

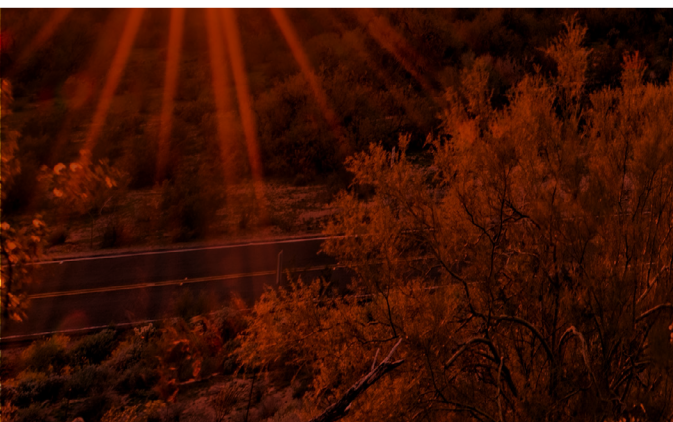
DRJ'S 67th CONFERENCE



THE EVOLUTION OF RESILIENCE



ATTENDEE CONFERENCE GUIDE



The largest event dedicated to
managing risk and resiliency in 2022

50+ Sessions and Workshops
60+ Expert Speakers
60+ Booths



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DRJ FALL 2022

Sept. 11-14, Phoenix



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 2022** 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.

THE EVOLUTION OF RESILIENCE



WELCOME LETTER

We invite you to join us and enjoy all the programming, the networking, the exhibitor demos and more at **DRJ Fall 2022 – The Evolution of Resilience**. We have designed our 67th 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 2022.

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/fall2022.

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 day at the many attractions Phoenix and the surrounding area has to offer.

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

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Meet our Emcee



Vanessa Mathews
Asfal Advisors

Vanessa Vaughn Mathews is the founder and chief resilience officer of Asfal Advisors, a business resilience company based in Charlotte, NC. She is also the host and a co-owner (in partnership with DRJ) of Business Resilience DECODED, the leading podcast for emergency management and business continuity professionals.

Vanessa got her start in the profession the hard way. In 2008, she was sitting in her parked car in Atlanta when a tornado tore through the city, killed one person, destroyed 50 homes, and totaled her car. The experience, which she calls the Perfect Storm, galvanized her interest in emergency preparedness and gave her a deep empathy for the profession.

Vanessa has a Bachelor of Arts in Homeland Security and Emergency Management from Savannah State University (SSU) (she was the first woman in Georgia to obtain the degree) and a Master's in Business Administration from the University of South Carolina. Currently, she teaches the Business Continuity and Crisis Management course at SSU as an adjunct professor.

As the leader of Asfal, she has counseled a range of private sector, governmental, and nonprofit organizations on how they can develop, validate, and maintain their business resilience programs. She has worked with clients in real estate, healthcare, information technology, transportation, logistics, and higher education, among other areas.

Prior to founding Asfal, she worked in business continuity and crisis management for fortune 500 retail and manufacturing organizations.

In 2021, Vanessa was appointed by the Mayor of Charlotte to serve as the Chair of the Charlotte International Cabinet advisory board. In 2020, the Mecklenburg Times named her as one of the 50 Most Influential Women in Mecklenburg County.

She is an outspoken advocate for social justice, and has long highlighted the challenges faced in the workplace by women and minority professionals. A warm and dynamic presence at the podium, she speaks often at conferences and events.

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JUSTIFICATION LETTER

Dear [Decision Maker]:

I would like your approval to attend **DRJ Fall 2022** on Sept. 11-14 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 50+ sessions and workshops with 65+ 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 until Feb 28, 2023.

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 2022**:

- 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

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PLATINUM



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.



Give shelfware the flick. Resilience managers everywhere are embracing a response-first approach with iluminr, to deliver real impact and bring resilience to life. iluminr helps you build capability, detect threats, communicate with your people, and coordinate your response, all through a modern platform that people actually enjoy using. www.iluminr.io.

infiniteblue

Infinite Blue is a software solutions provider that empowers some of the world's largest organizations to become more obstacle-resistant and resilient. Our friendly and flexible applications work together as an all-in-one, configurable business continuity command center. Leaders can now see potential threats enterprise-wide so you can plan smarter, respond in real-time, and bounce back stronger from disruptions like fires, natural disasters, security breaches, global pandemics, and other "what-ifs." Our organizational resiliency suite of applications are built on our low-code platform and supported by our team of experts, so it's simple to integrate and configure our existing applications or create something specifically for your organization's needs. www.bcinthecloud.com.

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GOLD



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



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. www.fusionrm.com.



Kyndryl works at the core of businesses that move the world. With more than 90,000 skilled professionals operating in over 100 countries, we design, build, manage and modernize the mission-critical technology systems that the world depends on every day. We are committed to the health and continuous improvement of the vital systems at the heart of the digital economy. With our partners and thousands of customers, we co-create solutions to help enterprises reach their peak digital performance. Our world has never been more alive with opportunities. Together, we can seize them. To learn more, visit www.kyndryl.com.



OnSolve® offers advanced critical event management capabilities to help organizations achieve successful outcomes during a crisis. By combining artificial intelligence (AI), unmatched expertise and a modern platform, we do what no one else can: We provide actionable intelligence and get the right information to the right people at the right time – so you can mitigate risk, strengthen organizational resilience and better protect your people, places and property. More information can be found at www.onsolve.com.

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SILVER



Agility Recovery is the leading provider of business continuity and disaster recovery suites of solutions. Through one central hub, our customers can use business continuity and incident management tools, along with guaranteed access to temporary power, furnished mobile office space, communications equipment, technology, and testing resources. In the wake of the unexpected, we make resilience simple by providing the expertise and resources your organization needs to prepare, protect, and recover quickly. Whether you're a seasoned continuity professional or creating your company's business continuity plan for the first time, we're ready to support you and your team. www.agilityrecovery.com.



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. www.blackberry.com.



As the global provider of resilience management solutions – spanning consulting, software, managed services, and staffing – Riskconnect is uniquely positioned to help organizations find the right balance of risk tolerance and resilience to protect their people, reputation, customers, and bottom-line. Leveraging a proprietary proven process for driving organizational readiness and response, Riskconnect partners with clients to establish a clear vision, drive real results, and provide on-going support from their community of resilience experts. Riskconnect helps organizations replace uncertainty with confidence. Now you're ready.™ www.castellanbc.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. www.convergeenterprise.cloud.



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.



DataCore Software delivers the industry's most flexible, intelligent, and powerful software-defined storage solutions for block, file, and object storage, helping more than 10,000 customers worldwide modernize how they store, protect, and access data. With a comprehensive product suite, intellectual property portfolio, and unrivaled experience in storage virtualization and advanced data services, DataCore is The Authority on Software-Defined Storage.



eBRP Solutions has been at the forefront of BCM Software innovation, incorporating Process Modeling and "What if?" analysis into eBRP Suite in 2002. eBRP Suite is deployed by many leading fortune enterprises, financial institutions, federal agencies, healthcare and utility companies to support their enterprise resiliency programs. Our newest product is eZPlanner - a packaged solution with tools to support the complete BCM lifecycle. Included are all utilities for planning, simulation & test validation and tools for overall program management. eZP is optimized for the occasional business user while fortified for management decision-making with all new graphical dashboards. Packaged with a 'no surprise' all-inclusive cost that includes AWS Cloud-hosted access, product support and assistance to migrate from you a legacy system. Learn more about eZPlanner at www.ezplanner.net.



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



SAI360 is the leading provider of GRC, Learning, EHS, and Sustainability software. Our unified approach to risk management is what sets us apart, helping organizations across the globe manage risk, create trust, and achieve business resilience for over 25 years.



Veeam® recognizes the new challenges companies across the globe face in enabling the Always-On Enterprise™, a business that must operate 24.7.365. To address this, Veeam has pioneered a new market of Availability for the Always-On Enterprise™ by helping organizations meet recovery time and point objectives (RTO™) of less than 15 minutes for all applications and data. Veeam Availability Suite™, which includes Veeam Backup & Replication™, leverages virtualization, storage, and cloud technologies that enable the modern data center to help organizations save time, mitigate risks, and dramatically reduce capital and operational costs, while always supporting the current and future business goals of Veeam customers. www.veeam.com.

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BRONZE

Acronis

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 onpremises – at a low and predictable cost. www.acronis.com.



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



Asfalıs Advisors is focused on one thing: making your company resilient, no matter what's thrown at it. We do that by helping you prevent and/or mitigate crises, either natural or man-made, that may affect your company. In identifying risks unique to your business, developing crisis management and business continuity plans, and training your leadership teams and employees, Asfalıs puts control back in your hands. www.asfalısadvisors.com.



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



In an era defined by large-scale, unpredictable events that have impacted organizational operations in innumerable and unforeseen ways — relevant, public data can now surface anywhere, at any time. Dataminr is the world's leading AI platform that discovers, distills and delivers alerts on high-impact events and emerging risks from the increasingly complex landscape of publicly available information — including social media, blogs, information sensors, and the deep web — to ensure that decision-makers have the knowledge they need to act with confidence. www.dataminr.com.



KETCHConsulting is the only firm that can provide BCP/COOP/DR/ERM Consulting and Planning Software and Notification Software and Training on ONE Contract for one monthly bill. Moving from IT based DR to Business Continuity? KETCHConsulting helps with strategies, implementation, and BCP people/family recovery issues. Executive education/buy-in are KETCHConsulting strengths. Our approach to BIAs, and Risk Analysis leads the industry. We can help with your Supply Chain Risks, Workplace Violence Prevention and Training; we are cyber security specialists. We execute Tabletop Exercises, Gap Analysis, and Plan Audits. We create and test Incident Command Teams. KETCHConsultants are top industry speakers, educators and authors. We're all certified (CBCP/FBCI), senior, and experienced (averaging 25 years in IT/15 years in BCP). We teach classes at conferences, on-line, and on client sites.



Pronto Recovery is a global business continuity solutions and quick ship technology hardware provider. We keep your business running when disaster strikes. Unlike most industry providers with only a few centralized depots, we have over 30 strategically placed equipment depots around the globe enabling us to deliver technology hardware to your alternate site or specified location the same or next business day. We can provide guaranteed workplace solutions in over 120 countries to meet the need for office recovery for your critical staff, augmented by the Pronto Quickship or other technology recovery solutions. Our FLEX Recovery program provides you with a work at home solution independent of any infrastructure providing a complement to your BCP strategy. Minimize downtime and loss of revenue with our flexible and cost-effective continuity solutions for workplace recovery.



Rave Mobile Safety, a trusted partner for safety software, provides innovative communication software for better emergency preparedness and faster response. Used by leading education institutes, corporations, and state and local public safety agencies, the award-winning portfolio of Rave Alert™, Rave 911 Suite™ including Smart911®, Rave Panic Button™, Rave Guardian™, Rave Eyewitness™, and Rave Prepare™ protects millions. Rave Mobile Safety is headquartered in Framingham, MA. For more information, please visit www.ravemobilesafety.com.



For security teams charged with defending hybrid and multi-cloud environments, Semperis ensures integrity and availability of critical enterprise directory services at every step in the cyber kill chain and cuts recovery time by 90%. Purpose-built for securing Active Directory, Semperis' patented technology protects over 40 million identities from cyberattacks, data breaches, and operational errors. The world's leading organizations trust Semperis to spot directory vulnerabilities, intercept cyberattacks in progress, and quickly recover from ransomware and other data integrity emergencies. Semperis is headquartered in New Jersey and operates internationally, with its research and development team distributed between San Francisco and Tel Aviv.



ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit www.servicenow.com.



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. www.sungardas.com.



Veoci is a no-code platform for business continuity management, emergency operations, incident response, mass notification, and customizable system solutions. It is comprised of fully integrated, intuitive, and interconnected tools such as Dashboards for reporting and analysis, Alerts and Notifications, automated Workflows, virtual meeting Rooms for collaboration and document sharing, and mobile-device enablement—all with a focus on optimizing User experience, improving productivity, and facilitating effective business continuity and resilience. The Software as a Service (SaaS) platform is ideally designed for incident management and business continuity process automation and transformation, allowing organizations to overhaul existing manual-based processes. Veoci can be applied across all areas and departments in an organization, as well as across multiple organizations; the system can easily accommodate the need for additional functionality as projects and partnerships grow. Veoci is a Leader on Gartner's Magic Quadrant for BCMP Solutions, Worldwide; included in their Market Guides for Crisis and Emergency Management, and Business Continuity Management Program Solutions, as well as being included in multiple Hype Cycles. We were also recognized as having the highest customer satisfaction. www.veoci.com.



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.com.

WELCOME

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 2022
for our 67th conference
Sept. 11-14 in Phoenix!

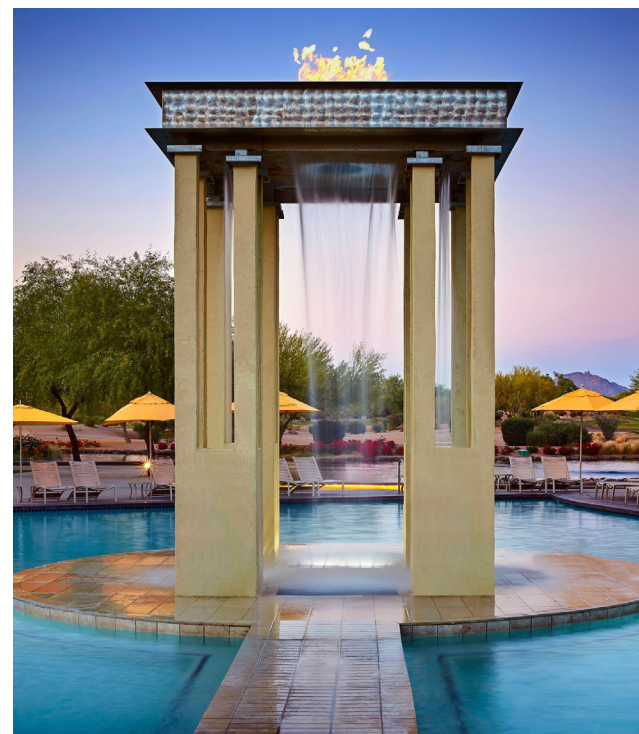


NOW IMAGINE
FOUR REJUVENATING YET RELAXING DAYS.

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 2022 is to give you "The Evolution of Resilience." 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 2022!**

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 2022. 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.



More than 50+ speakers, 60+ sessions, 50+ booths, and numerous networking opportunities. How can you afford not to attend DRJ Fall 2022? 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 2022.

The return on investment which you'll receive for yourself and your business after attending DRJ Fall 2022, combined with newly-acquired knowledge and first-hand experiences, will be invaluable and life-changing!

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.**



MAKING CONNECTIONS

NETWORKING

DRJ Fall 2022 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 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 DRJ Networking Reception where we celebrate our 67th conference!



REGISTER AND SAVE BY THESE DATES

ONLY \$1,395.00 Through July 11, 2022

ONLY \$1,495.00 Through August 11, 2022

ONLY \$1,595.00 Through Sept. 11, 2022

REGISTER RISK-FREE!

You can get a full refund on your pass through Aug. 11, 2022.

HOTEL FEATURES

You'll leave DRJ Fall 2022 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.

JW MARRIOTT DESERT RIDGE RESORT & SPA

5350 East Marriott Dr.

Phoenix, AZ 85054

Phone: 480-293-5000



HOTEL ROOM RESERVATIONS

The JW Marriott Desert Ridge Resort & Spa is now accepting hotel reservations for DRJ Fall 2022.

Take advantage of our conference rate of \$259 plus tax (currently 12.57%) per night. You can make a reservation online at <https://book.passkey.com/go/DisasterRecoveryJournal2022>.

A \$20 plus tax per night fee will be charged for each additional occupant more than 18 years of age.

Please remember you are responsible for making your hotel reservations and be sure to book early as the hotel does fill up in the fall.

Note there is a limited number of U.S. Government-rate rooms available. If you qualify, please be sure to request a government room rate when making your reservation and be prepared at time of check-in to show a military ID to verify your qualification.

The last day to book a room under DRJ's contracted rate and room block is August 12, 2022.

Hotel Parking:

Day guests are not charged a parking fee.

Overnight guests are not charged a parking fee.

Valet parking is \$37.00 per night.

TRANSPORTATION TO/FROM AIRPORT

Service from Phoenix Sky Harbor Airport to JW Marriott Desert Ridge Resort & Spa:

CM Driving Services - (480) 567-9786

Uber - www.uber.com

Lyft - www.lyft.com

Super Shuttle (while cost effective, bear in mind it makes multiple stops and can take much longer to get to your destination)

Local Taxi services:

AAA/Yellow Cab - www.yellowcabaz.com - (480) 888-8888

Mayflower Cab - (602) 955-135

VIP Taxi - www.viptaxi.com - (602) 300-3000

REGISTRATION RATES

Registration rates for the conference are as follows:

Only \$1,395.00 through July 11, 2022

Only \$1,495.00 through Aug. 11, 2022

Only \$1,595.00 through Sept. 11, 2022

Register online at www.drj.com/fall2022

For information call: 636.282.5800

(8 a.m. - 4 p.m. CDT)

Email: rose@drj.com

REGISTRATION DISCOUNTS

DRJ offers a \$100 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
- All certified individuals. Must be certified at the time of registration
- Contingency group members 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.



**SAVE \$200
REGISTER BY
JULY 11, 2022**



POLICY INFORMATION

Cancellation Policy: Conference enrollment may be canceled through August 11, 2022 without penalty. No refunds or credits will be given for cancellations received after August 11, 2022. All no shows will be charged the full amount.

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



CONFERENCE AT A GLANCE

Sunday, September 11, 2022

10:00 a.m. – 7:00 p.m.	Conference Registration Desk
12:00 p.m. – 12:45 p.m.	DRJ Mentor Program
1:00 p.m. – 3:30 p.m.	Sunday Workshops
3:30 p.m. – 4:00 p.m.	Break
4:00 p.m. – 5:00 p.m.	Solutions Track
5:00 p.m. – 7:00 p.m.	Exhibit Hall
5:00 p.m. – 7:00 p.m.	Welcome Reception
5:00 p.m. – 7:00 p.m.	Product Demos

Monday, September 12, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 5:00 p.m.	Conference Registration Desk
8:00 a.m. – 8:15 a.m.	Welcome Announcements & Introduction
8:15 a.m. – 9:15 a.m.	General Session 1
9:30 a.m. – 10:30 a.m.	General Session 2
10:45 a.m. – 11:45 a.m.	General Session 3 - Panel Discussion
11:30 a.m. – 4:00 p.m.	Exhibit Hall
11:45 a.m. – 1:00 p.m.	Lunch
11:45 a.m. – 1:00 p.m.	Product Demos
1:00 p.m. – 2:00 p.m.	Breakout Track 1
2:15 p.m. – 3:15 p.m.	Breakout Track 2
3:15 p.m. – 3:45 p.m.	Break – Refreshments
3:45 p.m. – 4:45 p.m.	Breakout Track 3
4:45 p.m. – 6:00 p.m.	Product Demos
6:00 p.m. – 8:00 p.m.	DRJ Networking Reception

Tuesday, September 13, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 5:00 p.m.	Conference Information Desk
8:00 a.m. – 8:15 a.m.	Announcements & Introduction
8:15 a.m. – 9:15 a.m.	General Session 4
9:30 a.m. – 10:30 a.m.	General Session 5
10:45 a.m. – 11:45 a.m.	General Session 6 – Panel Discussion
11:30 a.m. – 4:00 p.m.	Exhibit Hall
11:45 a.m. – 1:00 p.m.	Lunch
11:45 a.m. – 1:00 p.m.	Product Demos
1:00 p.m. – 3:30 p.m.	Tuesday Workshops
3:30 p.m. – 4:00 p.m.	Break – Refreshments
4:00 p.m. – 5:00 p.m.	Breakout Track 4

Wednesday, September 14, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 12:00 p.m.	Conference Information Desk
8:00 a.m. – 9:00 a.m.	General Session 7
9:15 a.m. – 10:15 a.m.	General Session 8
10:30 a.m. – 10:45 a.m.	Final Announcements & Introduction
10:45 a.m. – 11:45 a.m.	General Session 9
11:45 a.m. – 1:00 p.m.	Lunch

DAY 1 - SUNDAY, SEPTEMBER 11, 2022

10:00 a.m. – 7:00 p.m. **Conference Registration Desk**

12:00 p.m. – 12:45 p.m. **Sunday Breakout**

SUN-1 Halford, Laz A New Approach to Mentoring

1:00 p.m. – 3:30 p.m. **Sunday Workshops**

SWS-1 Merchan Lessons Identified: Leveraging Our Collective Experiences

SWS-2 Elliott, Whitaker The Role of BC & Resilience Professionals in Addressing Worsening Weather and Climate Change

SWS-3 Mathews The Business Case for Developing a Ransomware Exercise for Business and Technology Teams

SWS-4 Goldman Successful Drills and Exercises: Here's How!

3:30 p.m. – 4:00 p.m. **Break**

4:00 p.m. – 5:00 p.m. **Solutions Track**

ST-1 Santos Business Continuity and Disaster Recovery Measures for Diverse Storage Infrastructures

ST-2 Oliver Managing Risk and Improving Resiliency in a Volatile World

ST-3 Sohn The 5 Best Opportunities to Evolve Your BC Program

ST-4 Smith Losing Contact: Total Isolation

ST-5 Potter Building Resilience with Integrated Risk Management

ST-6 Deuby Setting Up an Active Directory Isolated Recovery Environment for Incident Response

ST-7 Thaker, Beattie Ransomware Readiness: Reducing the Risk of a Failed Data Recovery Effort

ST-8 Vaughan, Brock Evolving Resilience with Microsimulations

5:00 p.m. – 7:00 p.m. **Exhibit Hall Open**

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

5:00 p.m. – 7:00 p.m. **Product Demos**

AGENDA

DAY 1

Sunday, September 11, 2022

10:00 a.m. – 7:00 p.m.

CONFERENCE REGISTRATION DESK

12:00 p.m. – 12:45 p.m.

SPECIAL SESSION



A New Approach to Mentoring

Mentoring, with its unique focus on relationships, can be an effective way of transferring skills that are hard to teach through traditional training: People skills, leadership skills, and ethical decision-making skills.

David Halford
Fusion Risk
Management

Mentoring can play an important role in attracting and retaining talent. The business continuity profession is often overlooked as a career choice because it is not well known. Disaster Recovery Journal is helping build this path with a free, 10-month mentor program.

People who have taken part in a mentoring relationship report they benefited in terms of both career and personal development. Career development literature shows that many consider being a mentor a key developmental task for individuals, especially mid-career, while those who have been mentees may have higher levels of career advancement, and career satisfaction.



Peter Laz
NAVEX

Attend this session to hear the success story of a mentee and mentor completing the 10-month DRJ Mentor Program. Learn how becoming a mentee or mentor is an investment in two professionals and two organizations.

As vice president of crisis and continuity solutions, David Halford leads Fusion Risk Management's vision in this area with a focus on delivering value through solutions to every aspect of your continuity and operational resilience program. Halford's responsibilities include acting as a liaison between product engineering and product development teams, and mostly importantly, customer-driven requirements.

Halford has more than 25 years of experience in the client services and product management industry, covering a variety of organizational management, product management, professional services, and sales support. Halford regularly works with business executives to help provide creative solutions. As a continuity professional, Halford often has the opportunity to provide strategic business leadership, risk and resilience guidance across a wide spectrum of industries. Halford is a regular industry speaker and contributes to industry thought leadership and publications. Halford enjoys the outdoors, horseback riding, and spending time with family and pets.

Peter Laz is a senior resource who helps clients design, implement and manage operational risk and resilience programs. He focuses on guiding executives and continuity leaders to maximize the value of risk management programs and solutions. Laz has been in the field of business continuity since 1987. Recognized as an industry pioneer, he has been a participant in the DRJ semi-annual conferences since their inception in 1989.

Laz leverages a dual-background to his industry knowledge. He spent nearly 20 years building and directing technology recovery, business resumption, and crisis management programs in a variety of industries, including financial services, healthcare and global human resources consulting. Laz oversaw the development of thousands of plans, managed hundreds of relocation exercises, and has successfully directed the recovery efforts of more than 70 actual business disruptions.

Laz has also led consulting practices where he was responsible for leading a team of professional consultants, oversight of risk management engagements, practice's market strategies, partner relationships, and developed of best-practice methodologies.

Currently, Laz is a principal leader at NAVEX, responsible for driving the evolution of their integrated risk management product and solutions and is a member of the DRJ Executive Council.

1:00 p.m. – 3:30 p.m.

SUNDAY WORKSHOP - SESSION 1Heather
MerchanDeloitte
Touche
Tohmatsu
Limited**Lessons Identified: Leveraging Our Collective Experiences**

Many of us have assumed response roles as our organizations navigate the challenges of incidents and crises. Have you played an active role, or are you interested in expanding your career in this direction? Examples include navigating the uncertainty and change that COVID-19 has forced upon us, the conflict in Ukraine, weather-related threats and impacts, and supply chain breakdown. This interactive workshop will navigate the key elements of post-incident/crisis review and will then delve into discussion to enable us all to learn from our collective experiences in the room.

We will discuss structure and approaches to conducting a review, including:

- Objectives and benefits
- Techniques for conducting a review
- Documenting findings
- Prioritizing actions arising
- Gaining leadership buy-in
- Tracking resulting actions through to completion

Participants will then apply this, sharing observations, lessons identified and practical tips on how to evolve our capabilities as a result. We will document and share key points for you to take back to your own working environment for further consideration and application.

Heather Merchan is a security and resilience leader specializing in business continuity, crisis management, and policy and standards. She has more than 20 years of experience in financial and professional services, and is proud to work in the global security office at Deloitte, leading their internal business continuity and crisis management capability. Merchan is also actively involved in the industry. She is currently vice chair of the Business Continuity Institute (BCI) and an expert on ISO Technical Committee 292 – evolving international standards for business continuity and crisis management. Merchan is an Imperial College Executive MBA graduate with a passion for solving challenges and empowering people and change.

SUNDAY WORKSHOP - SESSION 2Rachael
ElliottThe
Business
Continuity
Institute**The Role of BC & Resilience Professionals in Addressing Worsening Weather and Climate Change**

The role of business continuity and resilience professionals in addressing worsening weather and climate change.

Are you finding the risk and frequency of extreme weather events impacting operations in your organization? Do you want to play a more active role in addressing these risks? As BC and resilience professionals, we're often very comfortable ensuring critical activities are restored within a set timeframe to lessen the impact of a flood, a bushfire, or a hurricane, for example. But how often have you thought about the long-term implications of climate risks? To be truly resilient we will need to start considering the three-, 10-, 30-year projections for our employees, locations, supply chains, etc. These "100-year risks," which are traditionally dealt with as acute incidents, are now happening every five or 10 years and the chronic risk to an organization needs to be addressed.

A shift toward considering the chronic elements of risk means we need to move up and away from our operational level planning and work with senior management to ensure these longer-term risks are identified and plans put in place to mitigate them. This move to a more strategic facet may not be easy, but this session will provide guidance on how to get started, measure and maintain your operations in a way that will help future-proof your organization to the worst effects of the climate crisis.

Join this session to hear and discuss some innovative ways other organizations are addressing climate risk and take away useful guidance for new ways of planning that you can apply within your own organization.

Rachael Elliott joined the Business Continuity Institute (BCI) four years ago as head of thought leadership and is responsible for leading the Institute's research program. Headline outputs from the BCI include the annual Horizon Scan Report, Crisis Management Report, Supply Chain Resilience Report as well as reports discussing contemporary issues such as climate risk and operational resilience. She has more than 20 years of experience leading commercial research within organizations such as HSBC, BDO LLP, Marakon Associates, CBRE, and BCMS. Her research has been used in Parliament to help develop government industrial strategy and the BDO High Street Sales Tracker – which Elliott was instrumental in developing – and is still the UK's primary barometer for tracking high street sales performance. She maintains a keen interest in competitive intelligence and investigative research techniques and has led research at the BCI for four years.

Katherine Whitaker is a senior leader with more than 15 years of experience, who values protecting the lives, livelihoods, and brands of Global 100 companies. She has led the development of business continuity and resiliency programs, collaborates enterprise-wide on all elements including identifying risk profiles, tolerance levels, designing recovery strategies and tactics, and turning concepts into agile action plans that are standardized and scalable.

Katherine
Whitaker

Nike

SUNDAY WORKSHOP - SESSION 3



Vanessa
Mathews

Asfalís
Advisors

The Business Case for Developing a Ransomware Exercise for Business and Technology Teams

The threat of ransomware has evolved over the past two years. Many organizational leaders are evaluating their internal and external resources to determine solutions that will address this growing threat. Attend this session to learn a step-by-step approach on how to develop a ransomware exercise for organizations considered critical infrastructure and key resources. The session will also provide strategies and recommendations to strengthen collaboration with IT and business teams.

Attendees will walk away with:

- A step by step approach to develop an internal ransomware exercise
- Lessons learned from previous exercises
- Recommendations for critical business functions and systems to include in your training and exercise programs
- The business case to strengthen your training and exercise program effectiveness and the data to support it

Vanessa Mathews is the founder and chief resilience officer of Asfalís Advisors where they are focused on enhancing the resilience of organizations no matter what is thrown at them. Mathews and team accomplish that by helping individuals, businesses, and governments to prepare for, protect against, and mitigate crises.

Mathews took a particular interest in crisis management, when as a young woman, she found herself caught up in a natural disaster for which her hometown of Atlanta wasn't prepared. She is the first 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, Fortune 500 companies, and has received local, national, and international recognition for her work to restore business and community resilience.

Mathews obtained a master's degree in business administration from the University of South Carolina; a bachelor's degree in homeland security and emergency management from Savannah State University, and she is a Certified Business Continuity Planner.

SUNDAY WORKSHOP - SESSION 4



Dr. Steven
Goldman

MIT

Successful Drills and Exercises: Here's How!

The DRJ attendees' favorite workshop! Successful business resilience and disaster recovery takes more than a plan: it requires realistic testing and validation. This is the workshop where you learn how! Do your exercises provide as "close to real" situations as possible? Are your response teams challenged properly? What do others do? How can you improve? During this hands-on workshop, you will learn how to develop and conduct your successful drill/exercise.

Students will master:

- Dr. Steve's Exercise Planning Checklist
- The company politics of drills and exercises
- Why drills/exercises are important
- Types of drills/exercises
- Elements of a successful exercise
- 101 scenario ideas you can use
- Effectively conduct and critique plus keep your job!
- Leveraging the exercise for future gain
- SPECIAL 1: Ransomware and Cyber Event drills/exercises!
- SPECIAL 2: Hybrid live/virtual exercises!
- SPECIAL 3: COVID-19 lessons learned for drills/exercises!

With his vast experience, lively delivery style, and real-life examples, Dr. Steve leads the class through interactive discussions of successful exercise development and conduct. Don't miss this valuable and informative workshop!

Dr. Steven B. Goldman is an internationally recognized expert and consultant in business resiliency, crisis management, crisis leadership, and crisis communications. He is director of MIT's "Crisis Management & Business Resiliency" and "Advanced Business Resiliency" professional education courses. Goldman has more than 35 years of experience in the various aspects of these disciplines, including program management, plan development, training, exercises, and response strategies. His background is comprehensive yet unique in that he has been a professional nuclear engineer, corporate spokesperson, manager of media relations, business continuity planner, crisis responder, consultant, and a Fortune 500 company's global business continuity program manager. Goldman has written or improved many corporate and government agency business resiliency and crisis communications plans and procedures. He has trained all levels of response staff, from CEOs on down. His specialty is realistic drills and exercises for clients worldwide. Goldman also mentors industry professionals to improve their programs and their careers. Goldman has published many articles and conducts several seminars annually on the various aspects of crisis management, crisis communications, business resiliency, and crisis leadership.

3:30 p.m. – 4:00 p.m.

REFRESHMENT BREAK

4:00 p.m. – 5:00 p.m.

SOLUTIONS TRACK 1



Business Continuity and Disaster Recovery Measures for Diverse Storage Infrastructures

Maintaining uninterrupted IT operations under the constant threat of equipment failures, site outages, ransomware, and other cybersecurity threats requires new business continuity measures – particularly as the number, types and locations of data storage devices involved grows, and their importance escalates.

KC Santos

DataCore
Software

Those business continuity and disaster recovery (BC/DR) practices that rely on the intrinsic resiliency of highly available devices tend to fail miserably in heterogeneous IT environments. What works in one storage system might not fit another, and their mutual incompatibilities make designing an overarching BC/DR plan all the more difficult.

Every master plan is created to fulfill specific demands. But what if you did not consider one or two unpredictable factors?

This session will provide insights to help you maintain business continuity by adapting to unforeseen turn of events.

KC Santos is currently serving as senior director of Americas channel and distribution for DataCore Software. With more than nine years channel experience, Santos helps resellers on a national scale address customer needs for infrastructure modernization, data protection, business continuity, and disaster recovery by leveraging a rich software portfolio of solutions for block and object storage and Kubernetes workloads.

SOLUTIONS TRACK 2



Managing Risk and Improving Resiliency in a Volatile World

The challenges, threats, and risks that impact business continuity today are more complex, frequent, and volatile than ever before. An organization's ability to maintain essential functions during and after a crisis is critical to mitigate risk to employees, and to minimize significant financial, operational, and reputational harm to an organization.

Ed Oliver

Dataminr

During a crisis, an organization's response is only as good as the information it uses to make decisions. Outdated or inaccurate information can hinder one's ability to act – and even widen the impact of a crisis. Organizations that want to reduce the impact of a crisis need fast, accurate, and relevant data. Such information accelerates your crisis response and informs every decision, once you've put your risk mitigation plan into motion.

Enterprises around the world are investing in the ability to detect, understand, and act on the earliest, most comprehensive signals about high-impact events to enable agility and resilience. Understanding the value of integrated real-time information is evermore a necessity for any organization.

Come hear how utilizing an advanced AI platform for real-time risk and event detection in your contingency plan can:

- Minimize business disruption and keep people and assets safe
- Increase the ROI of other investments
- Enable proactive and coordinated responses
- Increase operational efficiency and effectiveness
- Provide immediate time to value

Ed Oliver is vice president, customer success at Dataminr. He partners with Dataminr's largest corporate customers, building relationships and helping them maximize the value they receive from Dataminr. Oliver has more than 20 years of experience in financial services, fintech, and big data. At Dataminr, he has also been responsible for content analysis for the finance vertical and was a senior member of the finance vertical sales team. Prior to his role at Dataminr he was a trader in the equities division at Citigroup, where he traded NYSE and NASDAQ companies across a variety of sectors. Oliver holds a Bachelor of Arts from Morehouse College and an MBA from the Fuqua School of Business at Duke University.

SOLUTIONS TRACK 3



The 5 Best Opportunities to Evolve Your BC Program

DRJ Fall 2022 is focused on the "Evolution of Resilience." As a microcosm of this topic, what about the evolution of your program? You may have started your program or inherited it. Either way, once you are in the thick of it, it is often difficult to step back, look at where you are, and determine what ground you are making up, as you deliver services within your organization.

Kurt Sohn

Virtual Corp.

We will look at opportunities (quick wins) to evolve the maturity your program, helping you get positive attention from your senior leadership around your efforts. Where a template or example can be provided, these will be included so you will be ready to evolve "faster, stronger, better" when you get back from conference.

Kurt Sohn has served in leadership roles within the BC/DR industry for more than 25 years. During this time, Kurt has implemented and helped mature programs for more than 100 clients across various vertical markets and provided unique solutions to meet the ever-changing landscape of business resiliency. Today, Kurt supports Virtual Corporation clients in developing their BC/DR programs.

SOLUTIONS TRACK 4

**Losing Contact: Total Isolation**

Rich Smith
Veoci

This session will provide an interactive discussion contemplating and sharing strategies to manage, track, and communicate with facilities or locations that have lost all connectivity during an event. The session will identify methods which may be implemented from both corporate and local facility perspectives to bolster situational awareness, manage operations, and compile information throughout the course of the event/crisis.

Rich Smith works as a senior solutions engineer at Veoci supporting healthcare, government, and private enterprise customers in the implementation and support of solutions. His focus for implementation is in business continuity, emergency management, day-to-day operations, inventory management, fire department operations, and newly created solutions including COVID vaccination status tracking, case tracking, and facility status based on staff availability.

SOLUTIONS TRACK 5

**Building Resilience with Integrated Risk Management**

Patrick
Potter
Archer

In today's volatile world, it is imperative that your organization be resilient enough to withstand disruptive forces and achieve its strategic and operating objectives. Organizations finding success building a resilient business have learned important lessons that include:

- Resilience is most effective when viewed as not only a way to recover after disruption, but as a competitive advantage and differentiator.
- Resilience should be prioritized for the areas of the organization responsible for achieving strategic and operational objectives, such as serving customers or generating revenue. This includes supporting third parties, as they are an extension of the organization.
- Operational resilience is most effective when not performed in siloes and should be built on a foundation of integrated risk management.

Join this session where we will discuss lessons learned by organizations successfully building operational resilience and how integrated risk management is forming the foundation of operational resilience programs.

Patrick Potter has spent more than 30 years leading business resiliency, risk, compliance, internal audit, strategic planning, process improvement and related activities at Fortune 500 companies in both practitioner and consulting roles. He is currently a risk strategist and subject matter expert for Archer.

Potter has developed a broad perspective working with analysts, partners and customers spanning many industries. He is a frequent public speaker and has contributed thought leadership articles for several publications.

SOLUTIONS TRACK 6

**Setting Up an Active Directory Isolated Recovery Environment for Incident Response**

Sean Deuby

Imagine the unthinkable: An attacker compromised your Active Directory (AD) environment and hijacked all domain controllers (DCs). Within minutes, the attackers used their access to extend their foothold throughout the organization. In the current threat landscape, this is not a far-fetched proposition. Mandiant consultants recently reported that AD was involved in 90% of the incidents they investigate.

Semperis So what's next? After some immediate mitigation actions to contain the damage, it's time to set up an isolated recovery environment (IRE) for AD so you can rebuild a safe, known-secure AD forest. The AD IRE provides an environment that is inaccessible to attackers so that your response team can conduct remediation efforts without being detected by the adversaries, who might trigger malware to encrypt your entire environment. Using an AD IRE for remediation allows the incident response team to operate without the fear of the backups being infected, which could reintroduce malware to the production environment.

This session will provide practical guidelines for practitioners in setting up an IRE for incident response, including:

1. How attackers target AD
2. Challenges of recovering AD to an IRE
3. How an AD IRE helps incident response efforts
4. Basic steps for setting up an AD IRE
5. Conducting forensics investigations in the IRE
6. Using AD IREs on an ongoing basis to simulate attack scenarios and model remediation tactics

An air-gapped AD IRE gives organizations a safe space in which to restore and reconfigure AD while reducing the risk of reinfection.

Sean Deuby brings 30 years of experience in enterprise IT and hybrid identity to his role as director of services at Semperis. An original architect and technical leader of Intel's Active Directory, Texas Instrument's NT network, and 15-time MVP alumnus, Deuby has been involved with Microsoft identity since its inception. Since then, his experience as an identity strategy consultant for many Fortune 500 companies gives him a broad perspective on the challenges of today's identity-centered security. Deuby is an industry journalism veteran; as former technical director for Windows IT Pro, he has more than 400 published articles on AD, hybrid identity, and Windows Server.

SOLUTIONS TRACK 7



Darpan
Thaker

Sungard
Availability
Services

Ransomware Readiness: Reducing the Risk of a Failed Data Recovery Effort

Compromising data integrity is at the core of an attacker's game plan to extort large ransom payments. They know how to expose your company's vulnerabilities by encrypting or disabling your business's most vital data. They will make the risk to your business so compelling that your leadership is left with no other option but to consider their terms.

It is not a question of if, but when. They are thinking ahead, are you?

This session will outline key elements to help safeguard and minimize your company's risk of a failed data recovery effort before you are faced with a malicious cyberattack: Having the right plan in place, documented best practices and updated procedures, and testing cyber recovery simulations will put you in better control.



John Beattie

Sungard
Availability
Services

Darpan Thaker is a cyber and IT resiliency thought leader with more than 25 years of experience in IT. He has been with Sungard Availability Services for more than nine years. Thaker has helped many organizations in successfully meeting their complex resiliency requirements. He was recently awarded with a patent for Recovery Maturity Index (RMI), which is a systematic process to determine status of IT disaster recovery maturity and areas of improvement based on a well-defined quantitative analysis.

John Beattie has been a principal consultant within Sungard Availability Services for more than 14 years. He has consulted with organizations looking to reduce operational risk by establishing or transforming their operational resilience programs including, business continuity, cyber compromised data recovery, disaster recovery, and crisis management programs.

SOLUTIONS TRACK 8



Marcus
Vaughan
iluminr

Evolving Resilience with Microsimulations

As our operating environment continues to grow in complexity and change with increasing speed and pace, new solutions are required to engage busy stakeholders and drive a culture of resilience.

In this session, we are joined by Kenneth Brock from PenFed to demonstrate how iluminr's microsimulations have helped to:

- Create a culture of risk awareness of today's rapidly evolving threat landscape
- Develop skills and response capability, at scale
- Create familiarization with existing toolsets
- Identify opportunities to validate response protocols, impact data and contingency strategies
- Deliver a reportable ROI on resilience



Kenneth
Brock

Pentagon
Federal
Credit Union

Marcus Vaughan is a co-founder and chief growth officer at iluminr. Having assisted organizations establish and embed risk and resilience programs for more than 15 years, Vaughan has an array of experience in working with organizations worldwide, across a variety of industry sectors. Passionate about resilience and technology, Vaughan is constantly collaborating with thought leaders to push the boundaries and drive the resilience discipline forward.

Kenneth Brock is the director of operation risk management for Pentagon Federal Credit Union. He is a resiliency expert with an exceptional background in business resiliency, operational risk, disaster recovery and third-party vendor management. Brock has built three programs, currently managing resiliency for highly regulated and information-sensitive industries, and has extensive experience leading cross-functional teams and initiatives with regulators, key stakeholders and executive leadership teams.

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

EXHIBIT HALL OPEN

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

WELCOME RECEPTION

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

PRODUCT DEMOS

DAY 2 - MONDAY, SEPTEMBER 12, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 5:00 p.m.	Conference Registration Desk
8:00 a.m. – 8:15 a.m.	Welcome Announcements & Introduction
8:15 a.m. – 9:15 a.m.	General Session 1
GS-1..... Osincup	The Science of Happiness
9:30 a.m. – 10:30 a.m.	General Session 2
GS-2..... Shultz	Beyond Ready: How to Realign for Resilience
10:45 a.m. – 11:45 a.m.	General Session 3 - Panel Discussion
GS-3..... Turner, Pelli, Hanson, Walch	Attack Your Supply Chain Before It Attacks Your Organization
11:30 a.m.	Exhibit Hall Opens
11:45 a.m. – 1:00 p.m.	Lunch
11:45 a.m. – 1:00 p.m.	Product Demos
1:00 p.m. – 2:00 p.m.	Breakout Track 1
BT1-01..... Mattson, Witts	Progressing Your BC Program Towards Operational and Organizational Resilience
BT1-02..... Weinstein, Sardak	Evolving Crisis Management: Framework and Flexibility
BT1-03..... Asrari	Third-Party Risk Management: Expanding Resilience Beyond Company Walls
BT1-04..... McVety, Miller, Brown.....	Use Your Company's IT Know-How to Improve Your BIA Process
BT1-05..... Allman, Dickenson, Doucette	Business Resilience: Thriving through GRC
BT1-06..... Brown, Hunt.....	Supply Chain Risk Assessment
2:15 p.m. – 3:15 p.m.	Breakout Track 2
BT2-01..... Guerra Bueno , Kobayashi Sarmiento....	Threat Management and Business Continuity at The Brazil's Central Bank
BT2-02..... Johnson, Nutter	The DNA of a Cyber Resiliency Program
BT2-03..... León, Williams.....	Cracking the Code on Business Impact Analysis
BT2-04..... Ullah.....	Effective Communication is Critical in Coordinating a Multi-Agency Major Incident Response
BT2-05..... Heywood, Butler.....	Winning in the New Normal - How to Avoid Planning the Wrong Way
BT2-06..... Holloman.....	Cultural Competency and Cultural Humility
3:15 p.m. – 3:45 p.m.	Break-Refreshments
4:00 p.m.	Exhibit Hall Closes
3:45 p.m. – 4:45 p.m.	Breakout Track 3
BT3-01..... Herrera	Conducting BIAs in Healthcare
BT3-02..... Pickren, Burton	Severe Weather Preparedness: A Tabletop Exercise to Build Resilience When Disaster Strikes
BT3-03..... Gruber, Stoner.....	Ransomware Lessons Learned from the Field & Tips to Avoid This Disaster
BT3-04..... Norton.....	How to Recover from the Severe Weather Trifecta: Hurricanes, Tornadoes, & Wildfires
BT3-05..... Artman, Jones	Exercising Resilience
BT3-06..... Warrior.....	Two Steps to Enterprise Resiliency
4:45 p.m. – 6:00 p.m.	Product Demos
6:00 p.m. – 8:00 p.m.	DRJ Networking Reception

AGENDA

DAY 2

Monday, September 12, 2022

6:30 a.m. – 8:00 a.m.

NETWORKING BREAKFAST

7:00 a.m. – 5:00 p.m.

CONFERENCE REGISTRATION DESK

8:00 a.m. – 8:15 a.m.

WELCOME ANNOUNCEMENTS & INTRODUCTION

8:15 a.m. – 9:15 a.m.

GENERAL SESSION 1



Paul
Osincup
Positive
Workplace
Strategist

The Science of Happiness

Some 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 which will help you boost and maintain your overall level of happiness.

Paul Osincup is a humor and positivity strategist who helps organizations create happier, healthier, and more connected places to work. Osincup's global mission for workplace happiness has provided him the opportunity to work with hundreds of organizations including Google, Discover, The U.S. Air Force, 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 more than 17 million users. He is also a certified Stress Mastery Educator with the American Institute of Stress and his TEDx Talk: "Leading with Laughter, the Power of Humor in Leadership" has been viewed nearly a half a million times. Osincup's work has been highlighted in The New York Times, Forbes, and on his mom's refrigerator.

9:30 a.m. – 10:30 a.m.

GENERAL SESSION 2



Frank
Shultz

Beyond Ready: How to Realign for Resilience

Most business continuity programs today stop at creating plans or checking the box on audit requirements. While this may make an organization compliant, it does not make it resilient. Given the increasing number and severity of risks, businesses need to go above and beyond this kind of thinking. They need to build intelligent BC programs that enable them not to just prepare for threats, but to predict them and respond in a way that lets them emerge stronger and more competitive than before.

Infinite Blue In this session, attendees will learn about the latest thinking in proactive and predictive BC/DR and emerging technologies that deliver greater clarity and control to risk management leaders.

Frank Shultz is the president and chief executive officer of Infinite Blue. He founded Queue in the Cloud in 2012, which evolved into Infinite Blue in 2019. As the original architect and product manager of BC in the Cloud, the company's flagship business continuity lifecycle application, Shultz has overseen the growth of Infinite Blue to a global presence with over 500,000 users on the Infinite Blue Platform.

Shultz's focus is on designing, building, and implementing platforms that increase efficiency and access to data through leading-edge technology. In an ever-evolving technological landscape, there is always a new horizon to reach and new boundaries to break.

10:45 a.m. – 11:45 a.m.

GENERAL SESSION 3



Michele
Turner
Expedia

Attack Your Supply Chain Before It Attacks Your Organization

Supply chain logistics are often fragile, complex, and endlessly interconnected. Major ports that used to work like clockwork have been overrun with container ships queuing for days. The congestion can extend through every facet of transportation, with skyrocketing costs, a shortage of truck drivers, and a backlog of orders.

This new reality is forcing organizations to adopt new strategies and technology to keep goods moving. Backlogs and breakdowns are now normal, which makes getting ahead of disruptions more important than ever. How many delays can your third-party vendors handle? It's up to you to find out before it effects your organization.

**Disclaimer: Views and opinions of panelists are not necessarily representative of their respective employers.*



Tony Pelli
BSI Group

Michele L. Turner, MBCP, FBCI, CISA, CRISC, CCRP, is a best selling author and a 2022 Disaster Recovery Institute International (DRII) Lifetime Achievement Award winner. Turner is a resiliency leader with close to 30 years of experience in the areas of governance, risk, and compliance. She has a Master of Science degree in business continuity from Norwich University and is currently the senior director - global deputy chief continuity and resilience officer for Expedia inclusive of business continuity, workplace resiliency, and crisis management.



Erik Hanson
British
Columbia
Ferry
Services
Inc.

Tony Pelli is an experienced supply chain risk consultant with a broad range of specialized skill sets, including experience in conducting end-to-end, enterprise-level risk assessments for clients and their supply chain partners. He has assessed more than \$50 billion in trade in a wide range of industries and designed and implemented risk management measures for clients in more than 20 countries. Pelli has mapped and assessed risk in supply chains for Fortune 500 companies and assisted in the design and implementation of supply chain risk management plans, policies, and procedures for clients in a variety of industries. He has a degree in history and international affairs from the University of Georgia.

Erik Hanson has more than 20 years experience in IT and 10 years in business continuity. He is the manager for disaster recovery and business continuity at the British Columbia Ferry Service. He is an Associate Member of the BCI (AMBCI), certified ICS level 300 practitioner and an active member of BCI Canada. The British Columbia Ferry Service is one of the largest ferry operators in the world, serving more than 60,000 customers and 23,000 vehicles across our 30 terminals daily.



Damian
Walch
Deloitte

Damian is a Managing Director with Deloitte and he leads the US Crisis & Resilience practice. He's been practice the discipline of resilience and cyber security for 30 years previously with IBM, Comdisco and T-Systems.

11:30 a.m.

EXHIBIT HALL OPENS

11:45 a.m. - 1:00 p.m.

LUNCH

11:45 a.m. - 1:00 p.m.

PRODUCT DEMOS

1:00 p.m. – 2:00 p.m.

BREAKOUT TRACK 1 - SESSION 1



Bryce
Mattson
Infinite Blue

Progressing Your BC Program Toward Operational and Organizational Resilience

In our focus of developing a business continuity program, many of us are hearing trends towards having true operational resilience and/or organizational resilience, and we have questions:

- What is the difference between the two?
- How does one support the other and how do they tie into business continuity?
- How do we go about developing true operational resilience from the building blocks of a BIA and planning, enterprise risk, monitoring and emergency management?
- How does operational resilience feed into organizational resilience along with supply chain and informational resilience?



Andy Witts
Infinite Blue

In this session, we will be reviewing the overall framework of how to get there and the components that help us build a resilient organization.

Bryce Mattson is a professional services project specialist at Infinite Blue where he works closely with clients leading implementations and facilitating configuration projects with the BC in the Cloud application. Prior to his time in BC/DR, Mattson worked as a program manager for a contract manufacturing company.

With more than 17 years of experience in the industry, Andy Witts works with international teams, partners, alliances and customers to grow and expand business continuity programs, technology solutions, and low code platform-based customers for Infinite Blue. Previously, he managed the customer success, professional services, and customer support departments for all applications (including BC in the Cloud) at Infinite Blue. He has also worked closely with clients to ensure services align with the delivery team to ensure they are using the BC in the Cloud application to its full potential. He has successfully deployed various BC/DR programs on different platforms globally. His experience includes roles in global program administrator, product management, risk management, and software training. Prior to his time in BC/DR, Witts was an officer in the Royal Navy and a pilot.

BREAKOUT TRACK 1 - SESSION 2



Sidney
Weinstein
BDO

Evolving Crisis Management: Framework and Flexibility

As complex international crises evolve so does our approach to crisis management. Through our journeys, we uncover innovation opportunities. We can capitalize on these insights to improve and make our approach to crisis management more relevant for the future. By focusing on the flexible framework and developing critical stakeholder relationships, organizations can take a proactive approach to protect their organization, developing effective crisis capabilities, and contain issues before they become widespread.

In this session we will review past successful and unsuccessful crisis responses, elements of the resiliency program which support effective crisis response, and what role team cognition plays during crisis.



Bogdana
Sardak
Fusion Risk
Management

Sidney Weinstein is a senior manager in BDO's resilience practice responsible for developing and operationalizing resilience capabilities. She considers people, culture and action in everything she does. Weinstein seeks professional environments built on trust and experimentation, creating positive change to continue past one's tenure.

Bogdana Sardak is a passionate resilience professional working in the business continuity and risk management field for the past seven years, ultimately gaining experience in business continuity, crisis management, disaster recovery, emergency response, and third-party risk management as a consultant. Now, she is leading Fusion Risk Management's operational resiliency program. Sardak is an Associate Member of BCI (AMBCI) and Certified Information Privacy Professional/US (CIPP/US) with IAPP.

BREAKOUT TRACK 1 - SESSION 3



Annie Asrari
Riskconnect

Third-Party Risk Management: Expanding Resilience Beyond Company Walls

In today's business environment, companies increasingly rely on external parties for essential parts of their business. While important for growth and efficiency, dependency on third parties has an inherent risk and possible adverse effects to your people, brand, and bottom line due to the potential of a third-party service disruption. How can you ensure you're protected when your operations extend beyond the borders of your organization?

In this session, Annie Asrari will discuss how you can apply resilience management principles to your suppliers and vendors to improve third-party risk management (TPRM). This session focuses on third-party risk scoring, building BIAs and plans with strategies in mind for third-party risk management, and responding to third-party disruptions to minimize the impact on your products and services. By implementing these principles, you can better minimize risk from suppliers and breed increased confidence in your resilience from all angles.

Annie Asrari is the VP of product management at Riskconnect. As an accomplished technology product leader, she is involved in strategic planning, roadmap planning and execution, go-to-market strategy, and product positioning for Riskconnect's solutions. Her vision directs innovation of new and existing offerings, so they are continuously bettered to serve Riskconnect's customers and the market.

BREAKOUT TRACK 1 - SESSION 4



Jon McVety
Red Hat

Use Your Company's IT Know-How to Improve Your BIA Process

Over the past few years Red Hat has implemented a holistic process which engages in-house technical knowledge to supplement our business impact analysis process. This gives decision makers a better picture of our risks and enables our BC and DR programs to direct resources to our most critical vulnerabilities. We will share our process, review the benefits and pain points, and explore how a fully engaged IT department can take your BIAs to the next level.

Jon McVety has more than 30 years of information technology, business continuity, and disaster recovery experience. He currently manages Red Hat's global technology resilience program. McVety was born in Montreal and became a US citizen in 2005. He resides in Wake Forest, NC.



James Miller
Red Hat

James Miller is an IT service continuity manager with Red Hat. He is an IT Infrastructure leader with comprehensive senior management and director roles within the pharmaceutical life science industry, a highly regulated and compliance-driven environment. Miller has a 30-year background driving initiatives in disaster recovery, business continuity, networking, telecommunications, data centers, as well as IT vendor and contract management.



Chris Brown
Red Hat

Chris Brown is a IT service continuity analyst with Red Hat. He has more than 27 years of experience, including 13 in data center operations and 12 focused on IT disaster recovery. Brown is retired from the Army National Guard and resides in Ohio.

BREAKOUT TRACK 1 - SESSION 5



Michael Allman
Citrix

Business Resilience: Thriving through GRC

With the certainty of uncertain risks it is time for companies to shift from operating in a survival mode to create a thriving risk management model. The key is adopt an agile approach to a GRC program. In this session we will cover:

- How to can navigate from survive tactic to thrive tactic
- Pause and take a stock of your risk management playbook – why it is required if you don't have one
- Agile GRC approach and how it allows business for effective risk assessment, quick response, and stay ahead of competition
- How can you align risk information to other stakeholder information and objectives and How do you achieve decision influence where it counts

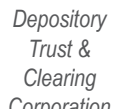
Michael Allman is a career resiliency professional with more than 20 years of experience spanning the technology and financial sectors. He specializes in preparing management and staff across an organization to understand threats, minimize vulnerabilities, and perfect response to likely events.

Kelvin Dickenson joined SAI360 in February 2021 and leads the governance risk and compliance business, which supports some of the worlds leading companies in banking, financial services, manufacturing, and the US Healthcare industry. Dickenson's focus at SAI is bringing the broadest set of GRC, EHS sustainability, and learning solutions together to ensure customers in highly regulated industries can thrive in the new era of ESG awareness and stakeholder expectation.



Kelvin Dickenson
SAI360

Jeremie Doucette is a business continuity professional currently working for an international financial service firm as an associate director managing an international team of analysts. His career spans more than 20 years specializing in project management, business analysis, information technology, vendor management and operational risk management. Doucette's experience includes program development, risk assessments, business impact analysis, process mapping, senior-level communications, crisis management, and plan development and testing.



Jeremie Doucette
The Depository Trust & Clearing Corporation

BREAKOUT TRACK 1 - SESSION 6



Supply Chain Risk Assessment

Ted Brown

Some of the highest risks facing all organizations today relate to supply chain. Years ago, the FFIEC implemented a regulation called Appendix J where financial institutions were required to evaluate the BCPS of their technology service providers (TSP). That regulation was incomplete because it ignored other providers.

KETCH Consulting

This session will describe how your organization can analyze the risks of your supply chain: TSP, material suppliers, personnel suppliers, international risks, workplace violence/active assailant preparedness, etc. This session is for the novice and experienced professional in risk management, BCP, and IT.



Dave Hunt

KETCH Consulting

Ted Brown, CBCP, CBCV, MBCI, is the president and CEO of KETCH Consulting. He has been an alumni elected member of the Penn State Board of Trustees since 2013 (re-elected in 2016, 2019, and 2022). He is founder and chair of the risk sub-committee with oversight of Penn State's Hershey Medical Center as well as Penn State's IT. As one of IBM's first business continuity and recovery services (BCRS) executives, Brown led its growth from zero revenue in 1989 to half a billion dollars in 1998. With 54 years in technology, Brown has contributed 34 years of experience to the business continuity industry. He also offered a great deal of time and personal assistance during the long effort to reconstruct the U.S. Virgin Islands, including the only clinic, and he led the year-long recovery of the University of the Virgin Islands after Hurricane Marilyn. Brown was elected to the Contingency Planning & Management Hall of Fame and in 2017, he was recognized with a Lifetime Achievement Award and Consultant of the Year Award. No one person has ever received both of these awards. At various times, he has provided his expertise to the sales, consulting, and service delivery aspects of the industry. He has led the development of hundreds of unique DR and BCP plans and actual recoveries. His lectures have been featured at CPM, CI, DRJ, CA World, EPICC, DVDRIEG, MADRA, Summit, BOMA, COMMON, DPMA, Survive, DRIE, CPE, ACP, NEDRIX, and 7x24 in North America, plus Australia, Malaysia, and China.

Dave Hunt, CPP, FBCI, has 36 years in law enforcement, fire, HAZMAT, EMS, and development of national preparedness guidance. He is a national subject matter expert in workplace violence and active assailant preparedness and works to incorporate these issues in business continuity planning.

2:15 p.m. – 3:15 p.m.

BREAKOUT TRACK 2 - SESSION 1



Larissa Guerra Bueno

Threat Management and Business Continuity at The Brazil's Central Bank

Câmara Interbancária de Pagamentos (CIP) is a non-profit organization that operates as clearing house for the Brazilian Payment System (SPB). It is engaged in creating, developing and operating systems for the transfer of funds, and other financial and information assets, as well as processing and settling electronic payments. Founded in 2001, its shareholders are financial institutions that comprise the Brazilian banking market and provides services for banks, credit card issuers, registry offices, funds, database system managers, public agencies and others.

CIP – Câmara Interbancária de Pagamentos

Clearing houses and banks face the most stringent of requirements when it comes to their business continuity programs. Many of them are related with different kinds of fraud. BC professionals find themselves overwhelmed to face both the compliance requirements and the ever-evolving threats that imperil our banks and financial system.



Ana Carolina Kobayashi Sarmiento

This exclusive session will profile about the most common types of fraud, Brazilian Central Bank requirements for business continuity, and its direct connection with security requirements. Attendees will learn about the most pressing issues for Brazilian financial services and how our experts manage these issues and continue to achieve success.

Please join Larissa Guerra and Ana Sarmiento, leaders in business continuity at CIP, for this informative session.

Larissa Guerra Bueno is a business continuity professional with more than seven years of experience, seven of which have been focused on enterprise risk management, crisis management, and business continuity.

She participated in projects in companies from different market segments: infrastructure sector (road and airport concessions, generation, and distribution of energy); financial institutions (banks and clearing houses) and agribusiness (wheat and sugar).

CIP – Câmara Interbancária de Pagamentos

Ana Carolina Kobayashi Sarmiento has been working in the financial market in the areas of information security, business continuity, and crisis management the past 15 years.

She has participated in the implementation of information leakage prevention processes, access management and monitoring of critical information, in addition to raising awareness of the application of ISO 27001 and 22301 standards

She has expertise in the development of business continuity strategies at Banco Itaú, Banco BV and CIP. International experience: security assessment and business continuity at Itaú Miami's external units, London, Lisbon, and Santiago.

BREAKOUT TRACK 2 - SESSION 2



Eric
Johnson
Kyndryl

The DNA of a Cyber Resiliency Program

In today's world of ransomware – cyberattacks and the many targeted threat vectors across the enterprise – corporate leaders are challenged with aligning existing cybersecurity capabilities, disaster recovery performance, and the ability to establish and sustain a cyber recovery program that is well positioned as their last line of defense.

The well-established NIST framework affords organizations and solution partners to align to a standard that positions cyber vault solution capabilities within a foundation that consists of people, process, and technologies.



Dan Nutter
Dell

Join us to know more on what does the business require to operate and service its employees and customers?

Eric Johnson is a seasoned resiliency IT professional with a focus on solving problems through consultative engagements. He specializes in cyber recovery data protection and enterprise resiliency maturity.

Dan Nutter is a Dell advisory data protection sales engineer. He has more than 20 years of experience with industry data protection solutions. Nutter specializes in primary data protection and recovery, disaster recovery and cyber recovery for enterprise customers.

BREAKOUT TRACK 2 - SESSION 3



Maria Resto
León
West
Pharmaceutical
Services

Cracking the Code on Business Impact Analysis

How do I create or select a business impact analysis (BIA) that represents my organization? The foundational footing of the business continuity plan is the business impact analysis. It determines the criticality of the organization's business functions, measures the impact of a disruption, and determines the tolerable limits of failure or loss of each function. Cracking the code on business impact analysis is about understanding your organizational risks when creating a quality and comprehensive BIA, aligning the BIA with identified standards, and utilizing the BIA information to create recovery strategies.

In this session, we will discuss and offer guidance on:

- The importance in completing a comprehensive business impact analysis
- Asking appropriate impact questions to develop a comprehensive business impact analysis and recovery strategies
- Identifying the appropriate measurable impacts to be included in the business impact analysis



Teresa
Williams
West
Pharmaceutical
Services

Maria Resto León, MPA, CBCI, is the senior global business continuity specialist at West Pharma. Her professional experience includes 15 years in emergency management, emergency planning, mitigation, disaster recovery, crisis management, and exercise design and evaluation.

Teresa Williams is a senior business continuity specialist at West Pharma, Inc. She possesses more than 20 years of value-add expertise in developing and evolving healthcare, banking, and government marketplace resilience programs which support organizations in times of crisis and business interruptions.

As a Certified Business Continuity Professional, she has developed, managed, or led complex emergency management, contingency planning, and business continuity projects in regulated environments, such as Federal Reserve Bank – Los Angeles, Providence Health & Systems, and Kaiser Permanente. She is an expert in customization requirements, initiation, and maintenance activities for Archer GRC, ServiceNow, Sustainable Planner, and Everbridge Mass Communication applications.

BREAKOUT TRACK 2 - SESSION 4



Chris Ullah
BlackBerry
AtHoc

Effective Communication is Critical in Coordinating a Multi-Agency Major Incident Response

Every second counts as a critical event unfolds as time is your worst enemy. No doubt you've planned and trained for virtually every type of incident from active shooters to natural disasters, but the best laid plans often fail under the weight of a real incident. In this session, you'll hear first-hand accounts from a retired Greater Manchester Police superintendent who was often at the epicenter as events unfolded in his jurisdiction in the UK and what they did as those critical first seconds changed to minutes then hours. As BlackBerry's CEM Evangelist, Chris works globally with the emergency services, public sector bodies and private organizations to replace or enhance their communications solutions by introducing BlackBerry's CEM solution, AtHoc.

Key takeaways from this session include:

- Assessment of real-life situations (what went well to what fell apart)
- Understanding the importance of the golden hour

Chris Ullah is a BlackBerry solutions expert, focused on consulting with customers and delivering true value from the BlackBerry AtHoc critical communications platform. His work focusses largely on ensuring organizations are prepared for major incidents and are able to communicate effectively both internally and externally to improve response times and outcomes. As a recently retired police superintendent from Greater Manchester Police, Ullah has a wealth of knowledge at a strategic and tactical level of planning, leading some of the largest security operations in the history of the force as well as dealing with countless major incidents and emergencies.

In addition to his daily operational duties, he was a qualified national security coordinator providing security advice to target harden some of the major iconic sites in Greater Manchester. He has also worked at an international level with the FBI on a significant security operation.

BREAKOUT TRACK 2 - SESSION 5



Mark
Heywood
Cutover

Winning in the New Normal - How to Avoid Planning the Wrong Way

Organizations are under threat like never before and their role in the communities they serve is under starker focus. Traditional risks like natural disasters and poorly managed change continue to test resilience programs, but firms also have to contend with increasingly fragile supply chains, rising inflation, energy security, cyber attacks, and labor shortages. If the last two years have taught us anything it is that operational resilience requires us to view risk through a much wider lens than previously thought.

We need to adopt a global, macro-level view of the risks we face on a daily basis.



Mike Butler
Santander
UK

This thought leadership session will discuss the mindset organizations need to adopt in order to be operationally resilient in this new normal. Rising temperatures, delays in the delivery of goods and services, a global shortage of semiconductors used to be things we were aware of, but didn't necessarily plan for – today they cause constant problems.

In this session you'll gain an understanding of:

- The mindset needed to be operationally resilient in this new normal
- How the resilience planning organizations undergo needs to change
- The difference between the likely winners and losers when it comes to operational resilience

Mark Heywood has more than 20 years of experience in senior risk and resilience roles. Formerly the head of operational resilience for UBS, Heywood has worked across financial services, government departments, city and county councils, and the charity sector.

Mike Butler is the chief resilience and control officer for Santander UK. He is a senior leader with more than 25 years of experience in financial services with significant C-suite and regulatory engagement on multiple matters including COO, risk, control, strategy, transformation, cyber, security, technology and operations.

Prior to joining Santander UK, Butler held senior roles at Deutsche Bank, Nomura, and Barclays. He has led multiple complex customer centric transformation programs including creating risk management frameworks, delivering business change and large organizational and infrastructure transformation programs. The operational resilience program he created and implemented at Barclays has become the regulatory "gold standard" for other firms in the UK. Butler championed the early adoption of Cutover within financial services and has provided strategic advice for them for the last few years.

He is passionate about people development, wellbeing, neurodiversity, and raising funds and awareness for mental health. When not working, Butler is raising his two sons, building and racing motorcycles, and dabbling in photography and music creation.

BREAKOUT TRACK 2 - SESSION 6



Ray
Holloman

Cultural Competency and Cultural Humility

Following Raven Solomon's keynote at DRJ Spring 2022, let's have a conversation about how we can bring more diversity into the industry. There are many gaps that need to be filled. How do we ensure the people we bring in feel like they belong? What strategies need to be put into place? What do current veterans in the industry need to do to make sure we are capturing the widest pool possible?

Ray Holloman, M.B.A., M.S., CBCP, CCRP, MBCI is a senior program manager - enterprise disaster recovery for F5 Networks and the founder/CEO of Holloman Solutions. Holloman has a bachelor's degree in business administration from Belmont University, a master's degree in information security from Lipscomb University, and an MBA from Tennessee Tech University. He works with teams and organizations to help them understand, implement, and enhance disaster recovery programs. By educating organizations, he is helping them become more resilient in the face of the ever-changing threat landscape.

3:15 p.m. - 3:45 p.m.

REFRESHMENT BREAK

4:00 p.m.

EXHIBIT HALL CLOSES

3:45 p.m. – 4:45 p.m.

BREAKOUT TRACK 3 - SESSION 1

**Conducting BIAs in Healthcare**

Unfortunately, Brian O'Neill had to withdraw his session from the agenda. Michael Herrera will be taking over and presenting a similar session on healthcare BIA as follows:

Michael
Herrera

The thought of conducting the BIA in a healthcare setting can be a daunting experience. Michael will cover the strategy and approach to preparing for and conducting a BIA in a healthcare setting of hospitals, clinics, shared services and technology.

MHA
Consulting

Michael Herrera is the Chief Executive Officer (CEO) of MHA. Under his leadership, MHA has become a leading provider of Business Continuity and Disaster Recovery services to organizations on a global level. He is also the founder of BCMMETRICS, a leading cloud-based tool designed to assess business continuity compliance and residual risk. Michael is a well-known and sought after speaker on Business Continuity issues at local and national contingency planner chapter meetings and conferences. Prior to founding MHA, he was a Regional Vice President for Bank of America, where he was responsible for Business Continuity across the southwest region.

BREAKOUT TRACK 3 - SESSION 2

**Severe Weather Preparedness: A Tabletop Exercise to Build Resilience When Disaster Strikes**

Ann Pickren
OnSolve

Tornados, floods, hurricanes, extreme temperatures, and wildfires! The frequency and severity of weather events and natural disasters are higher than ever before. In 2021, the U.S. experienced 20 separate billion-dollar weather disasters resulting in at least 688 direct or indirect fatalities. Is your business prepared for the challenges of the next costly and deadly weather event? Conducting a meaningful tabletop simulation exercise can help you protect your people, places and property the next time Mother Nature strikes.



Rob Burton
PreparedEx,
LLC &
ICMC, LLC

Tabletop exercises can be very effective in helping identify where changes or improvements should be made. During this session, Rob Burton, co-founder and managing director of PreparedEx and Ann Pickren, chief customer officer of OnSolve, will walk you through an example of what an engaging and impactful tabletop exercise looks like and how it can help make your company better prepared for a major weather emergency.

Attendees will learn:

- A framework for designing and delivering your own crisis simulation exercise
- Strategies to help you obtain timely and accurate intelligence
- Best practices for communicating internally and externally through a critical event lifecycle

The information provided in this session can be applied to many other critical event situations. Learn the steps you can take today to prepare your organization to lessen the impact of the next natural or man-made crisis.

Ann Pickren currently serves as the chief customer officer of OnSolve. In this role, she oversees the key areas for influence our customer experience across more than 28,000 OnSolve customers. Pickren brings three decades of experience in business continuity, organizational resilience and crisis communications. She has been with OnSolve for the past 11 years (incorporating her time at MIR3).

Rob Burton is a principal at PreparedEx where he manages a team of crisis preparedness professionals and has more than 20 years of experience preparing for and responding to crises. Part of his leadership role includes assisting PreparedEx clients in designing, implementing, and evaluating crisis, emergency, security and business continuity management programs. During his career Burton has worked for the US State Department's Anti-Terrorism Assistance Program, as a crisis management consultant in Pakistan and Afghanistan. He also served with the United Kingdom Special Forces.

BREAKOUT TRACK 3 - SESSION 3

Steve
Gruber**Ransomware Lessons Learned from the Field & Tips to Avoid This Disaster**

By the numbers, ransomware is the disaster you are more likely to deal with in your business resiliency plan. In this session, Rick Vanover from Veeam and Steve Gruber from Converge Enterprise Cloud are back to share critical field observations regarding ransomware incidents. What worked, what didn't work, what organizations will change post-incident, and what organizations with they knew earlier and more. These are the tips that organizations need to know.

Converge
Enterprise
Cloud

This session will take a pragmatic approach to the problems, best practices adapted to the threat-scape, and tips to go forward successfully.

Kirsten
StonerVeeam
Software

Steve Gruber is VP of North America for Converge Enterprise Cloud. With more than 26 years of experience in the disaster recovery and business continuity industry, with focus on technology and business resiliency, Gruber joined Corus360's RES-Q™ Services which was acquired by Converge Technology Solutions. Today's mission within the Converge Enterprise Cloud practice is providing cost-effective data protection and resiliency solutions for the enterprise across all industries.

Kirsten Stoner is a technologist on the product strategy team at Veeam Software specializing in data management and availability solutions. An eight-year Veeam veteran, Stoner continues to be passionate about monitoring, security and cloud technologies that continue to innovate how customers protect data.

BREAKOUT TRACK 3 - SESSION 4



Mark Norton

Agility
Recovery**How to Recover from the Severe Weather Trifecta: Hurricanes, Tornadoes, & Wildfires**

Whether impacted by a hurricane, tornado, flood, wildfire, or earthquake, no two organizations will be affected in the same way by a natural disaster. It is critical to understand the specific risks your business faces, as well as the impacts these hazards can have on infrastructure, employee safety, and business continuity.

Mark Norton is an award-winning recovery professional with more than a decade of experience developing business continuity solutions for critical service providers, including financial institutions. As the sales enablement manager at Agility Recovery, Norton leads his team in identifying unique industry needs to provide banks and credit unions with comprehensive recovery solutions that ensure branches have the resources needed to quickly resume operations following any type of interruption.

BREAKOUT TRACK 3 - SESSION 5

John Artman
Mastercard**Exercising Resilience**

Exercising your resiliency is critical to surviving a crisis. Pushing the limits of your recovery strategies and your response teams will develop the muscle memory when adversity strikes.

This session will discuss a viable path to building up your exercise program to prepare your technology, stakeholders, and senior management to succeed in proving your capabilities before a disaster strikes. We will focus on disaster recovery, business continuity, and crisis management exercises.

Kim Jones
Mastercard

John Artman is vice president, enterprise resilience for Mastercard. In this role, he leads a global team that maintains the company's disaster recovery, business continuity, crisis Management, and incident response functions reporting directly to the deputy chief security officer and the deputy chief privacy officer for data breach response. The team works to manage the response and recovery to restore normal order as quickly as possible to minimize the impact to Mastercard's people, property, business, technology, and brand. This includes all cyber and physical related incidents.

He was instrumental in leading the development of Mastercard's Information Incident Response playbook and All Hazards guide, and regularly conducts table top exercises to ensure senior management and key stakeholders are trained to handle a crisis.

Artman joined Mastercard in 2004. With more than 17 years in the global payments industry he has led several customer focused technical and security teams to advance and maintain Mastercard's security posture.

He holds a bachelor's degree in management of information systems from the University of Missouri St. Louis, and is certified as a Certified Information Systems Security Professional (CISSP) and Certified Business Continuity Professional (CBCP).

Kim Jones is director, technology recovery for Mastercard. In this role, she leads a global team that maintains the company's disaster recovery program reporting to the vice president of enterprise resilience. The team manages multiple global data centers ensuring all critical operations have the ability to recover to an alternate data center.

BREAKOUT TRACK 3 - SESSION 6

Ramesh
Warriar

eBRP

Two Steps to Enterprise Resiliency

Two vital components of building a resilient enterprise are (a) operational risk management (b) planning for effective incident response.

Operational risk management is an on-going effort within organizations that addresses risk identification, impact-based prioritization, and mitigation controls. Identifying potential threats and vulnerabilities are the first steps in building controls to ensure a resilient enterprise.

Planning for effective incident response requires real-time situational awareness, data-driven decision support information, actionable plans, and trained, skilled responders. Plans with appropriate “milestone” indicators help to monitor, measure and manage the progress of recovery efforts.

In this session, we will show and tell the steps involved in building a viable enterprise resiliency program.

With more than 35 years of experience in technology, business continuity and disaster recovery planning, Ramesh Warriar has always been focused on providing excellence in supporting an organization’s resiliency challenges.

As the managing director and founder of eBRP Solutions, Warriar is passionate about going beyond industry standards to support professionals as they face and navigate real-world challenges. He is the chief architect of the eBRP Suite, an award-winning single-vendor BCM software solution supporting all phases of a BC/DR program, including planning, validation, and incident management. He is often asked to speak on all aspects of BCM planning and DR planning.

Prior to founding eBRP, Warriar worked for TATA, TD Bank, and GE Capital.

4:45 p.m. - 6:00 p.m.

PRODUCT DEMOS

6:00 p.m. - 8:00 p.m.

DRJ NETWORKING RECEPTION

DAY 3 - TUESDAY, SEPTEMBER 13, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 5:00 p.m.	Conference Information Desk
8:00 a.m. – 8:15 a.m.	Welcome Announcements & Introduction
8:15 a.m. – 9:15 a.m.	General Session 4
GS-4..... Mathew, Baldwin	What Does it Take to Build a BCM Program That Lasts After You're Gone?
9:30 a.m. – 10:30 a.m.	General Session 5
GS-5.....Pratley	Signal to Noise: Navigating an Increasing Volume of Global Threats
10:45 a.m. – 11:45 a.m.	General Session 6 – Panel Discussion
GS-6.....Shultz, Vaughan, Steinfeld, Kotalik	Developing Operational Resilience in Our Evolving World
11:30 a.m.	Exhibit Hall Opens
11:45 a.m. – 1:00 p.m.	Lunch
11:45 a.m. – 1:00 p.m.	Product Demos
1:00 p.m. – 3:30 p.m.	Tuesday Workshops
TWS-1.....Phelps	Conduct a Well-Crafted Cyber Exercise to See if You Are Ready for a Ransomware Cyberattack
TWS-2.....Ziegler	Fear and Loathing in the Virtual Office
TWS-3.....Lambert	People Not Paper 2022: Resiliency Begins with Training
TWS-4.....Layman, Zielan	You've Been Asked to Develop a BC Program – Now What?
3:30 p.m. – 4:00 p.m.	Break
4:00 p.m.	Exhibit Hall Closes
4:00 p.m. – 5:00 p.m.	Breakout Track 4
BT4-01.....Kotalik	How Technology Enables Resiliency, Recovery, and Risk Management
BT4-02.....Perrin	How Hybrid Working and Recovery Can Support a Greener Future
BT4-03.....Jasgur	Managing a Remote Workforce
BT4-04.....Green, Jones, Goosman	Where is the Next Generation of Resilience Professionals?
BT4-05.....Wingert	How to Ensure Your Disaster Exercise Doesn't Turn Into a Disaster
BT4-06.....Grzena, Jones	The Joy of Metrics

AGENDA

DAY 3

Tuesday, September 13, 2022

6:30 a.m. – 8:00 a.m.

NETWORKING BREAKFAST

7:00 a.m. – 5:00 p.m.

CONFERENCE INFORMATION DESK

8:00 a.m. – 8:15 a.m.

WELCOME ANNOUNCEMENTS & INTRODUCTION

8:15 a.m. – 9:15 a.m.

GENERAL SESSION 4



Shane

Mathew

Zoom

What Does it Take to Build a BCM Program That Lasts After You're Gone?

We've heard or seen it before. A new BCM program is created, it hires a BCM leader, the traditional iterations of best practices are implemented, and then when the first headwinds arrive, the program withers away. There are very few programs that stand the test of time, and instead go through this "reboot" process multiple times.

In this session, two BCM leaders who have experienced the reboot cycle, and have sworn to make changes in their next programs explore the common pitfalls and barriers to "longevity."



Scott

Baldwin

AWS

They will explain in a unique interview/presentation format, the lessons they've learned from their previous experiences, including scoping the program correctly, facing the competition with hundreds of other company initiatives, and building engagement as they accomplish the true "reasons" for the program.

Along the way, you will also hear specific tactics they've used to overcome these barriers, using the approaches they've adapted for us in their new programs.

This session covers approaches to building a long-lasting program, which include:

1. How to set the tone and scope of the new program
2. Identifying how far down the documentation rabbit-hole to go
3. Accomplishing quick wins
4. Making BCM fun through gamification
5. Gathering data in new and different ways

Get to know how kick starting or restarting your program can be accomplished through these focus areas.

Shane Mathew serves as the leader of business resilience at Zoom Video Communication. In this role, he oversees the inaugural development of the crisis management, business continuity and disaster recovery programs for all of Zoom's global operations.

Prior to joining the team, Mathew served in various leadership roles within healthcare, pharmaceuticals, government and led the professional services team for a resilience consulting firm. In the latter role, Mathew helped build programs at high-profile companies such as Netflix, Gulfstream, and Uline.

Mathew started his career in public health and led one of the first teams charged with developing bioterrorism, pandemic and mass prophylaxis plans for the CDC and local government in Texas.

Scott Baldwin is a certified resiliency professional with more than 15 years of experience. A native of the San Francisco Bay Area, he has had the opportunity to manage resiliency programs at some iconic Silicon Valley companies, including Charles Schwab, PayPal, eBay, Symantec, and Netflix, where he is currently the global head of enterprise resilience. Baldwin has served on the national board of the ACP and BRMA, an approved BCI instructor, and is a frequent contributor and speaker at industry events and publications.

9:30 a.m. – 10:30 a.m.

GENERAL SESSION 5



Sara Pratley
AlertMedia

Signal to Noise: Navigating an Increasing Volume of Global Threats

As business continuity, disaster recovery, and safety professionals take on even greater responsibility for the business, the ability to rapidly identify and respond to relevant threats has become a critical component of effective emergency preparedness and incident response. However, between increasingly severe weather events, natural disasters, global conflicts, and ongoing supply chain disruptions, the volume of threats facing organizations and their people has created significant challenges for already resource-strapped safety and security teams. Join Sara Pratley, vice president of global intelligence at AlertMedia, as she shares best practices to monitor, identify, and respond to emerging threats to ensure your workforce is safe, informed, and connected. In this session, Pratley will also share her framework for improving situational awareness, emergency response strategies, and overall preparedness through a proactive approach to threat identification and employee communication.

Sara Pratley is vice president of global intelligence at AlertMedia, where she leads a team of experienced analysts responsible for monitoring, identifying, and reporting on emerging threats and incidents around the world. Before joining AlertMedia, Pratley was vice president of national news for CNN's domestic news gathering unit, where she led the network's coverage of major events, including the Boston Marathon bombings, Orlando Pulse Nightclub shooting, multiple natural disasters, and more.

10:45 a.m. – 11:45 a.m.

GENERAL SESSION 6



Frank Shultz
Infinite Blue

Developing Operational Resilience in Our Evolving World

Management doesn't get to choose when or where disaster strikes. Operational resilience gives your organization the ability to anticipate, adapt, and maneuver past dynamic risks in real-time.

In this session, you will receive actionable advice and best practices on how to develop a set of techniques to avoid the loss of critical business units. As the variety and frequency of disruptive events continue to increase around the world, your organization's capability to identify, measure, and test business resilience with an exercised plan is vital to minimize loss of productivity, revenue, and company reputation.



Marcus
Vaughan
iluminr

Frank Shultz is the president and chief executive officer of Infinite Blue. He founded Queue in the Cloud in 2012, which evolved into Infinite Blue in 2019. As the original architect and product manager of BC in the Cloud, the company's flagship business continuity lifecycle application, Shultz has overseen the growth of Infinite Blue to a global presence with over 500,000 users on the Infinite Blue Platform.

Shultz attended Syracuse University and graduated with a B.A. in communications and a B.A. in policy studies. Focused on process automation, Shultz worked at GHR Systems, a mortgage and lending automation software provider. While at GHR, he was instrumental in building out automation within the organization including the development of a customer-facing help desk system, an uptime monitoring system, and an automated quality assurance test suite.



Peter
Steinfeld
AlertMedia

Following his work in lending automation, Shultz worked at Strohl Systems as the founding product manager for their business continuity planning product, LDRPS, which was in use globally with more than 2,500 active licenses at its peak. He has been active in business continuity and disaster recovery by developing, designing, and implementing products over the past 16 years.

Today, Shultz's focus is on designing, building, and implementing platforms that increase efficiency and access to data through leading-edge technology. In an ever-evolving technological landscape, there is always a new horizon to reach and new boundaries to break. When not working, he loves to travel, spend time with his family, and continue his search for the perfect lobster roll.



Karl Kotalik
Everbridge

Marcus Vaughan is a co-founder and chief growth officer at iluminr. Having assisted organizations establish and embed risk and resilience programs for more than 15 years, Vaughan has an array of experience in working with organizations worldwide, across a variety of industry sectors. Passionate about resilience and technology, Vaughan is constantly collaborating with thought leaders to push the boundaries and drive the resilience discipline forward.

Peter Steinfeld is the senior vice president of safety solutions at AlertMedia and host of The Employee Safety Podcast, where each week, he interviews safety, security, business continuity, and disaster recovery experts from all over the world. Steinfeld also leads AlertMedia's sales organization, ensuring his team has the right information and resources to successfully bring in new customers and prospects.

Prior to AlertMedia, Steinfeld held sales leadership roles at Symantec and Dell, among several other enterprise software companies. He has been involved in the emergency communications industry for more than 20 years, advising organizations of all sizes on matters related to employee safety, and is passionate about helping organizations protect their most valuable assets: their people. Steinfeld is a graduate of Middlebury College, where he earned a bachelor's degree in economics. He also earned his MBA from the Jesse H. Jones Graduate School of Management at Rice University.

Karl Kotalik is the vice president and general manager of global risk intelligence for Everbridge. He has more than 30 years of experience in risk management and business resilience. He joined Everbridge in August 2019 after they acquired NC4, the company he co-founded in 2001 and served as CEO.

11:30 a.m.**EXHIBIT HALL OPENS****11:45 a.m. - 1:00 p.m.****LUNCH****11:45 a.m. - 1:00 p.m.****PRODUCT DEMOS****1:00 p.m. – 3:30 p.m.****TUESDAY WORKSHOP - SESSION 1**

Regina
Phelps

EMS
Solutions,
Inc.

Conduct a Well-Crafted Cyber Exercise to See if You Are Ready for a Ransomware Cyberattack

Ransomware is currently the greatest cyber threat of our lifetime – its expansion in the past two years has been astronomical. Have you had a ransomware attack yet? If not, consider yourself lucky! Many major organizations have had systems locked up for weeks and months and have paid out large amounts of money. With many working at home, this threat is even more significant. Experts all agree on one thing ... it is simply a matter of when, not if it will happen.

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

Attend this session and learn how to go about developing a realistic cyber exercise that will challenge the executives, crisis management team, the technology staff and the business units.

Topics covered:

- What a cyber exercise is – and what it isn't
- Ransomware design principles
- What happens in a ransomware attack?
- Eight critical elements that make a cyber exercise work

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982, she has provided consultation, training and speaking services to clients on five continents. She is founder of Emergency Management & Safety Solutions, a consulting firm. Phelps' areas of expertise include crisis management team development, pandemic planning and the development of exercises for large global companies. She is the author of one crisis management and three exercise books all available on Amazon. A partial client list includes: Whole Foods Market, Levi Strauss & Company, the World Bank, Starbucks, Salesforce, REI, ETS, LabCorp, Bank of Peru, Bank of Colombia, the Graduate Institute of Geneva, IMF, The Hanover, Nike, Seagate Technologies, and Dell Computers.

TUESDAY WORKSHOP - SESSION 2

Andy Ziegler

Tempest
Risk
Management
LLC

Fear and Loathing in the Virtual Office

In early 2022, I asked the question in a LinkedIn poll, "Why are managers/leaders hesitant to allow remote work?" The post went viral with almost 6,000 votes and nearly 200 comments. The results were somewhat surprising. I think we need to have a conversation about what I learned.

Andy Ziegler is the president and founder of Tempest Risk Management providing business continuity and business operations solutions for small and mid-sized businesses across the US. Ziegler has spent 25 years in corporate risk management and 19 years as a volunteer firefighter and fire company board member. He lives in Wilmington, DE with his wife and four children.

TUESDAY WORKSHOP - SESSION 3



Phil Lambert

Lambert
Learning
Institute

People Not Paper 2022: Resiliency Begins with Training

Training is the building blocks of preparedness. Providing the right style and type of training will establish a high level of awareness, buy in, and participation at every level. Including executive leadership. Most continuity practitioners don't have a training background, but we are required to train others. Having knowledgeable, trained, and ready people are hallmarks of a great business continuity program that works.

Join us in this highly interactive, hands-on workshop and be armed with a well-organized approach to the diversity of training types, delivery models, social and informal learning, the virtual world, and how facilitation has changed these last couple of years.

Learn how to maintain program standards, ensure consistent methodology throughout the organization and find the time to train business unit team members in their roles and responsibilities before, during and after an event. We will also learn what a virtual classroom looks like, how training objectives will drive the type, content, and style of training courses and how to make the training stick by delivering engaging content with just the right balance of information, instruction, and entertainment.

Topics that will be covered during the hands-on workshop:

- What's the ultimate goal - learn to design for how people learn
- The need for shiftability
- Change the way people see things
- Adult learning principles
- Creating a learning storyboard
- Developing the course
- Functional & interactive exercises
- What role does TTX exercises play
- Facilitation
- Measuring results

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

Phil Lambert is the president & CEO of Lambert Learning Institute and has more than 24 years of experience with resiliency management positions at two Fortune 500 companies before he founded Lambert Learning. He is a well-regarded advocate and thought-leader in the BC/DR planning community. Lambert is a visionary, game changer, trainer, advisor, and coach. He most always challenges outdated program strategies that don't produce the desired outcomes. Lambert is a well-respected program strategist and architect who designs, develops, and produces advanced level and basic level courses for tomorrow's practitioner. He has helped to design hundreds of training modules for clients to use as tools to train the rest of their organization. Lambert trains to change lives.

TUESDAY WORKSHOP - SESSION 4



Joe Layman

Bright
Horizons

You've Been Asked to Develop a BC Program – Now What?

Congratulations! You have been volunteered for this great opportunity. Now what?

This interactive session will address where you should start, the guiding principles, framework, and standards you should follow to develop a successful BC program for your organization.

- As your first step, should you research BC plans, BIAs, risk assessments, and exercises online?
- Do you focus on developing a BIA or a risk assessment? Which one should be addressed first?
- Is your organization publicly traded or a private company? Why does this matter?
- What organizational resources should you engage first? What additional resources are available to provide the required data?
- What areas should your plan include? What areas are included in each plan component?
- Beyond plan components, what day-to-day information do you need to run a successful program?
- How to exercise and validate the plan contents.

Example templates for BIA, risk assessment, and BC plan TOC will be provided.



Susan
Zielan

UC Irvine

Joe Layman is the BC and DR manager for Bright Horizons Family Solutions. Layman has wide ranging experience in leadership positions for several large companies in business continuity management. His background spans across business continuity management, disaster recovery, and emergency management. Layman has coordinated the response to several incidents and disasters that impacted business functions at multiple offices minimizing impact to affected business operations. Layman serves as president on the board of directors for the Association of Contingency Planners, Orange County Chapter (ACP-OC). He also serves on the Disaster Recovery Journal Editorial Advisory Board, contributing to the rules and relations and glossary committees.

Susan Zielan teaches business continuity and emergency management at University of California, Irvine (UCI) as part of the business continuity and facility management certificate programs. She has managed enterprise-wide BC, EM, and crisis management plans, training, and exercises for fortune 500 companies located in the US, Europe, Asia, and Australia.

Zielan holds the Certified Business Continuity Professional (CBCP) certification from DRII. She serves as the membership director on the board of directors for the Association of Contingency Planners, Orange County Chapter (ACP-OC), and is a member of the DRJ Rules & Regulations and Glossary Committees.

3:30 p.m. - 4:00 p.m.**REFRESHMENT BREAK****4:00 p.m.****EXHIBIT HALL CLOSES****4:00 p.m. – 5:00 p.m.****BREAKOUT TRACK 4 - SESSION 1****How Technology Enables Resiliency, Recovery, and Risk Management**

Karl Kotalik
Everbridge

As organizations adjust to new hybrid and remote work environments following COVID-19, the parameters of their delivery mechanisms – and what it means to be resilient – are changing. If the disruption of the last few years has shown us anything, it's the unbreakable connection between resilience and technology, and its power in allowing organizations to respond, adapt, and expand safely and securely.

What does operational resilience really look like, and how can we continue to adjust from a digital, physical, and IT perspective while remaining relevant and successful? Join us as we discuss the challenges, opportunities, and impacts of technology on organizational resilience.

Topics include:

- How technology enables organizations to maintain operational resilience
- Strategies for fostering a successful, resilient organization in today's new reality
- Lessons learned from the pandemic and its impact on security operations

Karl Kotalik is the vice president and general manager of global risk intelligence for Everbridge. He has more than 30 years of experience in risk management and business resilience. He joined Everbridge in August 2019 after they acquired NC4, the company he co-founded in 2001 and served as CEO.

BREAKOUT TRACK 4 - SESSION 2**How Hybrid Working and Recovery Can Support a Greener Future**

Dan Perrin
IWG

The coronavirus pandemic has had a dramatic impact on the way that we live and work. After lengthy periods in lockdown, hundreds of millions are now adapting to working in a different way, dividing their time between home, a local flex space, and a central office HQ, with workplace recovery options developing to mimic this hybrid approach. As we look further into the positive effects of hybrid working and recovery we can see that flexibility it can support a greener future.

Dan Perrin is the managing director of workplace recovery space at IWG. He has been instrumental in the development, management, and recovery of thousands of organizations. Perrin joined IWG in 2005 and at that time IWG had four hundred business centers globally. Today, IWG has more than 3,500 recovery sites located in 120+ countries. He helped to pioneer the idea of "dynamic recovery," which essentially is space "where you need it, when you need it, for as long as you need it."

BREAKOUT TRACK 4 - SESSION 3



Managing a Remote Workforce

With things starting to settle down and return to a new platform, organizations are finding themselves in a unique environment, some of their in-office workforce is now fully remote or in a hybrid environment, while new employees may have been hired as fully remote.

Cary Jasgur

Amalgamated
Bank

The challenges are now how do supervisors and managers support this newly disperse workforce. When everyone was in an office setting it was quite easy to regularly check in on employees and provide them with the guidance, they needed to perform their daily functions.

In this session, participants will learn key tips to successfully manage and support a new remote workforce. As well as how to balance the team dynamic employees in multiple locations and differing work types, such as fully remote, hybrid, and in office.

This session will also explore the use of the various technologies and methods to ensure employees are working at full capacity, as well as continue to be happy and productive in whatever environment they find themselves working in today.

Cary Jasgur has more than 28 years of experience in organizational resilience, operational resilience, business continuity, disaster recovery, crisis management and communications, emergency management, incident management, pandemic planning, continuity of operations, information systems security officer duties, Federal Information Systems Management Act (FISMA) compliance, and project and program management. Jasgur has developed and led many organizational resilience projects in financial services, healthcare, higher education, global biotech, global pharmaceuticals, global insurance, global legal, and federal, state, and local government markets in both the U.S. and Europe.

Jasgur currently holds an FBCI, MBCP, and PMP, and serves on the Editorial Advisory Board for Disaster Recovery Journal, as well as the board of directors for The Business Continuity Institute US Chapter, and the Diversity and Inclusion Council. He has spoken at several industry conferences on a variety of topics within the organizational and operational resilience space. In addition, Jasgur is the author of two articles on organizational resilience published in the Journal of Business Continuity and Emergency Management. He holds a dual Master of Science degree in organizational leadership and project management and leadership from Regis University, as well as a Bachelor of Science degree in technical management.

BREAKOUT TRACK 4 - SESSION 4



Where is the Next Generation of Resilience Professionals?

As resilience professionals, we train our organizations on how to recognize and mitigate key business continuity risks: single points of failure are bad, cross training employees on different job functions is good, and the best time to think about the future is during blue skies. But do we take our own advice?

James
Green

Illuminate
Advisory

Recent studies of our industry reveal that our profession does not reflect our society by almost any metric, including race, sex, and particularly age. We all hope to retire at some point, and our successors will be needed to lead our profession. But what if they are not there? Have we become our own single point of failure?



In this session three co-founders of the Resilience Think Tank: Ashley Goosman, James Green, and Lisa Jones will share insights into the widening generation gaps in our profession, and ways to find our leaders of tomorrow.

Lisa Jones

Teleion/
Resilience
Think Tank

James Green is an advocate of intelligent risk taking, driven by the belief that risk can be a powerful tool to help organizations reach their maximum potential. Green uses the breadth of his experience to help C-Suite figures address the rapidly evolving risks that shape the world today.

Green has spent much of his career within the financial services sector, helping firms navigate turbulent circumstances and achieve operational excellence. Green has also aided in risk management efforts across the globe from civil unrest during the Arab Spring, to typhoons in the Pacific Rim.



Most recently he spent three years with SAI Global, as director of risk advisory services. Across his career he has also held leadership titles within risk and asset management at PSCU, Sykes Enterprises, and CIT, helping build departments that have a broadened, informed, and clear view of risk.

Ashley
Goosman

Liberty
Mutual
Insurance

Currently, he is the co-founder of Illuminate Advisory, which inspires organizations through thought-leadership, strategic partnerships, and hands-on guidance to harness the power of risk. He is one of the global co-founders of the Resilience Think Tank, which provides guidance and research to the global risk industry.

Green is a risk management thought leader and brings resilience insight into the public conversation. He has been interviewed by many publications, such as the Disaster Recovery Journal and the BBC, and in 2020 was named the Business Continuity Institute's (BCI)

Continuity and Resilience Consultant of the Americas – the first to be awarded this twice.

Green holds the MBCI designation from the Business Continuity Institute, is a designated Registered Practitioner by the Cybersecurity Maturity Model Certification Accreditation Body and is a recognized Enterprise Risk Management Expert by the Credit Union National Association.

Lisa Jones, co-founder of the Resilience Think Tank, is a gifted communicator with more than 14 years experience promoting resiliency and elevating contingency planning visibility. She has led comprehensive programs within healthcare, education, and the manufacturing industry. Jones readily shares insight on planning awareness, recovery strategies and industry trends, through presentations, articles, and thought leadership projects. Currently, she

serves as president of The Business Continuity Institute's (BCI) USA Chapter. Jones's goal is to ensure organizations recognize the value business continuity professionals provide.

Ashley Goosman, MBCP, MBCI, has nearly twenty years of experience in the public and private sectors. She has managed various high-profile crisis incidents ranging from pandemics, natural disasters, a white power incident, network, and power outages, along with terrorist incidents. She worked for the American Red Cross September 11 Recovery Program and was a member of Hurricane Katrina-Massachusetts Operation Helping Hand. As the Director of Emergency Services for the Mass Dept. of Mental Health, she led multiple SAMHSA crisis counseling program grants, is a certified CCP trainer, innovating on-line education in Psychological First Aid and stress management for public health professionals. She served as an adjunct Senior Instructor, teaching on Terrorism and Disasters for seven years. Ashley has experience conducting business continuity globally and is currently a Risk Manager II for Liberty Mutual Insurance.

BREAKOUT TRACK 4 - SESSION 5



Bruce
Wingert

COUNTRY
Financial

How to Ensure Your Disaster Exercise Doesn't Turn Into a Disaster

For decades, business continuity and disaster recovery exercises have been one of the best indicators of the resiliency and recovery capability of your program. Completing a test allows you to gauge your strengths and weaknesses. Sometimes, an exercise can go horribly wrong and cause more harm than good.

This session will provide a look at several well-known disaster exercises that caused unnecessary impact to companies, personnel, and reputation. You will also learn key areas to focus upon to ensure you run a thorough, and successful, exercise.

Bruce Wingert is a manager business continuity and disaster recovery at COUNTRY Financial. He is an MBCP with nearly 20 years of experience in multiple industries including financial, health care, retail, and BPO. Wingert is a previous speaker at several DRJ conferences.

BREAKOUT TRACK 4 - SESSION 6



Dawn
Grzena

Zendesk

The Joy of Metrics

For most in business continuity and crisis management, the development and publishing of metrics can be a daunting task. While metrics is a science of statistics, it is also an art. What are the critical metrics best suited for your company culture? What are industry standard metrics that can be leveraged? Are you struggling to define the best operationalized metrics for your program?

Spend time with Dawn Grzena and Dr. Bernard Jones as they discuss a best in class approach around metric development and publication. They will also discuss how to leverage metrics for program support and other uses for them.



Dr. Bernard
A. Jones

St. John's
University

By the end of this session you will walk away with key data points your executive leaders are looking for, a plan to develop and implement your metrics and finally a way to wow everyone on how great your program is going.

Dawn Grzena, ACP, CSA, MBCI, CBCP, ACP, has more than 20 years of success in diverse companies (financial, IT tech and real estate). She has a record of driving programs (business continuity, crisis management, enterprise risk, disaster recovery, compliance & 3P resilience) and projects to new heights of success while ensuring on-going engagement and collaboration with stakeholders. Through vigilant reviews Grzena has monitored and mitigated program and project risk effortlessly through open communication. She currently is the senior manager of global business continuity, crisis management and 3P resilience at Zendesk.

Dr. Bernard A. Jones is a Certified Business Continuity Professional (CBCP) with more than 20 years of experience developing, implementing, and managing business continuity, disaster recovery, and crisis management planning programs. He currently serves as an assistant professor at St. John's University, teaching undergraduate and graduate homeland security and emergency management courses. Dr. Jones is passionate about assisting organizations in quantifying their resilience posture and addressing resilience weaknesses while driving toward enhancing disaster preparedness.

DAY 4 - WEDNESDAY, SEPTEMBER 14, 2022

6:30 a.m. – 8:00 a.m.	Networking Breakfast
7:00 a.m. – 12:00 p.m.	Conference Information Desk
8:00 a.m. – 9:00 a.m.	General Session 7
GS-7 Phelps.....	Pandemic Impact - Use Successes/Failures to Build a Better Program and Career
9:15 a.m. – 10:15 a.m.	General Session 8
GS-8 Mathews, Green, Vaughan	The World's Greatest Microsimulation
10:30 a.m. – 10:45 a.m.	Final Announcements & Introduction
10:45 a.m. – 11:45 a.m.	General Session 9
GS-9 Mathews, Pickren, Halford, Guddemi.....	Town Hall - Panel Discussion - The Evolution of Resilience
11:45 a.m. – 1:00 p.m.	Grab and Go Boxed Lunch

AGENDA

DAY 4

Wednesday, September 14, 2022

6:30 a.m. – 8:00 a.m.

NETWORKING BREAKFAST

7:00 a.m. – 12:00 p.m.

CONFERENCE INFORMATION DESK

8:00 a.m. – 9:00 a.m.

GENERAL SESSION 7



Regina
Phelps

EMS
Solutions
Inc.

Pandemic Impact - Use Successes/Failures to Build a Better Program and Career

It has been a long two and one-half years! The COVID-19 pandemic has brought many successes and no doubt a few failures to our programs as we have bobbed and weaved through every variant and surge to date. Now is a good time to reflect on the impact of the pandemic on our field of crisis management and business continuity and ask the question – how did we do?

The pandemic has had and will continue to have a long-term impact on how we all work – we are not going back to 2019. What do we need to do in our profession to demonstrate our value and relevance to the business? How do we combat the notion that there isn't much left to do or what could worse than an on-going pandemic? Does the pandemic secure the positions of business continuity (BC) and crisis management (CM), or could we find ourselves in a compromised position? I hope for the later, but I fear the former.

Going forward, all BC/CM professionals will need to know how to discuss and demonstrate the value we continue to bring to the organization every single day. What's that old saying – out of sight, out of mind? This general session will discuss key things to keep in mind and how to promote your program AND your career so they both continue to excel.

Topics covered:

- As the pandemic winds down, how critical is BC/CM?
- How do you define the value of BC/CM to your organization?
- What are the top values that BC/CM brings to your organization?
- Learn ways to present and demonstrate BC/CM value to management
- Discover ways to promote your program and your career at the same time

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982, she has provided consultation, training and speaking services to clients on five continents. She is founder of Emergency Management & Safety Solutions, a consulting firm. Phelps' areas of expertise include crisis management team development, pandemic planning and the development of exercises for large global companies. She is the author of one crisis management and three exercise books all available on Amazon. A partial client list includes: Whole Foods Market, Levi Strauss & Company, the World Bank, Starbucks, Salesforce, REI, ETS, LabCorp, Bank of Peru, Bank of Colombia, the Graduate Institute of Geneva, IMF, The Hanover, Nike, Seagate Technologies, and Dell Computers.

9:15 a.m. – 10:15 a.m.

GENERAL SESSION 8



Vanessa
Vaughn
Mathews

Asfal
Advisors

The World's Greatest Microsimulation

Resilience professionals everywhere are facing new challenges as expectations of our discipline, like the fabric of our operating environment, continue to rapidly change.

How well connected are you with your organization? Have you linked resilience to strategic value? Are your colleagues truly engaged, or paying lip service to compliance?

In this highly interactive session, the audience becomes part of the conversation. Through a live microsimulation, our panel of resilience experts will spark thought and generate discussion on tackling some of the biggest challenges facing practitioners in the evolution of resilience.



James
Green

Illuminate
Advisory

This is a plenary session not to be missed.

Vanessa Mathews is the founder and chief resilience officer of Asfal Advisors where they are focused on enhancing the resilience of organizations no matter what is thrown at them. Mathews and team accomplish that by helping individuals, businesses, and governments to prepare for, protect against, and mitigate crises.

Mathews took a particular interest in crisis management, when as a young woman, she found herself caught up in a natural disaster for which her hometown of Atlanta wasn't prepared. She is the first 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, Fortune 500 companies, and has received local, national, and international recognition for her work to restore business and community resilience.

Mathews obtained a master's degree in business administration from the University of South Carolina; a bachelor's degree in homeland security and emergency management from Savannah State University, and she is a Certified Business Continuity Planner.



Marcus
Vaughan

iluminr

James Green is an advocate of intelligent risk taking, driven by the belief that risk can be a powerful tool to help organizations reach their maximum potential. Green uses the breadth of his experience to help C-Suite figures address the rapidly evolving risks that shape the world today.

Green has spent much of his career within the financial services sector, helping firms navigate turbulent circumstances and achieve operational excellence. Green has also aided in risk management efforts across the globe from civil unrest during the Arab Spring, to typhoons in the Pacific Rim.

Most recently he spent three years with SAI Global, as director of risk advisory services. Across his career he has also held leadership titles within risk and asset management at PSCU, Sykes Enterprises, and CIT, helping build departments that have a broadened, informed, and clear view of risk.

Currently, he is the co-founder of Illuminate Advisory, which inspires organizations through thought-leadership, strategic partnerships, and hands-on guidance to harness the power of risk. He is one of the global co-founders of the Resilience Think Tank, which provides guidance and research to the global risk industry.

Green is a risk management thought leader and brings resilience insight into the public conversation. He has been interviewed by many publications, such as the Disaster Recovery Journal and the BBC, and in 2020 was named the Business Continuity Institute's (BCI) Continuity and Resilience Consultant of the Americas – the first to be awarded this twice.

Green holds the MBCI designation from the Business Continuity Institute, is a designated Registered Practitioner by the Cybersecurity Maturity Model Certification Accreditation Body and is a recognized Enterprise Risk Management Expert by the Credit Union National Association.

Marcus Vaughan is a co-founder and chief growth officer at iluminr. Having assisted organizations establish and embed risk and resilience programs for more than 15 years, Vaughan has an array of experience in working with organizations worldwide, across a variety of industry sectors. Passionate about resilience and technology, Vaughan is constantly collaborating with thought leaders to push the boundaries and drive the resilience discipline forward.

10:30 a.m. – 10:45 a.m.

FINAL ANNOUNCEMENTS & INTRODUCTION

10:45 a.m. – 11:45 a.m.

GENERAL SESSION 9



Vanessa
Vaughn
Mathews

Asfalis
Advisors



Ann Pickren

OnSolve

Town Hall - Panel Discussion - The Evolution of Resilience

Our subject matter experts sit down for a final Town Hall session to discuss the highlights of the past four days while exploring the evolution of resilience in today's changing world. These are ideas everyone can take home and implement to make your organization more resilient.

Vanessa Mathews is the founder and chief resilience officer of Asfalis Advisors where they are focused on enhancing the resilience of organizations no matter what is thrown at them. Mathews and team accomplish that by helping individuals, businesses, and governments to prepare for, protect against, and mitigate crises.



David Halford

Fusion Risk
Management



Len
Guddemi

Kyndryl

Mathews took a particular interest in crisis management, when as a young woman, she found herself caught up in a natural disaster for which her hometown of Atlanta wasn't prepared. She is the first 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, Fortune 500 companies, and has received local, national, and international recognition for her work to restore business and community resilience.

Mathews obtained a master's degree in business administration from the University of South Carolina; a bachelor's degree in homeland security and emergency management from Savannah State University, and she is a Certified Business Continuity Planner.

Ann Pickren currently serves as the chief customer officer of OnSolve. In this role, she oversees the key areas for influence our customer experience across more than 28,000 OnSolve customers. Pickren brings three decades of experience in business continuity, organizational resilience and crisis communications. She has been with OnSolve for the past 11 years (incorporating her time at MIR3).

As vice president of crisis and continuity solutions, David Halford leads Fusion Risk Management's vision in this area with a focus on delivering value through solutions to every aspect of your continuity and operational resilience program. Halford's responsibilities include acting as a liaison between product engineering and product development teams, and mostly importantly, customer-driven requirements.

Halford has more than 25 years of experience in the client services and product management industry, covering a variety of organizational management, product management, professional services, and sales support. Halford regularly works with business executives to help provide creative solutions. As a continuity professional, Halford often has the opportunity to provide strategic business leadership, risk and resilience guidance across a wide spectrum of industries. Halford is a regular industry speaker and contributes to industry thought leadership and publications. Halford enjoys the outdoors, horseback riding, and spending time with family and pets.

Len Guddemi manages North American Sales for Kyndryl's resiliency and security business. His team focuses on delivering business outcomes for clients in the DRaaS, BaaS, and cyberspace. Guddemi has more than 25 years of experience in resiliency, with leadership roles in both sales and operations.

11:45 a.m. – 1:00 p.m.

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