

A NEW ERA OF **RESILIENCY**



DISASTER RECOVERY JOURNAL
DRJ

ROI TOOLKIT

What's in your Toolkit:

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

 **DRJ SPRING 2021**
March 28-31, Orlando
IN-PERSON + VIRTUAL

www.drj.com/spring2021



A NEW ERA OF RESILIENCY

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

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

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



EXPENSE WORKSHEET

Calculate expenses associated with attending DRJ Spring 2021 so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration Fees In-Person: <ul style="list-style-type: none"> - four days of conference sessions and workshops - conference proceedings - networking breakfast and lunch on Mon, Tue and Wed - admission to the exhibit hall - opportunity to participate in exhibit hall raffle to win prizes - access to attendee list via mobile app - Sunday evening welcome reception - Monday night hospitality event - attendance certificate for on-site CEUs - access to all session recordings and materials for 6 months with the opportunity to earn additional CEUs 		\$1,295.00 through Jan. 29, 2021 \$1,395.00 through Feb. 26, 2021 \$1,495.00 through Mar. 28, 2021
All Access Pass Virtual: <ul style="list-style-type: none"> - access to all live/recorded sessions and workshops - ability to participate in town halls and discussions - access to the virtual exhibit hall - ability to request meetings with attendees and exhibitors - access to attendee list - access to all materials/recordings for 6 months - ability to earn up to 60+ CEUs during and after the conference - ability to participate in the gamification to win prizes 		\$995.00 Flat Fee
Watch+ Pass Virtual: Includes: <ul style="list-style-type: none"> - access to all live/recorded sessions and workshops during the 4 days of the conference - access to all materials during the 4 days of the conference - access to virtual exhibit hall - ability to participate in the discussions and town halls Does not include: <ul style="list-style-type: none"> - ability to earn CEUs - gamification - attendee list - meeting requests - access after the conference is over 		\$295.00 Flat Fee <i>No discounts allowed</i>
Flight or other transportation		\$

EXPENSE WORKSHEET CONTINUED

EXPENSE	DETAILS	COST
Lodging	Special conference rate of \$202/night for a standard room at the Disney's Coronado Springs Resort	\$
Airport transfer or rental car	Free airport shuttle to/from Disney's Coronado Springs Resort	\$
Mileage reimbursement	Multiply the number of miles driven by 54 cents/mile	\$
Parking fees	Airport, hotel, or conference venue parking	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: Six meals are included with registration.	\$
TOTAL:		\$

BENEFITS WORKSHEET

Complete this worksheet to discover the value of attending DRJ Spring 2021.

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

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

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

TOTAL: \$

SAMPLE WORKSHEET

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

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

TOTAL: \$

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

Here's a sample conference value breakdown

What is the financial incentive of attending DRJ Spring 2021?

SAMPLE		
Included with registration		
2 interactive workshops	Similar sessions might cost \$500 x 2=\$1000	\$1000
7 breakout tracks	Similar sessions might cost \$500 x 2=\$1000	\$1000
6 keynote sessions	Face time with these luminaries might cost \$300/hr x 6 hours = \$1800	\$1800
6 meals and 3 beverage breaks	\$20/meal, \$10/beverage	\$150
Insights to respond swiftly to disruptions	Average cost of downtime is \$7,900 PER MINUTE.* If DRJ helps you respond even 2 minutes faster: \$7900x2=\$15,800	\$15,800
VALUE OF DRJ SPRING 2021		\$20,500
MEMBER COST (insert total from page 2 Expense Worksheet)		-\$3000
MEMBER BENEFIT		\$17,500

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

ENGAGEMENT ACTIVITIES

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

PREPARE FOR THE DAY OF THE CONFERENCE

Maximize the value of DRJ Spring 2021 by planning your approach ahead of the conference day.

What challenges am I trying to solve?

- 1.
- 2.

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

- 1.
- 2.

What questions will I ask during the workshops and sessions

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

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

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

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE

Being an active participant while you are at the conference will ensure you get the most value for your time and money. Complete the following sections as your day progresses.

Sunday Workshop

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Solutions Track

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 1

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 2

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 3

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Senior Advanced Session 1

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 1

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 2

My notes:

Key discoveries:

1.
2.
3.

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 3

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 4

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 5

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 6

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Breakout Track 7

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Workshop Track

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 4

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 5

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

General Session 6

My notes:

Key discoveries:

1.	
2.	
3.	

My questions or things I need to follow up on:

ENGAGEMENT ACTIVITIES

DURING THE CONFERENCE CONTINUED

Connections

Notable people I've met so far:

1.	
2.	
3.	

Contributions I've made or questions I've asked:

1.	
2.	
3.	

ENGAGEMENT ACTIVITIES

DEBRIEF AFTER THE CONFERENCE

Don't let the value of your conference experience end when you get back home. Take a few minutes to document the actual benefits you received by attending DRJ Spring 2021.

Who are three new connections I made?

- 1.
- 2.
- 3.

What are three key takeaways from my experience?

- 1.
- 2.
- 3.

What tangible items am I bringing back with me (papers, software, sample products, etc)?

- 1.
- 2.
- 3.

What action steps do I plan to take as a result of my conference experience?

- 1.
- 2.
- 3.

What's my best story or favorite memory from DRJ Spring 2021?

A NEW ERA OF **RESILIENCY**

DRJ Spring 2021 agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.



DISNEY'S CORONADO SPRINGS RESORT

1000 W. Buena Vista Drive
Lake Buena Vista, FL 32830
Phone: 407-939-4686

www.drj.com/spring2021

85+
Speakers

65+
Sessions

1000
Attendees

80+
Booths