



Disaster Recovery Journal

# Spring World 2016

  
Orlando



## Innovation to Ensure Resiliency

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Disaster Recovery Journal

# Spring World

Orlando, Florida 2016

March 13-16, 2016



Innovation

to Ensure

Resiliency

## Innovation

Join us in Orlando, Florida to innovate, learn, network and advance your business continuity skills. We're pleased to be returning to our most popular conference location for three days of learning and networking with industry experts. As the leading business continuity conference in the industry, we attract the top speakers, attendees and vendors. We pride ourselves on giving you the best opportunities for learning, networking, and gaining the tools you need to succeed.



## Brochure Contents

Senior Advanced Track.....	3
Sunday Workshop Sessions .....	4-5
General Sessions .....	6-7
Breakout Tracks .....	8-11
Tuesday Workshop Sessions .....	12-13
Solutions Track .....	14
Sponsor Spotlight .....	15
Venue Information.....	16
Conference Schedule .....	16
Registration Form .....	17
Pre-Conference Courses .....	18-19
Post-Conference Courses .....	20-21
BCI Course Information .....	22-23





## "Outstanding opportunity

to meet

fellow Practitioners and Vendors."

-DRJ Attendee



## Knowledge

It's not easy to stay up-to-date with the latest trends and technology in business continuity. Innovation and change are inevitable. At DRJ Spring World 2016, you'll have ample opportunity to learn from those who are responsible for the changes and innovation in our industry. Learn from and with the best at DRJ Spring World 2016.



## Experience

We pack our agenda with engaging, interactive and purposeful sessions that give you the skills and tools you need to put business continuity into practice.

## Senior Advanced Track



Senior advanced practitioners are invited to attend our new one-day track on Monday. If you are interested in attending, contact [senior-track@drj.com](mailto:senior-track@drj.com) to verify qualifications. **Developing a 360° View of Risk Today** is the theme and features a general session panel discussion in the morning and three breakout sessions in the afternoon. The afternoon breakouts will run separately from our general offerings to attendees. This one day track will conclude with an exclusive "Meet the Experts" reception in the evening. There is no additional cost for this specialized track.



Bobby Williams

Fidelity Investments

### SA – 1: What's the ROI On Your BCP?

Monday, March 14, 2016, 1:30 - 2:30 pm

How can we put a value on your BC Program? There isn't a blue book for program value. How do your executives view your program: another non-revenue cost center? Are you having trouble justifying a budget increase? Can you justify your program's value in terms of return on investment (ROI)? You have to find ways to let your executives know that you provide tangible value that adds to the company's bottom line. You have to sell yourself and your program. We will discuss ways that you are either plugged into or how to get plugged in with the other teams in your company.

*Bobby Williams, MBCI, MBCP is the director of IT continuity and risk management for Fidelity Investments. He has worked in the IT industry for 25 years.*



Brian Zawada

Avalution



John Jackson

Fusion

### SA – 2: BCI Horizon Study – A Comprehensive Look at the 2015 Results

Monday, March 14, 2016, 2:45 - 3:45 pm

The Horizon Scan Survey seeks to consolidate the assessment of near-term business threats and uncertainties based on in-house analysis of business continuity (BC) practitioners worldwide. This session will present and discuss the results of the survey.

*Brian Zawada, MBCI, MBCP, is the director of consulting for Avalution and the vice president and executive director of the USA Chapter of the Business Continuity Institute.*

*John Jackson, is executive adviser with Fusion Risk Management, a recipient of BCI's Lifetime Achievement Award, has been awarded an honorary FBCI and brings to Fusion over 30 years of industry leadership*



### SA-3: Round Table Discussion: Developing a 360° View of Risk Today

Monday, March 14, 2016, 4:15 - 5:15 pm

Expert speakers from a variety of industries will converge in this roundtable discussion to discuss issues that affect advanced practitioners and their organizations. Learn different views on each issue from the panelists who bring their own unique perspectives and solutions. Explore the solutions with our experts. Plenty of time will be allowed for questions and answers from the audience.

### Meet the Experts Closing Panel and Discussion

This is always a highly anticipated discussion with our Advanced Track Speakers. Bring your perspectives on today's sessions and be prepared to engage in a lively and thought provoking discussion.

# Sunday Workshops

## Sunday Workshop Session 1 Novice/Intermediate/Advanced



### Birds of a Feather: Business Continuity Roundtable Discussions

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

The Birds of a Feather workshop provides a structured approach with experienced BC professionals facilitating each table. However, the format provides the flexibility to explore specific areas of interest or pressing topics.

So come and participate in dynamic dialogue with fellow conference participants and expand your network!

#### Potential Topics:

- Recent Events – Planning and Response
- Crisis Management Planning
- BC/DR Planning
- Risk Assessment and BIA
- BC Governance and Commitment
- BCM Exercises and Testing
- Supply Chain Management
- Other Topics Selected by Participants

*Moderator: Robbie Atabaigi, MBCI, MBCP, CISA, ITIL Foundation - KPMG LLP*

#### Industry Roundtable Facilitators:

- Barney Pelant, MBCP  
– Barney F. Pelant & Associates
- Frank Lady, MBCI, MBCP, CISSP, CRISC, PMP, ITIL – Bank of America
- Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL - HP
- Lamar Poppell, MBCI, CBCP, PMP,  
Six Sigma - Jack Henry & Associates

## Sunday Workshop Session 2 Novice/Intermediate/Advanced



*Robert  
Chandler  
Ph.D.*

### The Six Stages of Crisis Communication Planning Model

Traditionally a crisis, disaster or emergency is viewed as a “singularity” – it happens. Following from that premise communication planning often results in a “singular” communication plan or a static set of communication functions. Dr. Chandler’s research and analysis suggests that in reality, crises and disasters have a recognizable life cycle with a predictable series of “stages” through which such events progress. Each of these stages presents distinctive challenges, obstacles, needs and opportunities for communication.

Based on his applied research, Dr. Chandler developed the now widely acclaimed Six Stages of Crisis for Communication Planning Model. The application of the model is based on the idea that communication planning and performance can be enhanced by recognizing and segmenting planning for tasks and challenges inherent in each of these particular phases. Every stage of the crisis dictates requirements, including the need for information and key messages, modalities and sequencing.

In this workshop, Dr. Chandler will introduce this well regarded model, explain how the challenges of each stage of the crisis life cycle affect communication choices, and teach how the model can be used for crisis communication plan development as well as implementation and evaluation. He will answer questions about pragmatic applications of the model.

*Robert C. Chandler, Ph.D. is an internationally recognized expert on communication topics related to disaster, crisis and emergency contexts.*

## Sunday Workshop Session 3 Novice/Intermediate/Advanced



*Phil  
Lambert*

*Ripcord*

### Continuity Awareness and Training: The Right Way

Our industry for years has promoted continuity in such a way as to minimize our importance and our ability to establish significance. This has got to stop.

A new paradigm is upon us that clearly demonstrates the value a continuity program brings to an organization.

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to two primary assets: “simple, accurate and viable plans” and “knowledgeable, trained and ready people.” Both are required to achieve a resilient organization.

Training is the building block of preparedness. Education is the pillar that holds an organization up when rapid change is needed.

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

Learn what a training strategy looks like, how content drives the type of training works best and learn to make training stick by delivering engaging content with just the right balance of information, instruction and entertainment.

*Phil Lambert is the president and founder of Ripcord. He has more than 20 years of experience with management positions at two Fortune 500 companies. Lambert excels at bridging silos within organizations by engaging team leaders to develop an enterprise-wide “continuity culture” that strengthens and conditions organizations to rapidly respond to changing conditions. Lambert is a well-regarded advocate and thought-leader in the disaster planning community. He holds two certified designations, MBCI and CBCP.*

**Sunday Workshop Session 4**  
 Novice/Intermediate/Advanced



**Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise**

Steve Goldman

Steve Goldman Assoc.

Successful crisis management and disaster recovery takes more than a plan: it requires realistic testing and validation. How do you do that properly? Are your exercises smoke and mirrors or do they provide as-close-to-real situations as possible? How does your program compare? How can you improve? During this hands-on workshop, you will learn how to set up and conduct a successful BCP/DRP exercise. Students will master the aspects of effective exercise preparation and execution, including:

- Types of drills and exercises
- Elements of a successful exercise
- Scope, objectives, and extent of play
- Scheduling and coordination
- The scenario development team
- Scenario ideas and events you can use
- Resources and props
- How to conduct, evaluate, and critique
- Imagination, creativity, and leadership

*Dr. Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Over his long career Dr. Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.*

**Sunday Workshop Session 5**  
 Novice/Intermediate



Skip Williams

Kingsbridge

**Jump the Hurdles! How to Keep Your Plan Development Moving**

No matter what line of work your organization is in (banking, manufacturing, software) or what stage of developing your BC/DR plan you happen to be in, there are always obstacles in the progress.

Initial Buy-in from above:

- "We don't have budget for that right now."
- "We can't spare the people for you."
- "You can fit it in between other projects."

Plan development:

- "How can I quantify that threat, in terms of dollars?"
- "My Business units and the IT people aren't speaking the same language, what do I do?"
- "Don't worry about the BIA, just get the plan done."

Maintaining and exercising moving forward:

- "The plan is already done, you don't need to put more time/money into it."
- "We just needed that to keep one auditor/client happy, but there's no longer a need."
- "This can wait, we have to deal with more time-sensitive priorities"

Those are just a handful of the roadblocks we see every day – What others do you run into?

This workshop will be facilitated by the Kingsbridge consulting team. With input from you, we'll work as a group to identify and address all the common challenges to getting your plan from start to finish. (Wait, there IS no "finished" plan!) No single person has all the answers, but in an active, energetic, fun workshop – we'll find them together. Don't come looking for hours of PowerPoint slides to doze-off to, we're going to be having some great conversations in a fun, relaxed atmosphere.

*Skip Williams, president & lead consultant for Kingsbridge Disaster Recovery, and BCI's 2014 Business Continuity Consultant of the Year.*



**Sunday Workshop Session 6**  
 Novice/Intermediate/Advanced

Session Limited to 200 Participants.



Bob Mellinger

Attainium

**The Disaster Experience**

The better you get at preparing for and mitigating disasters, the more creative these disruptions become. How prepared are you for future disasters versus those you've already experienced – natural disasters, infrastructure failure, workplace violence, cyber-attacks, and more? By definition, a "disaster" is a sudden event, such as an accident or a natural catastrophe that causes great damage or loss of life.

Join Attainium for the latest in mock disaster role-play simulations delivered as a tabletop exercise. This Disaster Experience is a highly interactive exercise that will put you in the middle of a real-life disaster. Make the critical decisions that any company's crisis team will have to make - and deal with the consequences of those decisions! Improve your skills at communicating, prioritizing and making decisions under duress.

Max Mayfield, former director of the National Hurricane Center, said "Preparation through education is less costly than learning through tragedy." What better place is there to get prepared than by participating in "The Disaster Experience"?

*Bob Mellinger, CBCV, is the founder and president of Attainium Corp., which he launched to deliver business continuity, emergency preparedness and crisis management services. For more than 30 years, Mellinger has provided business solutions and strategic guidance to associations and commercial enterprises. He is a frequent speaker on the topics of business continuity, contingency planning, emergency preparedness and crisis management, delivering sessions ranging from the basics of continuity planning to the impact of today's threats and hazards, as well as customized, interactive mock-disaster tabletop exercises known as "The Disaster Experience."*







## General Sessions

The morning General Sessions are tailored to a broad audience covering topics that appeal to all conference attendees. Start your day of learning and networking with sessions that focus on the best business continuity strategies, trends and topics in the industry.



"Being able to network and discuss BC processes with other companies has been extremely beneficial!"

-DRJ Attendee

### General Session 1

8:15 a.m. - 9:15 a.m.



Dave  
Caperton

#### The Fezziwig Principle: Driving Success in Your Organization

In today's work environment, trust is broken. Disengagement is endemic, cynicism is rampant, all of it is costly, and it's also nothing new. In this session, you'll learn the four principles of the Fezziwig philosophy that are more relevant than ever and the keys to creating a workplace where engagement, loyalty, innovation, and a competitive edge aren't goals, but natural by-products. This program will show you how smart companies are using these same principles to revolutionize their cultures to build trust and unleash success, and how you can do the same for your organization.

*Dave Caperton has more than 20 years of real-world experience speaking, coaching, consulting and writing about the benefits of a joyful mindset in a business context.*

### General Session 2

9:30 a.m. - 10:30 a.m.



Joe Sullivan  
Regus



Dan Perrin  
Regus

#### Innovative Workspace Recovery

Planned workplace recovery is one of your most important actions, because different user groups require different levels of contingency and support to keep things 'business as usual' in exceptional circumstances. Gone are the days when we have to stop work or move an entire company, en masse, to a large static recovery location. However, if not considered properly these solutions bring with them a multitude of additional problems. Discover how multi-national firms are now designing their recovery programs from the old models which did not fundamentally address the way their employees are now working or where they worked. Identify the gaps and the solutions that are now in place, using a dynamic recovery strategy.

*Joe Sullivan is the managing director for the workplace recovery business at Regus.*

*Dan Perrin is the global solutions director at Regus.*

*Marc Kantor is the head of business resilience for Voya Financial.*



Marc Kantor  
Voya

### General Session 3

10:45 a.m. - 11:45 a.m.



Tracey  
Forbes Rice  
Fusion Risk  
Management



Ann Pickren  
MIR3

#### BCI 20/20. The Future of the Continuity Industry



John Jackson  
Fusion Risk  
Management



Brian Zawada  
Avalution  
Consulting

Where will continuity be in 10 years? What's new in the continuity tool box? This panel of subject matter experts consisting of DRJ's executive council members will be discussing the BCI 20/20 visionary think tank project and what the future holds for the professionals of this industry. Discussion will include eliminating blind spots, and recognizing the risk posed by near and far-sighted thinking. The panel will be thinking outside the box with the goal of developing a 360 degree view of risk in today's leading organizations. Join this lively discussion to form a vision of what the future holds for this profession.

*Moderator: Tracey Forbes Rice, VP customer engagement Fusion Risk Mgmt.*

*Panelists: Ann Pickren, president of MIR3; John Jackson, executive adviser Fusion; Brian Zawada, director of consulting for Avalution Consulting.*



**General Session 4**

8:15 a.m. - 9:15 a.m.



**Are Cyber Attacks Keeping You and Your CEO Up at Night? Conduct a Cyber Exercise and Get Light Years Ahead Of Where You Are Now**

Regina  
Phelps  
EMSS

Cyber incidents affect every aspect of the business, and cyber security has become one of the most pressing issues in business continuity management today. In recent surveys, "C-suite" executives say that their number one concern is a cyber breach or major malware incident. But how do you go about creating this type of exercise that is, frankly, fraught with peril? This session demonstrates the value of conducting such an exercise to improve your company's overall readiness. Learn how you can design this type of exercise, why it is different from other exercises, and how you can avoid pitfalls and career-limiting moves that can come with cyber incidents.

Regina Phelps, CEM, RN, BSN, MPA, is president, Emergency Management & Safety Solutions.

**General Session 5**

9:30 a.m. - 10:30 a.m.



Ann  
Pickren  
MIR3

**Notification Challenges and Solutions**

A mass notification system can work wonders in solving common business problems, but like any new technology, it can also bring challenges. During implementation, sticky questions may arise regarding ownership, and data management issues can seem insurmountable. No matter how daunting these problems may seem, chances are high that other companies have already figured out how to solve them. This presentation will discuss some of the more challenging issues and show how some of the world's most renowned companies have resolved them.

Ann Pickren is president of MIR3 with more than 20 years experience in business continuity and IT disaster recovery. Pickren is an expert in business continuity/disaster recovery, crisis management and supply chain management.

**General Session 6**

10:45 a.m. - 11:45 a.m.



Robert  
Chandler  
Ph.D.

**Illuminating Some of Yesterday's Accidents, Health Problems and Human Factor Errors**

This session reviews research findings and identifies implications the annual clock shifting has on people, Daylight Saving Time, and their performance that occurred Sunday March 13, 2016. This may offer useful insights into understanding aspects of chronic adjustments on human performance as a causal variable in accidents and disasters. Discover a case study of the delicate interplay of physical and psychological human systems with complex performance challenges that play important roles in crisis management and disaster recovery. Understanding the complex tasks, which these unintended performance consequences disrupt, also has implications for managing human factor risks and performance issues as well as illuminating underlying causes essential for corrective actions.

Robert C. Chandler, Ph.D. is an internationally recognized expert on communication topics related to disaster, crisis and emergency contexts.



**General Session 7**

8:15 a.m. - 9:15 a.m.



Dr. Drew  
Miller  
JMark  
Services

**Forecasting Black Swan Threats**

Nassim Taleb's seminal book, "The Black Swan: the Impact of the Highly Improbable," is often misinterpreted to suggest that black swan threats are unpredictable. They cannot be statistically estimated, but they are usually foreseeable and often warned about – but ignored. With a sound threat watch and analysis processes, business continuity professionals can reasonably forecast pending threats, convince management of the need for preparations, and improve their organizations ability to recover from – and sometimes profit from such an event. Most of the presentation will be spent explaining and illustrating these analysis techniques.

Dr. Drew Miller is a manager and instructor with JMark Services, teaching advanced intelligence analysis techniques. Dr. Miller served in the Department of Defense and as a research analyst at a top DoD think tank.

**General Session 8**

9:30 a.m. - 10:30 a.m.



Jim  
Satterfield  
Firestorm

**How Do You Control Your Message in a World Driven by Chaos?**

The session will address today's current communications role in a crisis. Today's expectations are that every message is ready, communicated instantly, always received/understood, and that there will never be a surprise. Unfortunately, most communications groups lack the resources, tools, and leadership buy-in needed to control critical crisis communications. Many in leadership feel they are communications experts and know to handle the media. They are wrong. This session will enlighten you on how to get it right.

Jim Satterfield is the president/COO of Firestorm.

**General Session 9**

10:45 a.m. - 11:45 a.m.



Barry Pruitt  
PBC, Inc.

**Competence is Overrated: Move Fast, Get it Right, and Move On**

Brain hack: old school was to learn it, learn it well, and milk the skill forever. Today, you don't have time. Once you become consciously competent at anything you better start working on the next skill. Learn the four levels of competence, how to identify each, and when it's time to trigger a new cycle. Consciously pushing yourself through all four levels accelerates your career. You can't afford complete incompetence but, just a pinch may be what it takes to spice up your success.

Barry Pruitt serves as the managing partner with Pinnacle Business Concepts, Inc.

## Strategic Session 1

Novice/Intermediate/Advanced



John Luizzi

So. Wine & Spirits

### Supply Chain Continuity – “So How Do They Do It?”

A supply chain can be defined as a complex ecosystem of people, processes, technologies, and resources that are involved in creating and delivering a product or service from a supplier to a customer. This session will present easy to understand concepts, techniques, and best practices that have been adopted by the world's leading organizations in order to sustain an effective business continuity program throughout their supply chains. We'll also examine the disciplines and key relationships that are essential to the architecture of a resilient supply chain, and will feature practical suggestions, and insights on how to drive the innovation that is needed to build a resilient supply chain and achieve world-class business continuity results.

John Luizzi is the national director of business continuity for Southern Wine and Spirits of America with more than 30 years of management experience in both the public and private sectors.

## Managerial Session 1

Novice/Intermediate



Debbie DeVries

Charles Schwab

### Bringing the “RIGHT” Story to the Boardroom

Quality metrics ensure that everyone understands the compliancy and resiliency levels of your BCM program. But, often these metrics fall short of quality and clarity and therefore hinder your ability to communicate an accurate message to your stakeholders. When you bring the “RIGHT” story to your executives, you provide a clear picture of what compliance and resiliency really does achieve.

Debbie DeVries, MBCP, is the managing director of business continuity and incident management for Charles Schwab with 17 years of BCM experience.

## Technical Session 1

Intermediate/Advanced



Michelle DeCarlo

Capital One

### Transforming the DR Practice as you Shift to the Cloud

At Capital One, new and emerging technologies are key enablers to increase resiliency and improve service continuity. Learn how the company is shifting to a resiliency-first approach by embedding that mindset into the Engineer DNA and embracing transformative public cloud and open source tools to enable mission critical operations. Hear how the Capital One team approached the transformation to the Cloud, the challenges they faced, and the tangible results they are seeing in a resiliency-first Cloud strategy.

Michelle DeCarlo is currently the vice president of resiliency and recoverability lead supporting all lines of business at Capital One. In addition, DeCarlo leads their resiliency practice and disaster recovery testing efforts.

## Emergency Response Session 1

Novice/Intermediate



Chris Johnson

Veritas



Dylan Mills

Veritas

### Is Your IT Enabling a Proactive Business Continuity Strategy?

As business continuity professionals you understand that there is a lot more to BC than IT alone. Yet failure to take a broad enough perspective regarding IT and addressing the IT aspects of your BC plan can mean the difference between a solid BC foundation that your organization can rely upon

and a plan that fails to deliver when disaster strikes. This session will consider various ways in which risks mount within a company's IT environment, how those risks can be managed and mitigated and potential responses for dealing with the inevitable failures that the system will be subject to.

Chris Johnson is a senior technical lead in Veritas' Information Availability group. He focuses on cloud-based disaster recovery solutions.

Dylan Mills is a senior product specialist with Veritas responsible for product management of availability and risk identification tools.



Stacy Summers

Aon



Theresa Enright

Aon

## Advanced Session 1

Advanced

### Progressive Thinking – Business Continuity Program Game Changers

Learn how Aon has pushed the boundaries with progressive thinking to transform their business continuity management (BCM) program. Discover how they built momentum and energy, increased business accountability, and improved the professional bench strength while keeping program costs flat. Aon will show and tell how they leveraged the business leader relationship currency, and by adding some out-of-the-box thinking, successfully grew and matured their BCM management program. This was accomplished during Aon's two largest acquisitions and two largest security organization restructures.

Stacy Summers is the VP of global business continuity management at Aon.

Theresa Enright, CBCP, is director of global business continuity for Aon.



Peter Hamburge

Optum



Ninette Horvath

Optum

## Information Session 1

Novice/Intermediate

### Event Management and Response at Medium and Large Organizations

Business disruptions need resolution quickly to minimize operational and financial impacts. In medium and larger organizations, rapid decision-making and effective communications are critical during a crisis. An effective event management plan is key to organizing the response and communicating the actions needed to get back to normal as quickly as possible. Learn how such a plan can help organizations continue to serve its customers and key stakeholders during critical times.

Peter Hamburge is a business continuity segment lead for OptumCare.

Ninette Horvath, CBCP, is a business continuity segment lead for OptumCare, Optum Consumer Solutions and Optum International.



## Strategic Session 2

Novice/Intermediate



### So, You Are Ready for the Cloud! Are You Ready for the Risk?

Richard  
Fleck

Johnson  
Controls,  
Inc.

Performing due diligence with SaaS and PaaS providers is difficult at best. Do they have the processes, procedures and controls in place to keep BC/DR/IR plans relevant? Service Organization Controls (SOC) reports provide "independent" assessment of controls; and are a meaningful tool for evaluating providers.

Richard Fleck is the DR program lead and (JCI) IT Risk management team at Johnson Controls, Inc.

## Managerial Session 2

Intermediate/Advanced



Jamie  
Anderson

Target



Anna  
Olson

Target

### Resiliency Scoring for Business Continuity Plans

Are you interested in bringing new energy to your business continuity program along with engaged planners, educated leadership, and revitalized plans? Learn how resiliency scoring allows you to evaluate and score plans based on analysis of their alignment with a set of predefined standards. Learn how you can leverage resiliency scoring to make your business continuity plans more robust and better prepare your organization's response in the event of a disruption.

Jamie Anderson, CBCP, MBCI, senior business partner on the global continuity and resiliency team at Target.

Anna Olson, CBCP, is the certified business partner on the global continuity and resiliency team at Target.

## Technical Session 2

Novice/Intermediate/Advanced



Dick  
Cassidy

Univ.  
Nebraska  
Lincoln



Amy  
Metzger

Univ.  
Nebraska  
Lincoln

### Always On: High Availability IT DR Services

The objective of every IT business continuity plan is a solid, functional strategy to ensure high availability of critical IT services for your customers. Participants will discuss best practice methods and practical approaches for implementing DR mitigation steps and operating plans to minimize the loss of systems deemed for high availability.

Dick Cassidy is IT disaster recovery specialist for the University of Nebraska-Lincoln. Amy Metzger is manager of IT Infrastructure of Operations for the University of Nebraska-Lincoln.

## Emergency Response Session 2

Intermediate/Advanced



Linda  
Reissman

Memorial  
Sloan  
Kettering

### Real World Examples of Enhanced Organizational Resilience Through Situational Status (SitStat)

Access to real time situational status information provides greater insight into "what's really happening" when normal operations are impacted by disruptive events. Implementing situational status involves: identifying critical stakeholders, which information really matters, the power of this information, and how to access the necessary information. Participants will gain insight into how situational status could benefit their organizations as well as ideas on how it might best be implemented.

Linda Reissman is the director of emergency management at Memorial Sloan Kettering.

## Advanced Session 2

Advanced



Oliver  
Muehlisch

BASFSE



Annie  
Broeker

BASF Corp.

### Embedding BCM in a Large Company – Innovative Approaches and Examples

This practitioner-focused session shares proven, real-life examples of how BCM can be successfully embedded in a multi-national organization such as BASF, one of the world's leading chemical companies. Learn about innovative approaches, formats and concrete tools that have proven successful along with the three pillars of ISO's 22301 Professional Practice 2: skill and competence, training and awareness, and organizational culture.

Oliver Muehlisch, AMBCI, is director of the commercial excellence practice within BASFSE's global in-house consulting department, with 20 years of experience in various industries, business and consulting functions, with focus on strategy, business management, marketing and BCM.

Annie Broeker is supply chain subject matter exchange at BASF Corp.

## Information Session 2

Novice/Intermediate/Advanced



Regina  
Phelps

EMSS

### Diseases that Come Into Work: Turn Your Old Pandemic Plan Into an Infectious Disease AND Pandemic Plan

Diseases seem to be popping up everywhere, but they're not the catastrophic, once-in-a-lifetime outbreaks we have been planning for. Instead, they are common illnesses we thought were long gone thanks to the advent of vaccines, such as measles, chickenpox, and whooping cough. Learn how to modify your old pandemic plan to turn it into a document that will help you deal with these more common disease outbreaks, while also providing guidance for the cataclysmic pandemic.

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

## Strategic Session 3 Novice/Intermediate



### Optimizing the Use of Outsourced Technology Services and Cyber Resilience

This session will describe how Fulton Financial Corp was able to accomplish the task of evaluating 200 technology service provider's BCPs and cyber security programs, in a short period of time, and with limited staff. Learn about the survey used, the processes put in place, and the new governance Fulton Financial Corp established to address ongoing Appendix J compliance.

Aaron Miller is a vice president and the director of business continuity office for Fulton Financial Corporation.

Ted Brown, president and CEO of KETCHConsulting,

## Managerial Session 3 Advanced

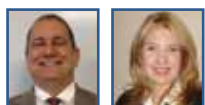


### The State of Business Continuity Management

Learn the results from the DRJ and Forrester's Annual Market Study. Discover fascinating facts about how the industry has evolved over the years. Specific sections include a discussion of how firms organize and manage their enterprise risk management (ERM) programs, what risk domains fall under their ERM program, how BC teams are working with ERM to streamline processes and manage incidents and what ERM technologies risk pros are adopting. The session will also include recommendations and suggestions for improvement.

Stephanie Balaouras is VP of research director security and risk at Forrester.

## Technical Session 3 Novice/Intermediate/Advanced



### Resiliency in the Cognitive Era

As we enter the Cognitive Era, our dependency on technology and data is growing stronger. But what happens when the technology or data becomes unavailable or inaccessible? The loss of sensitive data or IT systems could be catastrophic, in some industries, even life-threatening. This requires the implementation of innovative strategies to ensure data and infrastructure is resilient, always there, and available on demand. And this is just the beginning.

Mijee Walker is the global strategy leader for IBM Resiliency Services.

Scott Ramsey is an IBM executive and the managing partner of IBM's World Wide Resiliency Consulting Practice.

## Emergency Response Session 3 Novice/Intermediate/Advanced



### Emergency Communication Technologies: How Priority Services Can Serve You

During an emergency, a breakdown of communications can have disastrous consequences, including putting untold numbers of lives at risk. The Office of Emergency Communications (OEC) ensures that key stakeholders can communicate during an emergency by providing the following priority services: Telecommunications Service Priority (TSP), Government Emergency Telecommunications Service (GETS), and Wireless Priority Service (WPS). Tim Runfola from OEC will explain the benefits of these important services and the best practices in using them.

Tim Runfola is a program analyst for the Next Generation Network, priority services for the Department of Homeland Security, Office of Emergency Communications.

Dick Tenney is deputy branch chief technical assistance branch of DHS OEM.

## Advanced Session 3 Advanced



### Forward Progress – Advancing our Ability to Deliver Business Continuity Management Programs that Deliver Business Value

Top practitioners from two leading companies present their BCM programs and the forward progress they have achieved to deliver business value to their organizations. We'll look at where they began and the challenges they faced. Learn the approaches they embraced and the obstacles they overcame, and understand how the results they have achieved now set them on a course for future success. This session will include Q&A discussion for intermediate and advanced practitioners to compare and contrast to their own programs, their challenges and their opportunities for future success.

Andy Mercker, vice president, Fusion Risk Management.

## Information Session 3 Novice/Intermediate/Advanced



Business Continuity Institute

### The BCI. ... Certification and Solutions

Attend this information-packed session not only to learn more about the BCI's certifications and services (including the innovative "MentorMe" process) but how the institute will help drive your career. In addition, find out how the Good Practice Guidelines (GPGs) solve the business continuity professional's most pressing problems. Better yet bring your challenges to this session and BCI will describe how the GPGs can help.

The Business Continuity Institute (BCI) is the world's most eminent BCM institute and their name is instantly recognized as standing for good practices and professionalism.

## Strategic Session 4

Intermediate/Advanced



### Risk Focus and Continuous Review Provides True Preparedness

Barney Pelant

BFP & Assc.

Many corporations have established business continuity programs that meet prevailing standards and regulatory requirements. The introduction of risks and changes in our organizations are not on the same timetable we use to manage our business continuity programs. Learn how to adopt a more proactive development and continuous review cycle with a risk focus. In this session we will look at each of the development and maintenance components of our business continuity program to explore ways to achieve this goal and provide a more proactive means of ensuring our preparedness for tomorrow.

Barney Pelant, MBCP, owner and director of Barney F. Pelant & Associates, LLC, has more than 35 years focusing on BC planning, disaster prevention and recovery.

## Managerial Session 4

Novice/Intermediate/Advanced



### BCP 2.0: Success Utilizing the Value Stream Approach

Frank Perlmutter

SBCP

Many continuity programs are utilizing a value stream approach emphasizing business process mapping surrounded by key executive metrics, risk management, and a focus on real-time resilience. This approach has enabled BC/DR managers to make their companies leaders of transformation and has delivered unmatched value to their executives and everyday operations, far exceeding the expectations and methods of the prototypical planner. In this session you will learn how to implement this value stream approach. To get the most from this peer-to-peer exchange, participants are encouraged to bring real-world questions/challenges for our experts to address.

Frank Perlmutter, CBCP, MBCI, president of Strategic BCP®, has played a dynamic role in business continuity for more than 20 years.

## Technical Session 4

Intermediate/Advanced



### Can You Quantify Data Backup?

Gwen White

Xavier University

When a disaster occurs, organizations must be ready to return to operations and profitability. Management doesn't always respect the necessity or understand the need for a quality data backup. You will learn about a simple data backup quantification method that can save your organization time, give a snapshot of the status of the data backup and possibly keep managers happy. There will be time for feedback for individual evaluation and examples that can be customized for your organization.

Gwen White is a visiting professor at Xavier University where she focuses on introductory computer classes, data backup/recovery, women in computing, and off shoring and outsourcing.

## Emergency Response Session 4

Novice/Intermediate/Advanced



Tom Collins

HPE

### Employee Emergency Response and Communications at Hewlett Packard Enterprise

This session will provide a case study on the emergency response challenge including an emphasis on Duty of Care for employees and critical communications at HPE. A discussion regarding how HPE considers both static employee locations (work and home) and dynamic employee locations (travel) for their approach to crisis management and communications. Learn how HPE faced the challenge and implemented solutions for 200,000 plus employee organizations across six continents.

Tom Collins, ABCP, is AMS regional manager and global risk analysis within the global resiliency services for Hewlett Packard Enterprise Team.

## Advanced Session 4

Advanced



Vicky McKim

Iowa Network Services

### Operational Risk Assessment

Knowing the exposures you have in your day-to-day operations is an important part of controlling and managing risk. This session will review areas to include during an operational risk assessment, as well as explore some of the overlooked exposures to your business operations. Learn how to present the information to executives and managers who may help mitigate the exposures. While cyber security is a major factor, you can't neglect the other risks that need mitigation to protect your business and data from a loss.

Vicky McKim, MBCP, MBCI, manager enterprise business continuity for Iowa Network Services.

## Information Session 4

Novice/Intermediate



Lisa Jones

Health Partners Plans

### Let's Practice: Easy Ways to Create Awareness

Plans are not good if they aren't tested and the organization is not aware of the plans. But how can business continuity planners instill awareness and conduct training with limited budgets and limited time? You don't need a Fortune 500 budget to get this done. Learn how a "small program" can deliver "big time" awareness, with practical examples on how to create BCP awareness within your organization, gain the keys on how to build individual competencies for those who support your program as well as those who will be asked to execute it. The session will also provide simple tips and best practices that any organization can implement to create awareness.

Lisa Jones, CBCP is the business continuity coordinator at Health Partners Plans.



# Tuesday Workshops

## Tuesday Workshop Session 1

Novice/Intermediate/Advanced



### Design the Cyber Exercise That Your Executives Are Clamoring For!

Regina  
Phelps

EMSS



Kelly  
Williams

EMSS

Just a few years ago, a cyber security event, information security incident, or data breach seemed like a “one off,” something a bit more unusual. Fast-forward to today and it seems like these incidents have turned into “a breach-a-day.” Target, Home Depot, Anthem, Sony, and OPM are just a few of the recent big-name data breaches. Alas, it appears this is unlikely to abate any time soon.

One of the ways you can prepare and advance the thinking on how to manage this type of incident is to conduct a cyber exercise. Attend this session and learn how to go about developing a realistic cyber exercise that will challenge the Incident (Crisis) Management Team, the technology staff, and the business units. Leave this workshop with a draft of a cyber tabletop exercise under your arm, feeling better prepared (and perhaps a bit more paranoid).

#### Topics Covered

- What you need to consider when designing a cyber exercise.
- Who you should involve in the planning.
- What you should include in your exercise plan.
- How to challenge everyone, not just the “techies.”

*Regina Phelps, president of EMSS, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning, consultation, training, and speaking services to clients on four continents. Her niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.*

*Kelly David Williams senior consultant with Emergency Management and Safety Solutions.*

## Tuesday Workshop Session 2

Novice/Intermediate



David Ziev

PPBI

### This Time the Threat is Different

This workshop focuses on the new reality of terrorism threats to public and private entities, and personal safety. Discover the differences between the conventional view of terrorism, and how the threat has evolved.

PPBI's popular scenario driven workshop will have attendees working in teams to put skills learned throughout the workshop to use in evaluating threats, controlling escalation, and developing responses. Attendees will be using generally accepted incident command system tools and techniques to evaluate and manage the threats throughout the workshop.

#### Learn:

- The purpose of terrorism
- Targets of opportunity versus highly visible, recognized targets
- Homegrown versus foreign terror
- Events that signal escalating

Understanding the threat is one thing, but establishing mitigations pre-emptively, recognizing its evolving realization and escalating activities in a deliberate and controlled manner will help organizations effectively respond. Exposure to the practical experience of the facilitators in addition to recognized industry standards benefits both the public and private sectors. Utilize the ICS checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management. The tools are free, the simulation authentic and the class is practical, immediately useful and fun!

*David Ziev, MBCEP, MBCEI, ITILv3 is the PPBI training director.*

*Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies.*

## Tuesday Workshop Session 3

Intermediate/Advanced



Dr. Nader  
Mehravari

Carnegie  
Mellon  
Univ.

### ABCs of Operational Resilience

Organizations of all types continue to invest in a variety of independent operational risk management and preparedness planning activities. This can include cyber security, IT disaster recovery, business continuity, incident management, information security, and others. But with the new nature of business and global socio-economic challenges faced by organizations, this traditional disjointed stovepipe approach to preparedness planning is no longer financially or operationally viable.

A fully integrated approach that incorporates unification, standardization, automation, and training while balancing affordability and risk management is now the most efficient and effective approach.

Learn how operational resiliency is the key for any business that plans to continue its mission in the presence of operational stress and disruption. This focus on operational resiliency allows an organization to protect and sustain high-value services and their associated assets.

In this tutorial-style workshop you will: gain a comprehensive overview of modern operational resilience and associated concepts, learn proven and practical approaches for planning, managing, and executing an integrated set of protection and preparedness planning activities across all business domains, and learn techniques, methods, and frameworks for improving and managing operational resilience.

*Dr. Nader Mehravari is with the CERT® Division of the Software Engineering Institute (SEI) at the Carnegie Mellon University. Mehravari has over 33 years of experience in leading and performing technical, business, research, and teaching activities in aerospace, defense, telecommunications, and consulting industries for domestic and international entities as well as in academic environments.*

These interactive workshops allow attendees to explore topics in-depth. **Tuesday 3:00 - 5:30 PM**  
 Choose one workshop and mark your preference on page 17.  
 Sessions are rated according to experience levels.

#### Tuesday Workshop Session 4 Intermediate/Advanced



##### COOP Templates for Success!

Linda Hanwacker

LSH Group

You've read the BC Standards but are not sure where or how to begin your business continuity program. Implementing a BC program requires developing a documentation system that is consistent, coherent, and usable, but concrete examples of this documentation are sometimes hard to come by. The first part of this presentation lays down a number of the principles and practices to use in developing and properly maintaining a body of BC/DR documentation. We address such issues as formatting, template development, version control, and document distribution. The second part of the presentation walks through several templates that will serve as model plans for data center recovery, business continuity, infrastructure recovery, and application recovery. Participants will walk away with a set of documentation that can be used or modified as needed to implement, refine, or expand their BC/DR program.

The methodology and documentation presented are applicable to a program that uses a collection of Word documents, SharePoint, an online BC/DR application, or a combination of these tools.

*Linda Hanwacker is the president and founder of The LSH Group, LLC. Hanwacker is an experienced executive leader with more than 25 years addressing IT, BC/DR planning initiatives. Hanwacker has held several executive positions in BC/DR, and network/IT security.*

#### Tuesday Workshop Session 5 Novice/Intermediate/Advanced



Jack Healey

Firestorm

##### Doing the 'Right Thing' When Bad Acts Occur – Mitigating the Crisis of Corporate Missteps

This presentation is designed for professionals responsible for addressing business crises, who have an interest in the best techniques for preparing for and addressing "Corporate Bad Acts".

Your company recalls a product linked to a breakout of salmonella; your CEO is arrested for drunk driving before a corporate event; an executives' soon to be ex-wife tells the press that drug use and infidelity is rampant at your financial institution; your employees' data is hacked and posted on the web. "Doing the 'Right Thing' When Bad Acts Occur" is an interactive workshop that discusses the different types of Business Crises that your company should anticipate and prepare to address. These events are caused by operational, ethical, regulatory or environmental lapses with impact to your organization's customers, suppliers, stakeholders, employees and reputation. How do you plan for these events? How do you recognize the early warning signs? How do you mitigate the negative impacts these acts may have on you and your career?

Attendees will learn the four types of business crisis-risk, attributes, symptoms and immediacy. The business crisis-risk indicators for ethical lapses; product defect/service failure; cyber/criminal acts, the key development stages of a bad acts incident response plan; effective tools to monitor and measure the impact of a crisis, including social media risk intelligence, how to gain acceptance within your organization for a bad acts incident response plan; the role of the board of directors and senior management in a crisis caused by corporate missteps.

*Jack Healey is the managing director business crisis practice at Firestorm. His background as a fraud examiner the operational, governance and human behavior which lead to crisis events.*

#### Tuesday Workshop Session 6 Novice/Intermediate



Laura Mosley

So Wine & Spirits



Ron LaPedis

Micro Focus

##### Business Continuity Outside The Box

This workshop will take novices from 0-60 and enhance the knowledge and understanding of even the most seasoned professionals. Our two presenters have over a half-century of enterprise, vendor, and first responder experience. Newbies will leave this session with a firm basis for getting started in your new job and everyone will walk away with specific actions to improve your organization's response. This workshop will help you extend your skills dealing with cyber incidents and in creating working relationships with fire, law enforcement, and other public sector professionals.

Multiple exercises and handouts will be included, and seasoned pros are encouraged to mentor the more junior attendees while everyone increases their knowledge by adding to their own toolbox. This peer-to-peer format will benefit significantly from well-prepared attendees who bring their program challenges and questions to the workshop. Attendees will all leave with new tools, thoughts and concepts to apply to their "Business Continuity Toolbox." Some of the topics covered:

- A self-assessment of where your organization is today
- The six phases of building a business continuity plan
- Recovery: RTC, RPC, RTO, and RPO – What do they mean and why are they important?
- Supply chain considerations
- Communications – the key to successful deployment
- Cyber and BCP: why aren't they talking to each other?

*Laura Mosley is the business continuity program manager for Southern Wine & Spirits of America, with more than 30 years of experience in business continuity and disaster.*

*Ron LaPedis, AFBCI, MBCP, is a sales enablement specialist at Micro Focus. He has lead or participated in the design of dozens of business continuity plans and secure networks for financial and healthcare institutions around the world.*

# Solutions Track - Sunday 4:00 - 5:00 PM

Discover solutions to today's issues. Seasoned industry veterans will present solutions using today's resources, products and strategies. Sessions are targeted to all experience levels.



Ramesh  
Warrior

eBRP

the eBRP brand.

**Solutions Track 1: A Recipe for Creating a Resilient Enterprise**  
Depending on your approach, there are multiple ways to achieve resiliency. Starting with conceptualizing what your resiliency objectives are through to creating a program that can deliver a resilient organization, the presenter will build a case based upon real experience, using real scenarios. This is a must attend to assist in defining a resiliency program with a predictable outcome

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



Sherri Flynn

Recovery-  
Planner,  
Inc.



Monica  
Goldstein

Recovery-  
Planner,  
Inc.

**Solutions Track 2: Planning Beyond Best Practices. Give Your Current Business Continuity Plan A Modern Face-Lift**

The goal of this session is to provide insightful and practical ideas, actions and tasks to consider so that your BCPs address the latest trends and developments associated with doing business in 2015. This session will also encourage an interactive discussion and information sharing so that we can learn from each other and discuss how others are handling these new issues.

*Sherri Flynn, MCBP, CISM is master business continuity planner with RecoveryPlanner, Inc. Monica Goldstein, CBCP, is CCO, and a founder of RecoveryPlanner.*



Michael  
Bratton

Avalution



Bill  
DiMartini

Avalution

**Solutions Track 3: Failing Back Home Can Be A Trip**

Many organizations design IT Disaster Recovery solutions like they're booking a one-way flight – able to get to their destination but without a plan on how they'll get back home. Even if plans include procedures to return to the restored data center, many times they are rarely tested and validated. This session is for you if: you are responsible for the development and maintenance

of your organization's IT Disaster Recovery Plan or are responsible for auditing IT Disaster Recovery Programs.

*Michael Bratton is a managing consultant for Avalution Consulting.*

*Bill DiMartini is a senior consultant for Avalution Consulting.*



Bob Sibik

Fusion

**Solutions Track 4: Compressing Recovery Timelines – Save Time, Save Money and Reduce Execution Risk through Advanced Recovery Orchestration Techniques**

Current methods of managing simulations and actual recoveries remain far too manual, difficult to manage, and face too much execution risk. Experienced practitioners know that coordinating logistics and communications across disparate teams is challenging and problematic – adding time and risk to the recovery process. Learn how advanced recovery orchestration techniques reduce execution risk and compress recovery timelines for better, more predictable simulations and recoveries.

*Bob Sibik is the senior vice president and a practice leader at Fusion Risk Management.*



Scott  
Baldwin

eBay, Inc.



Scott  
Ream

Virtual Corp.

**Solutions Track 5: Controlling Information Quality During Operational Response and Recovery**

Many different functions and disciplines can be impacted by or involved in responding to and managing during an emergency or crisis. This session will show how "Dash Boarding" operational and situational status information and presenting it in a "Common Operational or Response and Recovery View" can help business and service

providers as well as emergency and crisis coordinators/services better manage through otherwise complicated, confusing, and stressful events.

*Scott Baldwin, CBCP, is manager of business of resilience at eBay Inc.*

*Scott Ream is president and co-founder of Virtual Corporation.*



James  
Green

PSCU



Imad  
Mouline

Everbridge

**Solutions Track 6: Communicating With The Right People During Incidents Of All Severity Levels**

Through the PSCU and Everbridge case study, attendees of this session will learn how to implement and use critical communication systems in today's complex environments. An automated platform, with use-case specific applications for IT service alerting

and more, removes guesswork, accounts for context, roles and responsibilities, and intelligently improves communications and collaboration during all types of business processes.

*James Green, CBCP, is a business continuity and risk management professional for PSCU. He is recognized as an enterprise risk management expert by the Credit Union National Association.*

*Imad Mouline is the chief technology officer for Everbridge, and is responsible for the company's product strategy and technology direction.*



Patrick  
Potter

RSA



Daniel  
Minter

E\*Trade

**Solutions Track 7: How Business Resiliency Programs Can Manage the Toughest Risks and Drive Real Business Growth**

Today, organizations face a litany of disruptive threats. Managing business resiliency (BR) requires more than business continuity planning, but rather a mixture of building resilient business processes, people, IT systems and controls to

ensure the business can not only continue but thrive. Attend this session to understand the journey to true business resiliency.

*Patrick Potter is a GRC strategist for the RSA Archer organization, where he helps drive the direction of the business continuity and audit management solutions.*

*Daniel Minter, CBCP, MBCI, is the senior manager business continuity management at E\*TRADE Financial with over 17 years of management experience.*



Clifford  
Barcliff

Veritas

**Solutions Track 8: Building a Business Case for IT Resiliency**

Competing for today's business requires IT infrastructure that is ready to change in an instant. Fortunately for BC professionals, it is possible to dovetail the value proposition of IT resiliency and an IT infrastructure built to support the business. In this session, learn how to build a case for your IT resiliency program.

*Clifford Barcliff is an evangelist for Veritas. In his 30 year career in Information Technology, Barcliff has been a sole proprietor of a systems support practice, an operations manager, technical trainer, consultant, and a VAR.*



Terence Lee

Metric-  
Stream

**Solutions Track 9: Incident and Crisis Management Systems - Their Role in a Business Continuity Management**

Incident and Crisis Management activities are important aspects of any Business Continuity Management program and organizations need to ensure that they are part of normal business as well as every continuity program. Effective response can help the organization to be ready to address any disruption. Ineffective incident or crisis response can result in to operational, financial and reputational losses. Organizations need to prepare its incident and crises management response teams to be prepared not only for handling recovery and resumption activities, human reactions but also capitalizing on opportunities afforded by the disruption.

*Terence Lee is the regional VP for MetricStream. He is bringing over 25 years of experience in enterprise B2B account management and business development. His experience and focus has been mainly on IT GRC topics.*



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eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services. ESN develops tools and utilities focused on core requirements. [www.eBRP.net](http://www.eBRP.net).



Fusion Risk Management, Inc. is the provider of the Fusion Framework System which is the business continuity risk management system of choice for leading organizations. Fusion is a Gartner Magic Quadrant Leader in its latest Magic Quadrant report for BCMS systems which also stated "Fusion had the highest customer reference and operations score of all vendors in this report." Learn more at [www.fusionrm.com](http://www.fusionrm.com).



IBM Business Resilience Services can help you rapidly adapt and respond to internal or external dynamic changes and continue operations. [www.ibm.com/services/resiliency](http://www.ibm.com/services/resiliency).



MIR3, Inc. is the leading developer of Intelligent Notification and response software, helping organizations to enhance communication, protect assets and increase operational efficiency. MIR3 technology enables advanced rapid, two-way communication for IT, business continuity, and enterprise operations for many of the Global Fortune 100 companies, as well as government entities, universities, and companies of all sizes in more than 130 countries. [www.mir3.com](http://www.mir3.com).



Strategic BCP® is an award-winning Business Continuity Risk Management company named "leaders" by Gartner two consecutive years. Our cloud-based software, ResilienceONE®, helps you make risk-based decisions for managing BC, IT and Operations, and 3rd Party Vendors from a single interface. Our consulting arm helps convert typical BC functions into a "value stream" approach that ensures success and accountability at every stage—allowing you to become your C-level's most trusted advisor. Visit us at Booths #606-608. [www.strategicbcp.com](http://www.strategicbcp.com)



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## Partners



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The International Consortium for Organizational Resilience provides access to the many offerings of education and credentialing expertise. [www.theicor.org](http://www.theicor.org).



Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies. [www.ppbi.org](http://www.ppbi.org).

## Mock Disaster



Attainium delivers business continuity planning, workshops and sessions and tabletop exercises. Attainium assesses an organization's ability to cope with and recover from a wide variety of disruptive events. This is established by performing our assessments, impact analysis, the development of a BC plan, ongoing plan testing and plan maintenance. [www.attainium.net](http://www.attainium.net).

## Co-Sponsors



Avalution specializes in business continuity and IT disaster recovery consulting, outsourcing, and software solutions for organizations of all sizes. Catalyst is a fully integrated, end-to-end business continuity planning software that scales to fit your unique needs. [www.avalution.com](http://www.avalution.com) / [www.bccatalyst.com](http://www.bccatalyst.com)



Our experienced team has worked with every vertical from banking/finance, healthcare, manufacturing, education, energy/utilities, government and more, helping to build, improve and automate business continuity programs. Our focus is providing the best platform that is easy to use with more features at a lower cost. [www.bcinthecloud.com](http://www.bcinthecloud.com)



Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, we provide reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. [www.everbridge.com](http://www.everbridge.com) to learn more.



Firestorm is a nationally recognized leader in Crisis Management, Continuity Planning, Critical Decision Support, Crisis Response, Crisis Communications, Crisis Public Relations and Consequence Management. [www.firestorm.com](http://www.firestorm.com).



KingsBridge develops software, provides consulting and supports your business to create disaster recovery and business continuity plans. Customers include insurance, communication, transportation and banking institutions across North America and the Caribbean. [www.disasterrecovery.com](http://www.disasterrecovery.com)



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



Positioned as a Leader in Gartner's BCMP Software Magic Quadrant, RecoveryPlanner has been providing its all-in-one, web-based software and expert consultancy services to organizations of all sizes and industries since 1999. Our proven methodology is based on and meets all pertinent frameworks and regulations. [www.recoveryplanner.com](http://www.recoveryplanner.com).



Rentsys Recovery Services is a provider of comprehensive disaster recovery and business continuity solutions for businesses ranging from healthcare, banking and energy to large enterprise organizations. Our solutions enable businesses to comply more effectively with regulatory requirements, improve data security and speed up the organization's ability to recover key IT systems and data after an unplanned outage or disaster has occurred. [www.rentsys.com](http://www.rentsys.com).



RES-Q™ provides the full range of Managed Recovery, Disaster Recovery, and Quick-Ship Services. Corus360 has multiple locations with its flagship Recovery RES-Q™ delivers recovery options for all major technology platforms, including IBM Mainframe, IBM Power, and Open-Systems, and provides Workgroup Recoverypositions for business recovery. [www.resqdr.com](http://www.resqdr.com).



RockDove Solutions, developer of In Case of Crisis is an award winning mobile solution that helps institutions and their safety professionals' better care for the well-being of their people by offering easy and secure access to institutional-specific emergency procedures and safety guidelines. [www.rockdovesolutions.com](http://www.rockdovesolutions.com).



Sustainable Planner® does it all; takes less than 20 minutes of user training, adapts to your business, even as needs change, and can assist you with every component of your resilience program. Plus, our SP Analytics offers amazing data visualization. [www.virtual-corp.net](http://www.virtual-corp.net)



VOLO Recovery was designed to enable businesses to stabilize internal/external communications when faced with outages due to disaster or failure. [www.volorecovery.com](http://www.volorecovery.com).

# Disney's Coronado Springs Resort

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Reservations: 407-939-4686

## Hotel Information

Guest rooms include all the amenities you could want along with free high speed Internet access, two swimming pools as well as multiple restaurant options. Take advantage of our special discounted conference rate of \$179 by calling 407.939.4686. A \$15 fee will be charged for each additional occupant more than 18 years of age. Contact Conference Director Patti Fitzgerald at [patti@drj.com](mailto:patti@drj.com) for a government room rate.

## Transportation

**Disney's Magical Express** shuttle services offers complimentary shuttle and luggage delivery between the airport and the resort. To make arrangements call 407-939-6244.

If you'd like to rent a car our official car rental is Advantage Rent A Car. Call 800-777-5500 and mention discount code **CD040C7C88** to get an additional discount.

Visit [www.drj.com](http://www.drj.com) to arrange your flight and get the best deal from Southwest Airlines, the official DRJ airline for Spring World 2016.



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## Area Attractions

Bring the whole family and visit Magic Kingdom®, EPCOT®, Disney's Animal Kingdom®, Disney's Hollywood Studios®, and Downtown Disney®.

## Theme Park Tickets

Theme park tickets will be available at a discounted rate for Spring World 2016 DRJ attendees.

16 <http://www.mydisneymeetings.com/springworld16/>.

## Conference Schedule

### Sunday

Pre Conference Courses .....	8:30 AM - 11:30 AM
Onsite Registration Opens .....	10:00 AM - 7:00 PM
Cyber City .....	12:00 PM - 7:00 PM
Sunday Workshops .....	1:00 PM - 3:30 PM
Refreshment Break .....	3:30 PM - 4:00 PM
Solutions Track .....	4:00 PM - 5:00 PM
Exhibit Hall Opens .....	5:00 PM - 7:00 PM
Welcome Reception .....	5:00 PM - 7:00 PM
Product Demos .....	5:30 PM - 7:00 PM

### Monday

Cyber City .....	6:45 AM - 5:15 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Onsite Registration .....	7:00 AM - 5:15 PM
General Session 1 .....	8:15 AM - 9:15 AM
General Session 2 .....	9:30 AM - 10:30 AM
General Session 3 .....	10:45 AM - 11:45 AM
Exhibit Hall Opens .....	11:00 AM
Lunch .....	11:45 AM - 1:00 PM
Exhibits/Product Demos .....	11:45 AM - 1:30 PM
Breakout Session 1 .....	1:30 PM - 2:30 PM
Break .....	2:30 PM - 2:45 PM
Breakout Session 2 .....	2:45 PM - 3:45 PM
Refreshment Break in Exhibit Hall .....	3:45 PM - 4:15 PM
Breakout Session 3 .....	4:15 PM - 5:15 PM
Exhibit Hall Closes .....	5:00 PM
Product Demos .....	5:30 PM - 6:30 PM
Hospitality .....	6:30 PM - 8:30 PM

### Tuesday

Cyber City .....	6:45 AM - 5:30 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Registration/ Info Desk Open .....	7:00 AM - 5:30 PM
General Session 4 .....	8:15 AM - 9:15 AM
General Session 5 .....	9:30 AM - 10:30 AM
General Session 6 .....	10:45 AM - 11:45 AM
Exhibit Hall Opens .....	11:00 AM
Lunch .....	11:45 AM - 1:00 PM
Exhibit/Product Demos .....	11:45 AM - 1:30 PM
Breakout Session 4 .....	1:30 PM - 2:30 PM
Refreshment Break in Exhibit Hall .....	2:30 PM - 3:00 PM
Workshop Sessions .....	3:00 PM - 5:30 PM
Exhibit Hall Closes .....	3:00 PM

### Wednesday

Cyber City .....	6:45 AM - 12:00 PM
Networking Breakfast .....	6:45 AM - 8:00 AM
Information Desk Open .....	7:00 AM - 12:00 PM
General Session 7 .....	8:15 AM - 9:15 AM
General Session 8 .....	9:30 AM - 10:30 AM
General Session 9 .....	10:45 AM - 11:45 AM
Lunch .....	11:45 AM - 1:00 PM
Post Conference Courses .....	1:30 PM

# DRJ Spring World 2016 Registration Form

## Personal Information

Mr/Mrs/Ms First Name Last Name

Phone Email

Title

Print Name As It Should Appear On Badge

List Your MBCI, FBCI, CRP, CBCP, MBCP#

List Any Designations for Badge

Company

Emergency Contact Name/Phone Number

Address

☐ Check if you require special needs. Specify below.

City State/Zip Code Country

Notify conference personnel during on-site registration of your arrival and special needs.

## Indicate Your Industry:

- |                                            |                                            |
|--------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Banking/Financial | <input type="checkbox"/> Computer Services |
| <input type="checkbox"/> Public Utilities  | <input type="checkbox"/> Retail            |
| <input type="checkbox"/> Transportation    | <input type="checkbox"/> Health Care       |
| <input type="checkbox"/> Insurance         | <input type="checkbox"/> Construction      |
| <input type="checkbox"/> Communications    | <input type="checkbox"/> Mgmt. Consultant  |
| <input type="checkbox"/> Manufacturing     | <input type="checkbox"/> Hospitality       |
| <input type="checkbox"/> Government        | <input type="checkbox"/> Other             |
| <input type="checkbox"/> Education         |                                            |

## Rank Your Experience Level

- ☐ Novice (less than 2 yrs)  
☐ Intermediate (2-5 yrs.)  
☐ Advanced (5+ yrs.)

### Is This Your First Conference at DRJ?

- ☐ Yes  
☐ No

## Payment Information

Check Enclosed for (\$)

Bill my company, (Attn.)

Registration Discounts\* (if any)

Credit Card Type (MasterCard, Visa, etc.)

Signature

Credit Card Number Security Code\* Exp. Date

\*3-digit number found on back of card, 4 digits on front for AMEX

## Policy Information

**Cancellation Policy (Must be in writing):** Conference enrollment may be canceled through Feb. 12, 2016 without penalty. No refunds or credits will be given for cancellations received after Feb. 12, 2016. All no shows will be charged the full amount. All cancellations must be received in writing. I have read and understand the cancellation policy.

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

Please complete this section to make your breakout and workshop selections. Circle only one session per time slot. General sessions are held each morning and are open to all conference attendees.

### Sunday, March 13

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
Solutions Track	ST-1	ST-2	ST-3	ST-4	ST-5	ST-6

### Monday, March 14

Breakout Session 1	SS-1	MS-1	TS-1	ES-1	AS-1	IS-1
Breakout Session 2	SS-2	MS-2	TS-2	ES-2	AS-2	IS-2
Breakout Session 3	SS-3	MS-3	TS-3	ES-3	AS-3	IS-3

### Tuesday, March 15

Breakout Session 4	SS-4	MS-4	TS-4	ES-4	AS-4	IS-4
Workshop Sessions	WS-1	WS-2	WS-3	WS-4	WS-5	WS-6

## Registration Rates

Registration rates for the conference are as follows:

- **Only \$1095.00** through Jan. 13, 2016
- **Only \$1195.00** through Feb. 12, 2016
- **Only \$1295.00** through Mar. 13, 2016

Make conference checks payable to Disaster Recovery Journal. All fees must be paid in U.S. currency only and payment must be drawn on a U.S. bank.

## Three Easy Ways To Register

**Fax:** 636.282.5802 (all day)

**Mail:** DRJ Registrar  
1862 Old Lemay Ferry Rd  
Arnold, MO 63010

**Web:** [www.drj.com/springworld](http://www.drj.com/springworld)

## For Information

**Call:** 636.282.5800

(9AM - 5PM CST)

**Email:** [rose@drj.com](mailto:rose@drj.com)

## Registration Discounts

DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions. If you are eligible, mark the appropriate place on the registration form.

- Three or more employees from the same company who register at the same time are eligible for a 10% discount.

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

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

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



# Pre-Conference Courses

These courses require an additional fee. *Note: A class will be canceled if minimum number of registrants is not met.*

## PRC-1: Everything You Need to Know to Design a Successful Exercise



Sat., March 12, 9:00 a.m. – 5:00 p.m.  
Sun., March 13, 8:30 a.m. – 11:30 a.m.  
\$1,595 per person  
Presenter: Regina Phelps

Learn from the exercise master, Regina Phelps, who conducts over 100 exercises a year. If you have a documented emergency plan but have not tested it, you might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and is certainly a lot less stressful. This workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with a draft of your next exercise planned and a copy of Regina's new book.

The workshop will cover:

- Six types of exercises.
- The exercise Design Team.
- The exercise plan.
- Creating exercise injects.
- Developing A-V tools.
- Selecting and training a Simulation Team.
- Rules of exercise facilitation.
- Writing the after-action report.

You will:

- Participate in an advanced tabletop exercise.
- Develop the outline for your own tabletop exercise.
- Receive feedback on your exercise design.
- Receive a copy of Regina's new book, *From Response to Recovery – Everything You Need to Know to Create a Great Exercise*.

*Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, 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 four continents.*

## PRC-2: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program



Sat., March 12, 9:00 a.m. – 5:00 p.m.  
Sun., March 13, 8:30 a.m. – 11:30 a.m.  
\$1,195 per person  
Presenter: Doug Cassell

The business impact assessment (BIA) is an essential component of any solid business continuity or disaster recovery program. It lays the foundation for all of the components that follow in the creation or update of a comprehensive program, and there is no tool that provides a better view of what needs to be included in your strategies and plans, as well as what does not need to be included.

This course will take you through the fundamentals of a solid BIA. It includes "What are the MUST have components," "The Art of getting

accurate, useful information," and "How to interpret the information you get," and much more. We will finish with a review of a BIA Report and its key components.

Participants will leave with an understanding of how the BIA is used, essential components, potential traps and how to avoid them, and what to do next to get your BIA, and your BC/DR program up and running fast.

This session is intended for beginners getting ready to create a new program, as well as professionals that are looking to improve their skills and understanding of the BIA and related processes. For more information on this course please contact: [continuityseminars@gmail.com](mailto:continuityseminars@gmail.com).

*Doug Cassell, CBCP, MBCI, ITIL is a certified BC/DR professional with more than 20 years of experience in the field. He has worked in both consulting and program management roles in multiple industries, including Healthcare, Manufacturing, Banking/Finance and Telecommunications among others.*

## PRC-3: IT/DRP/Certified Business Resilience IT Professional



Sat., March 12, 9:00 a.m. - 5:00 p.m.  
Sun., March 13, 8:30 a.m. - 11:30 a.m.  
\$1,895 per person  
Presenter: Rick Wellman

Today's businesses rely heavily on a robust and resilient information technology (IT) and telecommunication infrastructure to deliver essential business services in order to meet company mission, objectives, and key targets. This dependence on information technology stems from several requirements and demands.

This CBRITP course teaches students how to develop, test, and maintain an IT disaster recovery plan for recovering IT and telecommunications systems and infrastructure in the event of a disaster or business disruption.

The workshop provides a comprehensive step-by-step IT disaster recovery plan development methodology, and presents key IT availability planning concepts and principles including continuous and high availability.

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data. Students will receive a workbook and take-home disaster recovery plan templates. Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

Learn more about this course and certification at [www.brcci.org](http://www.brcci.org) or call 1-800-869-8460.

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

## Earn up to 16 Additional CEAPs by attending a Pre-Conference Course.

### PRC-4: ICOR'S BCM 1000 ISO22301 Assessor



Sat., March 12, 8:30 a.m - 4:30 p.m.

Sun., March 13, 8:30 a.m - 12:00 p.m.

\$995.00 per person

Presenter: Lynnda Nelson

Attend this one day workshop and learn how to align your BCM program to the requirements of ISO 22301. Gain an understanding of the key practices of a business continuity management system for organizations of all sizes and the essential elements of the following standards: ISO 22301, ISO 22313, ISO 19011, ISO 17022.

Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee (a \$995.00 value) and will use the tool during the case study activities. The workshop also includes a review of the ISO 22301 self-declaration of conformity process.

The workshop reviews the following topics:

- Part 1: Requirements for a Business Continuity Management System, the Role of the Auditor and the Audit Process
- Part 2: Developing Strategies to Mitigate Risk and Continue Operations
- Part 3: BCM Program Implementation
- Part 4: Developing a BCM Culture
- Part 5: Program Maintenance and Improvement

For more information regarding this class contact ICOR at: [education@theicor.org](mailto:education@theicor.org) • phone: 1-866-765-8321 or +1630-705-0910

*Lynnda Nelson is the president of the board of The International Consortium for Organizational Resilience, (ICOR).*

The following is a pre-conference class offered by BCI. For more information email [education@thebci.org](mailto:education@thebci.org) or to register visit [www.drj.com/springworld](http://www.drj.com/springworld).

*Note: All courses are subject to change and may be canceled due to insufficient bookings*

### BCI Business Impact Analysis (BIA) Training Course



Sat., March 12, 8:30 a.m. - 4:30 p.m.

\$595.00 per person

Presenter: Ted Brown



This course is designed to provide participants with one day focused entirely on how a BIA is carried out in an organization.

- Combines a presentation on the theory and current good practice on doing a BIA with a real-life application of this theory.
- Delivered by an expert facilitator to share hints, tips and lessons learned on the BIA process.
- Have the opportunity to take part in a facilitated practical session to carry out a BIA using a case study with example questionnaires and templates to take away.
- For those BC professionals who are responsible for carrying out a BIA at a Strategic, Tactical or Operational level within their organizations, and for those who require a better understanding of this essential part of the BCM Lifecycle.

*Ted Brown, president and CEO of KETCHConsulting, has held the MBCI membership for four years and is a board member for the BCI USA Chapter. In addition, Brown also holds the CBCP and CBCV certifications.*



"All of the sessions

that I attended  
were GREAT!

I thought the topics were  
incredibly relevant  
and timely

given world events today."

-DRJ Attendee

# Post-Conference Courses

These courses require an additional fee. *Note: A class will be canceled if minimum number of registrants is not met.*

## POC-1: Certified Business Resilience Auditor



Wed., March 16, 1:30 p.m. – 5:00 p.m.  
Thurs., March 17, 8:30 a.m. – 5:00 p.m.  
\$1,895 per person  
Presenter: Rick Wellman

The Certified Business Resilience Auditor (CBRA) course teaches students how to conduct a business continuity program audit based on current industry standards and best-practices. It provides a comprehensive, in-depth audit methodology to help you determine the effectiveness, adequacy, and quality of an organization's business continuity program. It is designed for anyone who needs to: learn audit concepts, principles and a step-by-step methodology, conduct a BC program assessment within their own organization, provide BC program audit consulting services. A Certified Business Resilience Auditor provides independent and objective assurance and consulting expertise to organizations at all stages of the initiation, analysis, development, implementation, testing and maintenance process of the business continuity and resilience program.

Students have the option to take the CBRA (Certified Business Resilience Auditor) certification exam. There is no additional fee for this exam.

Students receive a presentation workbook and take-home audit methodology guide and questionnaires. Upon completion of the course, students will also receive (via email) a letter of course completion and earn 16 CPE hours. Candidates who successfully pass the optional exam will receive CBRA certificates by mail.

The CBRA training and exam is offered by Business Resilience Certification Consortium International (BRCCI). The Business Resilience Certification Consortium International (BRCCI) is an international business resilience certification body which offers the following designations: Certified Business Resilience Manager (CBRM), Certified Business Resilience & IT Professional (CBRITP), and Certified Business Resilience Auditor (CBRA). In addition, BRCCI has a certification track leading to Masters Achievement in Business Resilience (MABR). BRCCI has more than three thousand certified members from across the globe in all major industry sectors.

Learn more about the course and certification at [www.brcci.org](http://www.brcci.org), or call 1-800-869-8460; or email [info@brcci.org](mailto:info@brcci.org).

*Rick Wellman, a senior business continuity and resilience trainer and consultant for BRCCI, is a highly skilled subject matter expert.*

## POC-2: Successfully Conduct your FIRST BCP/DRP Drill!



Wed., March 16, 1:30 p.m. – 5:00 p.m.  
Thurs., March 17, 8:30 a.m. – 4:30 p.m.  
\$1,495 per person  
Presenter: Steve Goldman

Your first BCP (or DRP) tabletop or drill can make or break your BCP/DRP efforts, including your career. A good job is not sufficient; your first drill needs to be outstanding! This course will teach you how. During this hands-on class, you will learn the elements of how to organize, set up, conduct, and evaluate a successful first BCP/DRP drill. Topics include: the

company politics of your first Drill, Goldman's "First Drill" Planning Checklist, using incomplete department plans to your advantage, painlessly involve IT, PR, and management, 100+ Ideas for scenarios, develop a timeline for your company, documents you will need, expected problems and their solutions, critique the Drill and still keep your job, sing the leverage from this Drill to move onward and upward.

Goldman will conduct the class with his lively style, real-life examples, interactive discussions, and hands-on application. Attendees receive e-files of the forms and templates presented in class. You will also realistically practice what you learned as you participate in an in-class tabletop drill!

*Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, he has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.*

## POC-3: ICOR's TI 2050: Critical Environments Technology Professional (CETP)



Wed., March 16, 1:30 p.m. – 5:00 p.m.  
Thurs., March 17, 8:30 a.m. – 4:30 p.m.  
Fri., March 18, 8:30 – 11:30 a.m, 12:30 p.m. – 2:30 p.m. (exam)  
\$1,495.00 per person  
Presenter: Jim Nelson

When it comes to meeting the challenges of preserving, protecting, and recovering data and infrastructure, organizations need to control IT expenditures and reduce business risk while improving operational efficiency and increasing resilience. The focus of this course is on how to align IT resources with business objectives, deliver relevant and reliable IT service, manage risk, and optimize operational efficiency.

In addition, the course focuses on computing resources, data and data storage resources, and network and communication resources. The course concludes by exploring key infrastructure initiatives for organizations such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization.

Outline: Critical Environments Concepts, Understanding Storage Management, Availability Concepts, Challenges, & Solutions, Addressing IT Risk: ICT Continuity & Disaster Recovery, Understanding & Protecting Against Security Breaches

Who should attend? IT Disaster Recovery Professional, IT Technician, IT Team Lead, Technology Manager, Business Continuity Professional, Risk Manager, Internal Auditor, Compliance Auditor, and Technical Support.

Certification: Course includes the CETP certification exam that can be taken on Friday 12:30-2:30 PM or at a later date using ICOR's online exam system. For more information regarding this class contact ICOR at: [education@theicor.org](mailto:education@theicor.org) • phone: 1-866-765-8321 or +1630-705-0910

*Jim Nelson is the president of Business Continuity Services, Inc. and is the founder and currently serves as the chairman of the board of directors for The International Consortium for Organizational Resilience.*



## Earn up to 16 Additional CEAPs by attending a Post-Conference Course.

The following are post-conference classes offered by BCI. For more information email [education@thebci.org](mailto:education@thebci.org) or to register visit [www.drj.com/springworld](http://www.drj.com/springworld).

*Note: All courses are subject to change and may be canceled due to insufficient bookings*

### BCI Good Practice Guidelines Certification Course

Wed., March 16, 1:30 p.m. – 5:30 p.m.

Thurs., March 17, 8:30 a.m. – 5:00 p.m.

Fri., March 18, 8:30 a.m. – 5:00 p.m.

Sat., March 19, 8:30 a.m. – 12:00 p.m.

\$2,156 per person



The Exam is being delivered online and not at the conference. To register for the CBCI online exam go to: [https://shop.thebci.org/shop/product\\_detail.php?prodID=655](https://shop.thebci.org/shop/product_detail.php?prodID=655)

The official Good Practice Guidelines (GPG) course is the most comprehensive, complete review of Business Continuity concepts and industry good practice from around the world. It serves as the foundation for the Certificate of the BCI examination and the gateway to certification. Learn the methods, techniques and approaches used by Business Continuity professionals worldwide. Learn how to implement and maintain an effective Business Continuity Management program and improve organizational resilience. Cover the six Professional Practices, taking you through each stage of the BCM Lifecycle. Designed for individuals seeking to complement practical experience in Business Continuity or a related discipline through some formal training, and for those wishing to achieve an internationally recognized certification in Business Continuity. Delivered by an approved, experienced BCI training instructor. Once the course is complete you are ready to sit the CBCI Examination at a time convenient to you in the comfort of your own home or office via the online portal. This course fee does not include the CBCI Exam.

### Learn To Create A Table Top Exercise – An Exercise in Business Continuity/COOP Preparedness!



Wed., March 16, 1:30 p.m. – 4:30 p.m.

\$350.00 per person

Presenter: Ted Brown



In this class presented by KETCH-Consulting, you will be given four different table top scenarios, including the injects, and you will learn how to: Create a situation, scenario and injects for your audience, your business, your location and your BCP maturity, Identify operations, decisions and policies that impact the ability of a business unit to execute, End the exercise with conclusions and discussions that will change, emphasize, and otherwise affect your business continuity/COOP plan, Conclude with an “after action” report that will lead to effective modifications and improvements to the plans being exercised.

*Ted Brown, President and CEO of KETCH-Consulting, has held the MBCI membership for four years and is a board member for the BCI USA Chapter. In addition, Ted also holds the CBCP and CBCV certifications.*

### BCI Supply Chain Continuity Management Training Course



Thurs., March 17, 8:30 a.m. – 4:30 p.m.

\$595.00 per person

Presenter: Frank Leonetti



Focusing on the new compliance of vendor relationships and management, this course will take the student through the initial concept of supply chain including its components, updated relationship risks, and required compliance factors in regulated industries. Understand how factors like ‘Appendix J’ of the FFIEC Examination Handbook will strengthen the resilience of outsourced technology and support services in the Financial Sector, as well as the Supply Chain linkage to HIPAA and PCI. Obtain a better understanding of how key and critical vendors can either create additional risk OR help mitigate it.

*Frank Leonetti, who holds the FBCI and CBCP certifications, is the CEO and managing partner for NorthStar Advisory Services, LLC. He was formerly the N.A. manager for business continuity/disaster recovery of Oracle’s Professional Services and had been with Oracle/Sun/StorageTek for 10 years. Leonetti has been in the IT business for the past 25 years.*

### BCI Crisis and Incident Management Course – With Special Penn State Crisis Case Study



Thurs., March 17, 8:30 a.m. – 4:30 p.m.

\$595.00 per person

Presenter: Ted Brown



This course is aimed at senior management who are responsible for managing an incident both at a strategic and tactical level or for individuals who are part of the Incident or Crisis Management Team. Provides theoretical guidance and practical experience on how to deal with a wide range of incidents that may be faced by an organization. Looks at different exercising and coaching approaches and techniques that can be used by senior managers involved in the incident and crisis response. Also suitable for those responsible for exercising or coaching the Incident or Crisis Management Team

**Penn State – Now you know the rest of the Story – A Case Study**  
Consequence Management is a critical portion of every crisis event. You see the publicity regarding what went wrong. You rarely get to learn how an organization responded, and the metrics on return on investment for the actions taken. Everyone read about the events as they unfolded at Penn State. This session will take you inside and share what went wrong at Penn State and the positive results of the actions taken. Learn how Penn State transformed crisis into value.

*Ted Brown CBCP CBCV MBCI, President & CEO, KETCHConsulting and a member of the Penn State Board of Trustees, where he serves as vice chair of audit and risk and founder of the new risk subcommittee.*



# THE WORLD'S LEADING INSTITUTE FOR

**CONTINUITY AND RESILIENCE**

## Pre-Conference Training

### BCI BUSINESS IMPACT ANALYSIS (BIA) TRAINING COURSE

DURATION: 1 DAY / PRICE: \$595

This course is designed to provide participants with a day focused entirely on how a BIA is carried out in an organization.

- Combines a presentation on the theory and current good practice of doing a BIA with a real-life application of this theory.
- Delivered by an expert facilitator to share hints, tips and lessons learned on the BIA process.
- Have the opportunity to take part in a facilitated practical session to carry out a BIA using a case study with example questionnaires and templates to take away.
- For those professionals who are responsible for carrying out a BIA at a strategic, tactical or operational level within their organizations, and for those who require a better understanding of this essential part of the BCM Lifecycle.

The BCI is the leading global membership and certifying organization for business continuity and resilience professionals

- **Join a global**, professional network of like-minded business continuity and resilience professionals
- **Achieve international recognition** and status through certified membership grades
- **Progress your career** by helping to secure jobs and consultancy work
- **Receive exclusive access** to a wide range of high-quality business continuity resources
- **Benefit** from a wide range of member benefits including CPD, thought leadership and networking
- **Training courses** to cater for all levels of experience for both individuals and organizations
- **Certification** (CBCI), University Diploma (DBCI) and specialist skills courses
- **Flexible delivery** options: in-house, classroom based or online

# BCI Certification & Training at Spring World 2016



## Post-Conference Training

### BCI GOOD PRACTICE GUIDELINES CERTIFICATION COURSE

Duration: 4 Days / Price: \$2156

The official Good Practice Guidelines (GPG) course is the most comprehensive, complete review of business continuity concepts and industry good practice from around the world. It serves as the foundation for the Certificate of the BCI examination and the gateway to certification.

- Learn the methods, techniques and approaches used by business continuity professionals worldwide.
- Learn how to implement and maintain an effective Business Continuity Management program and improve organizational resilience.
- Cover the six Professional Practices, taking you through each stage of the BCM Lifecycle.
- Designed for individuals seeking to complement practical experience in business continuity or a related discipline through some formal training, and for those wishing to achieve an internationally recognized certification in business continuity.
- Delivered by an approved, experienced BCI training instructor.
- Once the course is complete you are ready to sit the CBCI Examination at a convenient time to you in the comfort of your own home or office via the online portal.

### BCI CRISIS AND INCIDENT MANAGEMENT COURSE – WITH SPECIAL PENN STATE CRISIS CASE STUDY

Duration: 1 Day / Price: \$595

This course is aimed at senior management who are responsible for managing an incident both at a strategic and tactical level or for individuals who are part of the incident or crisis management team.

- Provides theoretical guidance and practical experience on how to deal with a wide range of incidents that may be faced by an organization.
- Looks at different exercising and coaching approaches and techniques that can be used by senior managers involved in the incident and crisis response.
- Also suitable for those responsible for exercising or coaching the incident or crisis management team

**Penn State – Now you know the rest of the story – a case study**

*Consequence management is a critical portion of every crisis event. You see the publicity regarding what went wrong. You rarely get to learn how an organization responded, and the metrics on return on investment for the actions taken. Everyone read about the events as they unfolded at Penn State. This session will take you inside and share what went wrong at Penn State and the positive results of the actions taken. Penn State transformed crisis into value.*

### LEARN TO CREATE A TABLE TOP EXERCISE – AN EXERCISE IN BUSINESS CONTINUITY/COOP PREPAREDNESS!

DURATION: HALF A DAY / PRICE: \$350

In this class presented by KETCH-Consulting, you will be given four different table top scenarios, including the injects, and will learn how to:

- Create a situation, scenario and injects for your audience, your business, your location and your BCP maturity.
- Identify operations, decisions and policies that impact the ability of a business unit to execute
- End the exercise with conclusions and discussions that will change, emphasize, and otherwise affect your business continuity/COOP plan.
- Conclude with an “after action” report that will lead to effective modifications and improvements to the plans being exercised.

### BCI SUPPLY CHAIN CONTINUITY MANAGEMENT TRAINING COURSE

DURATION: 1 DAY / PRICE \$595

Focusing on “Then and Now”, the new compliance of vendor relationships and management, this course will take the student through the initial concept of supply chain including its components, updated relationship risks, and required compliance factors in regulated industries.

- Understand how factors like ‘Appendix J’ of the FFIEC Examination Handbook will strengthen the resilience of outsourced technology and support services in the financial sector, as well as the supply chain linkage to HIPAA and PCI.
- Obtain a better understanding of how key and critical vendors can either create additional risk OR help mitigate it.

\*All courses are subject to change and maybe cancelled due to insufficient bookings.

Book all courses at [www.drj.com/springworld2016](http://www.drj.com/springworld2016)





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**Save \$100! - Register by February 12, 2016**

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