will be expected to provide more solid evidence of a strong program. The threat landscape that companies must protect themselves against continues to grow and expand in complexity—increasing demand for availability and ensuring that business can continue in the event of an unplanned interruption. This session will focus on areas of Business Continuity that are being analyzed more than ever and where organizations have fallen short during times of crisis, causing increased downtime that translates into unnecessary impacts to the organization.

Tracy Hall is a Senior Manager in IT Assurance Services group. As one of the leading business continuity planning experts in the country she has 20 years of experience assisting in areas of BCP.

BREAKOUT TRACK 4 - SESSION 4

The Terrible Tensions of Organizational Resilience

David Lindstedt
Adaptive BC Solutions

What organization would NOT want to be more resilient, especially in the wake of COVID19?

But real resilience often challenges the very core of most institutions.

Is your organization prepared for the delicate balancing and contrarian practices necessary for resilient people in resilient roles?

Join Dr. Lindstedt as he takes us through his research, lessons, and learning about the sometimes intuitive, sometimes strange nature of organizational and individual resilience.

After all: Adopting resilient practices in order to prepare for the next seismic calamity or marketplace disruption might just cause an existential crisis worse than the threats!

Dr. Lindstedt is a frequent author, instructor, and consultant in project management and business continuity. He is the co-author of Adaptive Business Continuity and creator of several SaaS tools for preparedness practitioners.

BREAKOUT TRACK 4 - SESSION 5

How to Create a Cyber Response Plan When You Are a CBCP Not a CISSP

Ron Kamps
Mutual of Enumclaw

Ron Kamps is the Business Resilience Manager at Mutual of Enumclaw Insurance. He will present their journey to create a structured Cyber Response Plan from various existing processes and activities. Ron will share about the challenges and opportunities he faced as a BC Planner, not a cyber-expert. The session will include actual program slides, lessons learned, tips, and approach techniques on how they went from having no official Cyber Response Plan to having a documented plan, pocket guide, 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.

3:00 p.m. - 3:30 p.m.

REFRESHMENT BREAK

3:30 p.m.

EXHIBIT HALL CLOSES
DAY 3
Tuesday, September 21, 2021

BREAKOUT TRACK 5 - SESSION 1

BCM Competencies in Demand to Ensure Career Resiliency

Cheyene Marling
BC Management - a Castellan Solutions Company

Years of expertise, degrees and certifications, although beneficial and marketable, will not necessarily predict your professional trajectory. Data shows that if you want to get hired, stay hired, and grow your career you need to develop highly requested soft skills, build a powerful personal brand, and be adaptable to change. Becoming a top talent requires more than using your expertise to meet the needs of your organization. It necessitates using your talents, creativity, and expertise to think outside of box and advance the success of your team, program, and company.

Cheyene Marling is a global leader with 23 years expertise in business continuity. She founded BC Management in 2000 (now Castellan Solutions) and she is responsible for staffing strategies and research analytics for our clients globally in addition to providing career and coaching expertise.

BREAKOUT TRACK 5 - SESSION 2

TBD

BREAKOUT TRACK 5 - SESSION 3

The Future of Work and Recovery

Dan Perrin
Workplace Recovery

The global pandemic has fundamentally altered how and where business gets done. Explore our latest data, insights and solutions to understand, anticipate and influence how we will work and recover in the future. Embracing hybrid ways of working and recovering is not just convenient, but sensible too. The pandemic has certainly had a dramatic and permanent effect, but it’s merely accelerated a trend that’s been underway for several years, as organizations progressively move to a ‘hybrid’ way of working and recovering: at home, a local office and occasionally at corporate HQ.

Join us to get a better understand of how these trends will affect your teams and company moving forward.

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 4

TBD
### BREAKOUT TRACK 5 - SESSION 5

#### Rethinking Business Continuity

Are you responsible for building, maintaining, or leading a business continuity program but feel unsupported? You are not alone! Often, we hear from practitioners’ decrying a lack of commitment and involvement from their top management, the crucial gatekeepers to getting any major, cross-functional program off the ground. Even when executive sponsorship is secured, it is not always a 100% guarantee that organizations are fully invested in Business Continuity Management for the right reasons. The purpose of this session is to share why executives and others don’t always see business continuity as a top priority, including confronting some of the challenges, flawed assumptions, and sharing lessons learned on gaining consensus.

Margaret Millett (MSBC, FBCI (Hon), MBCP) is a DRJ Editorial Advisory Board Member. She has been actively involved in the business continuity management profession for many years and worked for Fortune 300 companies.

Keith Frederick, FBCI, CBCP, is the Senior Manager of Global Business Continuity at West Pharmaceutical Services. He has a 20-year track record of success in designing programs with proven effectiveness during times of crisis and disruption.

#### TUESDAY PANEL DISCUSSIONS (join 1 of 4 sessions)

1. **Advanced BIA and Hazard Risk Analysis in the Post-COVID Era**
   - TBD
   - Steven Haynes is the Director of the Risk Management and Insurance Program at the University of Texas at Dallas. His research interests include risk analysis, organizations under crisis, mixed methods research design, and disaster science.
   - Dr. Tony McAleavy, Oklahoma State University

2. **Protecting Your Organization from Ransomware and Other Cyberattacks**
   - TBD
   - 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 & speaking services to clients on five continents and is the author of three books.
3 - Managing IT Disaster Recovery to Increase Resiliency

Disasters do not discriminate. They affect everyone in the organization, including the IT team tasked with ensuring application availability. For this reason, organizations must take a holistic approach to DR planning instead of waiting until manpower and funds are limited at the time of an event. DRaaS solutions are designed to achieve this goal, combining technology and operational capabilities in cloud-delivered services. DRaaS providers help organizations of all sizes fill this gap with solutions tailored to their specific size, industry, or application(s).


Melissa Muniz Rhodes has worked in DR for almost 20 years, across different industries and company sizes. She has a passion for persuading companies to see the importance of business resilience through IT resilience.

4 - Understanding Situational Resilience in a Complex Enterprise

This panel will discuss how they have uncovered risks associated with situational resilience in enterprises they have worked at or consulted to. The panel will discuss what they did to understand those risks and create successful mitigation strategies that resulted in improved situational resilience. The panel will provide their insight into how a practitioner can help their enterprise stop guessing and know what the risks might be so as to avoid costly mistakes in the future. The panel will give examples how the lack of knowledge, experience and past performance has resulted in lost revenue, increased downtime or failure to meet objectives.

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp and he is the former Chief Information Security Officer for the NYC Dept of Education and has held positions such as CTO for Smarter Risk Corp, CTO & Distinguished Engineer for IBM.

5:30 p.m. - 6:30 p.m.

PRODUCT DEMOS
Wednesday, September 22, 2021

6:30 a.m. – 7:45 a.m. ........................................... Networking Breakfast

7:00 a.m. – 1:00 p.m. ........................................... Conference Registration

8:00 a.m. – 9:00 a.m. ........................................... General Session 8
     GS8 ..................... Turner ................................... Lessons Learned: Parsing through life with a Continuity and Resilience Twist

9:15 a.m. – 10:15 a.m. ........................................... Breakout Track 6
     BT6-01 ............... Phelps ................................... Apply Your COVID-19 Learnings to your BC, CM & CC Plans NOW, BEFORE You Lose Them!
     BT6-02 ............... Sanderson Reid ................... Cybersecurity Partnership: A Force Multiplier for Resilience
     BT6-03 ............... Potter .................................... How Difficult Times Create Resilient People and Organizations
     BT6-04 ............... Nelson .................................. Risk Culture and Operational Resilience
     BT6-05 ............... Green ................................... Friend or Foe? Business Continuity and Enterprise Risk Management

10:30 a.m. – 11:30 a.m. ........................................... Breakout Track 7
     BT7-01 ............... Lynch, Frasure ...................... Identifying, Analyzing, and Bridging Gaps in Your Organization’s Plans
     BT7-02 ............... Piggott ................................. Stop Terrifying Your Execs and Regulators - 5 Ways to Boost Your Infosec/Cyber Confidence
     BT7-03 ............... Stearns, Schafer ................... Completing The Cycle - Healthcare Supply Chain Continuity
     BT7-04 ............... Layman, Zielan ..................... Risk: Mitigate What You Can and Manage the Rest
     BT7-05 ............... Whitaker ............................... How Can a Supply Chain Disruption in the Suez Canal Help Shape the Future of Resiliency?

11:45 a.m. – 12:45 p.m. ........................................... Town Hall / Closing Session
     TH .......................... Moderator - Mathews
         Panelist - AlertMedia
         Panelist - Infinite Blue
         Panelist - Fusion Risk Management
         Panelist - OnSolve - Ann Pickren
         Panelist - Castellan Solutions
Lessons Learned: Parsing through life with a Continuity and Resilience Twist

As Continuity and Resilience professionals, we are constantly parsing through data to get to those nuggets that will assist us in assessing organizational risk, continuing critical operations, and supporting the priority of employee life safety at the forefront of all that we do. This is a tall order, with the need to manage personal life on the side! How do you balance it all...you don't, you integrate!! Over the course of my close to 30 year career, I've found that the aspects of continuity and resilience have been woven in to my day to day so much so, that I've applied some of these tactics to manage through life’s interruptions. PARSE: Prepare, Assess, Remediate, Sustain, and Examine. During this session, we will discuss this methodology, and how it can be used to support both personal and professional life. “it is in the challenge, in the change, that we learn our greatest lessons”.

Michele Turner is the head of Global Business Resiliency.

Apply Your COVID-19 Learnings to Your BC, CM & CC Plans NOW, BEFORE You Lose Them!

Each of us has learned a lot during the first year of the pandemic. As we reflect back, for many of us, it might all be a big blur! Did you capture notes, improvements and issues that will need to be changed in your plans going forward? Did you prepare an after-action report (or more than one!) that captured the key learnings? It is critical that you and management devote some quality time to add those improvements into your plans and processes.

You could consider basic project management principals to turn these learnings into more effective and robust plans going forward. This will require that your first review the pandemic lessons learned and compare those to what you have documented in your plans. Then you will want to apply and include those lessons into your plans, seek approvals as necessary and then provide training and exercises to bring your teams up to speed with the new processes and plans.

This session will talk about how to capture and apply lessons learned from the COVID-19 pandemic into your plans. We will also share with you many of the challenges our clients faced over the last year as well as some of their solutions. Hopefully the crises we face going forward will not be as devastating as the COVID-19 pandemic. These learnings and experiences are like gold and will help us build even more resilient programs, plans and teams.

Topics Covered:
- What were the big takeaways from the pandemic? What's in your after-action report?
- After-action reports and how to use them to build your program
- Building support and engaging your continuity steering committee
- Planning and working with other company sites to ensure continuity
- Planning for crises when remote work is a part of your daily work environment

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic & contingency planning. Since 1982 she has provided consultation, training and speaking services to clients on five continents and is the author of three books.
**BREAKOUT TRACK 6 - SESSION 2**

**Cybersecurity Partnership: A Force Multiplier for Resilience**

Cybersecurity plays a critical role in managing the likelihood and impact of loss event scenarios related to availability, such as outages of key business systems due to cybercriminals performing a ransomware attack via a phishing e-mail.

This session will explore ‘a risk-based approach to availability of systems and data’ as the nexus of partnership between Business Continuity/Disaster Recovery (BC/DR) professionals and Cybersecurity professionals. This partnership can act as a Force Multiplier to improve the overall resiliency of your organization, which is a critical success factor in today’s dynamic threat landscape.

The NIST Cybersecurity Framework is arranged around five functions: 1) Identify 2) Protect 3) Detect 4) Respond 5) Recover. The framework can help improve communication and collaboration around cybersecurity capabilities. The functions provide a useful reference to consider areas for Cybersecurity and BC/DR collaboration for improved avoidance, response and recovery with regards to cybersecurity incidents impacting availability of key business systems and data. We’ll deep dive into Response, which typically proves to be a challenge in terms of collaboration and provides opportunities for continuous improvement, with practical actions that can be taken to prepare for a well-coordinated response.

Jamie Sanderson Reid is a cyber resilience professional committed to helping organizations improve their level of resilience through empowering people, simplifying processes, and leveraging technology. She holds the CISSP, CCSP, CRISC, CPP, and MBCI certifications.

**BREAKOUT TRACK 6 - SESSION 3**

**How Difficult Times Create Resilient People and Organizations**

Notwithstanding the real suffering that people have experienced during the pandemic, many lessons have been learned on both organizational and personal levels from not only the pandemic, but from associated disruptions to people, supply chains, technology, the economy, geopolitics and more.

Attend this session to learn about lessons both people and organizations have learned from the worldwide crisis, and how personal and operational resilience parallel each other in many ways.

Patrick has over 30 years’ experience leading risk management, operational resilience, compliance, internal audit, third-party management, strategic planning and process improvement in both practitioner and consulting roles. He has developed a unique perspective working with analysts, partners and customers spanning many industries including financial services, healthcare, government, energy, education, and travel and hospitality.

He has been a speaker for the Institute of Internal Auditors, Disaster Recovery Journal, RSA Archer Summit, Financial Executives Networking Group, Association of Continuity Planners, Audit World and the Information Systems Audit and Control Association. Patrick has also contributed thought leadership articles for such publications as Continuity Insights, Internal Auditor Magazine, SC Magazine and Disaster Recovery Journal.

Patrick is a subject matter expert for Archer where he provides strategic input into the development of the Archer Suite and works with customers on best practices.

**BREAKOUT TRACK 6 - SESSION 4**

**Risk Culture and Operational Resilience**

Risk culture refers to the mindset and behavioral norms that determine how an organization identifies and manages risk. A healthy risk culture is more important than ever in a post-pandemic world. Long term a healthy risk culture is a critical element of resilience against risk.

A healthy risk culture is also an enabler of more dynamic and flexible risk management. This presentation will explore how to set up an effective risk culture program and how to build a more dynamic and flexible approach to managing risk and increasing operational resilience.

As founder and the President of ICOR, Lynnda Nelson manages ICOR’s education and credentialing programs. She is an expert on international standards for business continuity, crisis management and communications, organizational and community resilience.
BREAKOUT TRACK 6 - SESSION 5

Friend or Foe? Business Continuity and Enterprise Risk Management

With a global pandemic and skyrocketing cases of ransomware, many BC professionals have spent the last two years discussing how business continuity should be more aligned with cybersecurity and vendor risk management departments in order to better mitigate risks.

But what about Enterprise Risk Management (ERM)? Many people think that ERM only has to do with financial risks, or that ERM is only relevant in the financial services sector. Some BC professionals even find that the resources devoted to their organization’s risk register takes time away from, or is even an obstacle to, business continuity planning.

But when done right, leveraging the data and insights gathered from ERM can actually act as a catalyst for your BC program. But it’s not as simple as just putting everyone onto the same zoom call! In this session we will discuss why and how ERM and BC should be aligned, the benefits your BC program can receive from ERM, and pitfalls to avoid when working with ERM.

James Green is a sought-after global speaker on risk and resilience. In 2020 he was named the Business Continuity Institute’s Continuity and Resilience Consultant of the Americas, becoming the first person to be honored with this award twice.

10:30 a.m. – 11:30 a.m.

BREAKOUT TRACK 7 - SESSION 1

Identifying, Analyzing, and Bridging Gaps in Your Organization’s Plans

After seeing the events of 2020 & 2021, organizations no longer need to be told that they should be planning for low-frequency, high-stakes events. In terms of planning, organizational leaders and their C-Suites understand the tangible benefits of sound planning initiatives and that they need to be intimately familiar with how effectively their proverbial left and right hands are collaborating and communicating their expectations & limitations. While these leaders have a generalized understanding of planning initiatives, it seems that the gaps - differences produced by expectations and limitations - are less commonly exposed and mitigated in a proactive, collaborative way in which those leaders can balance against their organization’s risk appetite.

The term “gap analysis” is broad and can be approached in different ways by different organizations & industries; those analyses can also be handled uniquely by different departments therein. Even with those differences, the expectations from staff, leaders, regulatory agencies, and clients remain the same: that any identified gaps are communicated, analyzed, and mitigated before an incident.

What does your organization’s resilience gap analysis process look like? Do your operational teams understand the limitations of their interdependencies? In the event of an inquiry or survey, can you draw from a singular source of truth to outline them?

Beth Frasure and Lance Lynch are Certified Business Continuity Professionals and have nearly 30 years’ of combined experience in emergency response, resilience planning, and continuity program management across the finance and healthcare industries. They are champions of cross-functional team collaboration and coordination.

Lance Lynch has 17 years of exp. in em. response, planning, and hospital EM program mgmt. Most recently chaired the Reg. Em. Prep. Comm. of the NCTX RAC, overseeing the preparedness initiatives for over 150 hospitals, serving 7.5-million residents.

Beth Frasure has been championing cross-functional team collaboration for resilience planning within the finance industry for 12 years. She’s implemented several full cycle BC, IT DR, and crisis communication programs.
DAY 4
Wednesday, September 22, 2021

BREAKOUT TRACK 7 - SESSION 2

Stop Terrifying Your Execs and Regulators - 5 Ways to Boost Your Infosec/Cyber Confidence

Steve Piggott
Cutover

Be honest with yourself, what degree of confidence do you have that you could prepare for, respond to, and mitigate a real-life cyber threat to your organization right now?

High profile disruptive ransomware incidents are still on the rise, and there is no sign of this slowing any time soon. Changes in external factors further exacerbate attack vectors, and the COVID-19 pandemic is a great example of that. 2020 saw a huge increase in the number of DDoS attacks, as the pandemic hit and our reliance on online services increased dramatically. Nexusguard analysts reported a 287% increase in total DDoS attacks in the third quarter of 2020, compared to the same period last year.

For all these reasons, it’s highly likely that InfoSec/Cyber is the part of your Operational Resilience program framework that strikes the most fear into the hearts of your executive stakeholders and regulatory bodies.

So how do you reduce the fear and anxiety caused by cyber threats? This session will explore key program success criteria, encompassing:
- Easing fear by implementing a consistent approach to rigorous cyber/infosec best practices
- Putting practices in place to instill real confidence in your preventative measures, but also (more critically) in your reactions to an incident
- Orchestrating your InfoSec/Cyber response with your BCM/ITDR execution capabilities with real time visibility
- Learning from the past (yours and others) to ensure that you interrogate and strengthen your security posture
- Building an agile future-forward cyber posture, so you’re always ready for the next security challenge

Please join Cutover co-founder & CISO, Craig Gregory and our Global Head of Enterprise Resilience, Steve Piggott, for an insightful discussion, on how we ‘drink our own champagne’ when it comes to infosec and cyber. We will delve into how we approach these evolving challenges, and how we support the largest FI’s that run the global economy.

Steve Piggott works within all facets of Cutover to drive market awareness, revenue growth, and to align with our customers’ requirements and expectations in receiving exceptional enterprise resiliency results. He brings a wealth of experience in driving successful customer outcomes across business transformation, operational resilience, disaster recovery, and business continuity program development.

BREAKOUT TRACK 7 - SESSION 3

Completing The Cycle - Healthcare Supply Chain Continuity

Roger Stearns
Philips

The pandemic has highlighted the fragility of the global supply chain. From lockdowns, government prioritization, and tier-x closures further intensify an already delicately balanced supply chain. Multiple industry risk surveys have severely underrated the level of risk that supply chain bring to our overall risk model.

To better understand the impact to patient care as an outcome of supply chain continuity, we will review opportunities for a more reliable supply chain. Learn how supply chain risk management professionals can address the threats of supply chain resilience and strengthen the healthcare supply chain. Examples from our individual organizations and opportunities for a broader collaborative approach will be shared.

Mayo Clinic and Philips have partnered with other like minded partners and suppliers to address supply chain continuity under the umbrella of the Healthcare Industry Resilience Collaborative or “HIRC”. We are evaluating gaps in the supply chain where the value proposition of closing gaps, monitoring threats and transparency/visibility into the entire supply chain.

Roger Stearns has been working in BCMS, Emergency Mgmt. & Risk Mgmt. for 35+ years working in Public, Private, DOD and Municipal organizations. Prior to Philips he had his own BCM consulting business for 5 years and prior with Fidelity Investments for 13 years.

Jesse Schafer is an experienced Performance Consultant working in the health care industry. Skilled in strategic planning, program development, and cross-functional team leadership. Leads and develops business continuity management and supply chain resiliency efforts.

BREAKOUT TRACK 7 - SESSION 4

Risk: Mitigate What You Can and Manage the Rest

Joe Layman
Bright Horizons

Susan Zielan
CoreLogic

Risks vary from company to company.

In this collaborative session, Joe Layman, Business Continuity Management, and Susan Zielan, Business Continuity Program Manager, will assist with the development of a risk assessment and determining which risks matter to your business lines and C-level management.

Susan and Joe will provide guidance to identify and prioritize the most critical to least critical risks within your organization.

Joe Layman is the Director, Business Continuity Management for Cetera Financial Group and oversees the Business Continuity, Disaster Recovery and Crisis Management program.

Susan Zielan is the Business Continuity Program Manager, for CoreLogic, Inc.
BREAKOUT TRACK 7 - SESSION 5

How Can a Supply Chain Disruption in the Suez Canal Help Shape the Future of Resiliency?

How does one event, cause massive disruption, threaten global trade and supplies, and cause us to rethink? At the end of March, we experienced a blockage of the Suez Canal following the grounding of the Ever Green container ship. What the event highlighted is the interconnectedness & continued fragility of our global infrastructure. Unexpected events cause disruption that can reverberate through a Market or Industry and in this case impacted freight rates and costs which were ultimately passed to the Consumer. Supply Chain strain went as far, as it went deep in 2020 and 2021, with rising costs on materials and labor. Supply Chains were more focused on bottlenecks in transportation, increasing raw material costs or limited availability, to rising labor costs. As Business Continuity and Resiliency professionals, we know capability building is so important - but how to do this within Supply Chain? The plans themselves should have buffers built in - but what does this really mean? Resiliency isn’t of course just with physical supplies; it impacts the digital parts of an organization - Where does this apply in Supply Chain? While we may not be able to plan or insure against every potential Supply Chain impact, we must still plan accordingly in an increasingly connected world.

Katherine Whitaker is the Head of Business Continuity & Resilience at Nestle NA.

TOWN HALL / CLOSING SESSION

Resiliency in a Time of Rebuilding

Vanessa Mathews has been on the front lines of the resilience profession throughout her career. She is the 1st female in the state of Georgia to graduate with a degree in Homeland Security and Emergency Management, she has worked with a Tier 1 intelligence agency, and Fortune 500 companies.

Ann Pickren currently serves as the Chief Customer Officer of OnSolve. As the Chief Customer Officer, Ann oversees Customer Support, Customer Journey, Professional Services, Project Management and Implementation and Education Services for OnSolve customers.