

DRJ'S 65<sup>th</sup> CONFERENCE



# Resiliency in a Time of Rebuilding



## ROI TOOLKIT



### What's in your Toolkit:

- Expense and benefits worksheets.
- Sample conference value breakdown.
- Engagement activities.



[www.drj.com/fall2021/virtual](http://www.drj.com/fall2021/virtual)



## RESILIENCY IN A TIME OF REBUILDING

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

The tools you gain at **DRJ Fall 2021: A Virtual Experience** can help you reduce downtime, increase safety, secure your data, and reduce your overall risk. You'll **save time and money** by learning how to prevent disruptions or respond swiftly when they occur.

**Complete this ROI Toolkit to see just how much you will benefit.**



# EXPENSE WORKSHEET

Calculate expenses associated with attending DRJ Fall 2021: A Virtual Experience so you can weigh these costs against the benefits you'll receive by attending.

DETAILS	COST
<p><b>All Access Pass Virtual:</b></p> <ul style="list-style-type: none"> <li>- access to all live/recorded sessions and workshops</li> <li>- ability to participate in town halls and discussions</li> <li>- access to the virtual exhibit hall</li> <li>- ability to request meetings with attendees and exhibitors</li> <li>- access to attendee list</li> <li>- access to all materials/recordings for 6 months</li> <li>- ability to earn up to 60+ CEUs during and after the conference</li> <li>- ability to participate in the gamification to win prizes</li> </ul>	<p>\$895.00 Flat Fee</p>
<p><b>Watch Pass Virtual:</b></p> <p><u>Includes:</u></p> <ul style="list-style-type: none"> <li>- access to all live/recorded sessions and workshops during the 4 days of the conference</li> <li>- access to all materials during the 4 days of the conference</li> <li>- access to virtual exhibit hall</li> <li>- ability to participate in the discussions and town halls</li> </ul> <p><u>Does not include:</u></p> <ul style="list-style-type: none"> <li>- ability to earn CEUs</li> <li>- gamification</li> <li>- attendee list</li> <li>- meeting requests</li> <li>- access after the conference is over</li> </ul>	<p>\$295.00 Flat Fee</p> <p><i>No discounts allowed</i></p>
<b>TOTAL:</b>	<b>\$</b>

# BENEFITS WORKSHEET

Complete this worksheet to discover the value of attending DRJ Fall 2021: A Virtual Experience.

CONNECTIONS	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Who will I meet with at the conference?		\$
Are there relationships I can initiate or cultivate?		\$
Is there business I can close?		\$

CHALLENGES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
What resources does this event provide that will solve my challenges?		\$
How much would I spend on these solutions (trainings, consultation, information products, etc.) from other sources?		\$
How much will my company save if I can recover from a disruption more quickly? (Consider cost per minute, hour, or day of downtime.)		\$
How much will my company save if I can prevent a disruption event from occurring altogether? (Consider average cost per incident.)		\$

OPPORTUNITIES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Does the conference offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the conference city I can leverage while there? (ex: site visits, client meetings, etc.)		\$
What resources does this event offer that I can't get anywhere else? If you attend in-person, you will also have full access to the virtual show to see other sessions.		\$

**TOTAL: \$**

# SAMPLE WORKSHEET

In 2-3 sentences, summarize the key benefits of attending.

Calculate the total value of any items you've assigned a dollar value to.

**TOTAL: \$**

Compare your key benefits statements and the total dollar value on this worksheet to the expenses you outlined in the Expense Worksheet. Are you starting to see the real value of DRJ Fall 2021: A Virtual Experience? Let's keep going!

### Here's a sample conference value breakdown

What is the financial incentive of attending DRJ Fall 2021: A Virtual Experience?

SAMPLE		
Included with registration		
2 interactive workshops	Similar sessions might cost \$500 x 2=\$1000	\$1000
7 breakout tracks	Similar sessions might cost \$500 x 2=\$1000	\$1000
6 keynote sessions	Face time with these luminaries might cost \$300/hr x 6 hours = \$1800	\$1800
Insights to respond swiftly to disruptions	Average cost of downtime is \$7,900 PER MINUTE.* If DRJ helps you respond even 2 minutes faster: \$7900x2=\$15,800	\$15,800
<b>VALUE OF DRJ FALL 2021 VIRTUAL</b>		<b>\$19,600</b>
<b>MEMBER COST</b> (insert total from page 3 Expense Worksheet)		<b>-\$895</b>
<b>MEMBER BENEFIT</b>		<b>\$18,705</b>

\*According to Emerson and Ponemon's 2013 downtime assessment studies.

# ENGAGEMENT ACTIVITIES

Activities to complete before, during, and after the event to maximize your conference ROI.

## PREPARE FOR THE DAY OF THE CONFERENCE

Maximize the value of DRJ Fall 2021: A Virtual Experience by planning your approach ahead of the conference day.

What challenges am I trying to solve?

- 1.
- 2.

Who might I connect with to find solutions (colleagues, presenters, vendors, etc)?

- 1.
- 2.

What questions will I ask during the workshops and sessions

- 1.
- 2.
- 3.
- 4.

Looking at the conference agenda, I plan to take advantage of these opportunities in particular:

- 1.
- 2.
- 3.
- 4.



# Resiliency in a Time of Rebuilding



**DRJ Fall 2021: A Virtual Experience** agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.

The largest event  
dedicated to managing  
risk and resiliency in 2021

**62 Sessions and Workshops**  
**100 Expert Speakers**



**REGISTER NOW**

[WWW.DRJ.COM/FALL2021/VIRTUAL](http://WWW.DRJ.COM/FALL2021/VIRTUAL)