DRJ Presents Its 50th Conference!

Featuring Our 3rd Annual Track for Advanced Practitioners

50 Celebrating Conferences

DISASTER RECOVERY JOURNAL

Proud of our past. Preparing for our future.

Save $200! Register by January 29, 2014!

Disaster Recovery Journal

Spring World

Orlando, Florida ● 2014

Ensuring *Resiliency* in a *Risky* World

March 30 - April 2, 2014
Orlando, Florida
Disney's Coronado Springs Resort

DRJ — DISASTER RECOVERY JOURNAL

Essential Sessions

Expansive Hall

Networking Events

Daily Meals

Disaster Recovery Journal

Spring World 2014

Orlando

Agenda Overview

Sunday
Onsite Registration
Workshops
Solutions Track
Welcome Reception
Monday
General Sessions
Exhibit Hall Open
Senior Advanced Track
Breakout Tracks
Tuesday
General Sessions
Exhibit Hall Open
Breakout Tracks
Workshops
BCI Awards
Wednesday
General Sessions

See Page 16 for detailed agenda

Join us as we celebrate our 50th conference, Spring World 2014. Our shows are the premier business continuity conference and we are committed to bringing you the best education, networking events and exhibition hall.

Our sessions will give you the tools and knowledge you need to develop into a more efficient and organized business continuity professional. Our show is packed with quality events that offer you the most for your money. The return on investment cannot be beat.

Bring the team and gain hands-on training in our workshops. Tour the free exhibition hall and discover new products, compare features and network with vendors.

Networking events include our welcome reception, hospitalities, roundtable discussions and much more.

Discover all that **Spring World 2014** can offer you! Early registration discounts are available now. Act now to reserve your spot for the lowest price!

NEW! Solutions Track
This innovative track will occur on Sunday afternoon, following the workshop sessions. Hear from industry service providers as they discuss how services and products have been used in real-life cases. Learn from the experts at Spring World 2014! See page 14.

Pre-/Post Courses
Make the budget stretch further by attending pre/post courses. These require separate registration, but are held onsite, providing a convenient way to gain even more training. See page 18 - 23 for more information.

Networking is a vital tool at our conference. Spring World 2014 features numerous events and opportunities to interact with peers, speakers and vendors.

Exhibition Hall: Our exhibit hall is open during three days of the conference and features providers from around the globe. Discover new products, mingle with vendors and attend interactive product demonstrations.

Welcome Reception: This is the first event held in the exhibit hall on Sunday evening. It provides a fun environment for exploring the hall, meeting other attendees and enjoying drinks and snacks.

Monday Night Hospitality: Our Gold Sponsor **XMatters** will host this fun event on Monday evening after sessions close. This is a great way to end the first full day of the conference and make lasting networking contacts.

Networking Meals: Attendees at Spring World 2014 are treated to six full meals during the conference at no additional cost. Our networking tables make it a great way to interact with peers in your field or related industries.

The Topics That Matter

We have the information you need to make your program, plans and people the most resilient, educated and efficient.

Notification GS-2

Motivation GS-4

Innovation GS-7

Resiliency GS-5

Technology GS-3

Training GS-6

Senior Advanced Track

Senior practitioners are invited to attend our one-day track on Monday. If you are interested in attending, contact patti@drj.com to verify qualifications. **Technology's Impact on Disaster Recovery** is the theme and will feature a general session in the morning (see page 8 for details) and breakout sessions in the afternoon. The breakouts will run separately from our general offerings to attendees. The one-day track will conclude with an exclusive "Meet the Expert' reception in the evening. There is no additional cost for this track.

Peter Hill
ING U.S.

Peter Laz
Forsythe

SA-1: Technology's Impact on Disaster Recovery
Monday, March 31, 1:30 p.m. - 2:30 p.m.

Technologies and security threats are constantly evolving and our world has shifted toward expectations of 24x7 availability. Companies must adapt to new technologies and new ways of thinking. This session will explore maturing your capability from traditional disaster recovery toward operational resiliency, including a look at this model as a business enabler and marketing advantage. In addition, the session will review the emerging threats in information security and how operational resilience can play a role.

Peter Hill serves as the chief technology risk and security officer for ING U.S.
Peter R. Laz is a managing consultant in Forsythe's BC/DR practice .

Marcus Prender-gast
ITG

SA-2: No Man Left Behind: Technology to Integrate Physical Security, Business Continuity and Disaster Recovery
Monday, March 31, 2:45 p.m. - 3:45 p.m.

DR/BC programs are becoming more integrated with broader security elements in organizations. Security information and event monitoring (SIEM) platforms provide timely and in depth knowledge useful to BC/DR professionals. There is a great deal of value in integrating the physical security systems with the SIEM to give you immediate actionable information on the status of your human assets at time of crisis. The added benefits include a virtual security guard that never sleeps. We will discuss the benefits physical security integration has for DR, BCP and your overall information security program.

Marcus Prendergast, CISO of ITG, is responsible for the firms' business continuity, physical, and information security programs.

Randall Till
VISA

SA-3: Round Table Discussion with GS-2 Panelists
Monday, March 31, 4:15 - 5:15 p.m.

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. Technology's Impact on Disaster Recovery with our experts' advice. Plenty of time will be allowed for questions and answers from the audience.

Panelists: Peter Hill, CTRSO, Ing., Bernie Cowens, CISO, First American, Barry Briggs, CTO Microsoft. Moderator: Randall Till, VISA.

Meet the Experts Reception

Following the close of SA-3, attendees are invited to mingle with the presenters in an informal reception. Network with the industry's top executives and gain indepth information to your concerns and challenges. Light hor 'd ouerves and drinks will be served.

Sunday Workshops

Sunday Workshop Session 1
Novice/Intermediate/Advanced

Birds of a Feather BC Management Roundtable Discussions

Robbie Atabaigi

KPMG

Facilitated discussions on business continuity trends and key topics of interest coordinated within industry roundtables. Participate in dynamic dialogue with fellow conference participants having similar backgrounds and expertise.

Experienced BC professionals will lead these structured, yet flexible BC roundtable discussion. You will gain solutions, while having the opportunity to build relationships and solve problems among BC planners in similar situations.

This session will enable you to explore solutions, address concerns, ask questions, and dialogue about BC planning strategies and practices being used at other organizations.

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

Potential Industry Roundtable Facilitators could include:

- *Martin Myers, MBCP, HP*
- *Raychel Oshea-Patino, Phillips-Van Heusen Corporation*
- *Barney Pelant, MBCP, Barney F. Pelant & Associates*
- *Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL*
- *Bobby Williams, MBCI, MBCP, Fidelity Inventments*
- *other industry leaders*

.

Sunday Workshop Session 2
Novice/Intermediate/Advanced

COOP Templates for Success

Linda Hanwacker

LHS Group

What Continuity of Operations Plan (COOP) templates are necessary for success? The Continuity of Operations Plan is designed to ensure stability and continuation of essential program services to the public during a wide range of potential events.

What information is required, what methodology to consider and what templates to apply in creating a successful COOP plan is the focus of this workshop. Furthermore, planning for major disasters is important. Unfortunately, the less severe emergencies that might occur more frequently are often overlooked. These minor and more frequent events can wreak havoc on an agency's ability to continue operations. A sampling of these events will be addressed and discussed in the planning process.

The COOP specific objectives that will be addressed are:

1. To ensure the continuous performance of essential functions during an event.
2. To ensure employee safety.
3. To protect essential equipment, records and other assets.
4. To reduce disruptions to operations.
5. To minimize damage and losses.
6. To achieve an orderly recovery.
7. To identify relocation sites and ensure operational and managerial requirements are met before an event occurs.

This workshop focuses on these seven specific objectives of COOP planning utilizing more than 20 templates that are core to developing a successful COOP and how to compile this information in a plan.

Linda Hanwacker is the president and founder of The LSH Group, LLC. The LSH Group is a professional services group of business continuity, continuity of operations, emergency management and IT disaster recovery specialists. 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.

Sunday Workshop Session 3
Intermediate/Advanced

How to Align IT with the Goals of Your DR Program

Sudhir Gadepalli

Enterprise Resiliency Services

So you completed the BIA. You identified critical business processes and determined recovery priorities. Are you confident that your technology recovery capabilities are fully aligned with the recovery requirements of you BC/DR program?

Technology recovery is a critical part of BC/DR planning, and a comprehensive IT service continuity management strategy will ensure resiliency in a risky world.

As the saying goes - "Computers don't recover from disasters, people do. But people need computers to recover from disasters". Within the context of BC/DR planning, technology recovery is integral to continuity of business operations. Our job, as BC/DR practitioners is to "Understand the cost of saying yes and the risk of saying no" and build a comprehensive technology recovery infrastructure that is fully aligned with the goals of your BC/DR program.

This workshop will take a vendor/technology agnostic view of the technology landscape and current state of IT disaster recovery offerings and walk attendees through the process of building a "target state IT DR architecture" that is fully aligned with the goals of an enterprise's business continuity objectives. Key learning outcomes include: How to conduct a technology impact analysis; How to create "tiers of recovery" that map to "business process recovery priorities"; and How to create a "cost model" for each tier and assign that to each "recovery tier".

Sudhir Gadepalli is a well recognized BC/DR and resiliency planning thought leader, speaker and trainer. Gadepalli's approach to resiliency planning encourages practitioners to adopt the concept of BC/DR and resiliency planning as a way to "understand the cost of saying yes and the risk of saying no". He serves as the chief mentor and strategy officer of enterprise resiliency services, a major BC/DR, risk management and resiliency services training and consulting firm.

These interactive sessions allow attendees to explore topics in-depth . Choose one session and mark your preference on page 17. Sessions are rated according to experience levels.

Sunday Workshop Session 4
Intermediate/Advanced

Troy Neville

Millersville University

Ginnie Stouffer

Afore-thought

The Future of Business Resiliency Testing

The past decade has seen huge changes in the technology business continuity professionals use to enhance business unit resiliency, create plans, and manage the organization response to a crisis, disaster or emergency. However, the testing methods used by most organizations have changed little: boring and unrealistic tabletop exercises or costly and disruptive full-scale exercises. We should not be surprised to learn that many organizations feel the emergency response plans and exercises in their business continuity program do not adequately prepare them for an actual emergency.

In this session, we will review the current state of business resilience testing, the challenges organizations have in conducting realistic exercises, and the role virtual reality simulation can have now – and will have in the future - to provide the next generation of testing and validation for organizations and their planning efforts. The session will explore the weaknesses in current exercises, demonstrate the potential of this technology, and examine the future potential of virtual reality in other aspects of testing.

The key component of the workshop is the live virtual reality simulation of two emergencies. Collectively, the attendees will act as the Incident/crisis management team leader. Key decisions made by the group will play out in the simulator. Attendees will also log the actions they would take to manage the simulated emergency. At the conclusion of each emergency, there will be a hot wash to review the strengths and weaknesses of the selected strategy and tactics.

Troy Neville is an instructor at the Center for Disaster Research and Education at Millersville University, deputy emergency management coordinator for planning in Manheim Township, Lancaster, PA, and systems engineer for Design Data Corporation.

GinnieStouffer is the owner/president of Aforethought Consulting, LLC, a business continuity consulting company. She has 30 years of experience in developing business continuity programs and plans.

Sunday Workshop Session 5
Novice/Intermediate/Advanced

Rob Giffin

Avalution

Build an ISO 22301 Management System to Capture Executive Attention

Management systems concepts have been included in nearly every business continuity standard written in the last six years – including ISO 22301 – but remain relatively unknown in our profession.

This workshop will introduce management systems processes and their unique benefit of forcing/enabling alignment with your executives' and customers' expectations.

Management systems processes include defining scope and objectives, engaging management and other interested parties, identifying business continuity obligations, documenting a policy, establishing personnel competencies, performing recurring internal audits and management reviews, managing corrective actions – and above all, continual improvement.

Workshop attendees will come away with an understanding of management systems principles and processes, as well as the value of management system standards. Each management system component and process will be introduced using examples and case study content, as well as specific, practical ways to implement these processes in any environment.

Workshop at a Glance:
• Introduce ISO 22301
• Define the management system concept and value
• Discuss the 10 key elements of a management system
• Outline implementation strategies
• Present case studies

Robert Giffin, CBCP, CISA, is a co-founder and director of technology for Avalution Consulting, a leading provider of business continuity and IT disaster recovery consulting and software solutions. Over the past 10 years, he has consulted with organizations of all sizes and in nearly all industries. Giffin specializes in developing and implementing customized business continuity programs and designing software solutions that enable effective and efficient program execution. In addition to being a frequent author and speaker, he has served on the Editorial Advisory Board of the Disaster Recovery Journal and the board of the Association of Contingency Planners' Northern Ohio Chapter.

Sunday Workshop Session 6
Novice/Intermediate/Advanced

Mock Disaster Exercise: Real World Risk

Sponsored by Mail-Gard

Session limited to 200 participants.

Every disaster or business interruption brings new insights and unforeseen issues to the forefront. Our mock disaster will highlight some of these impacts, without the heartache of managing through a real event. Based on an actual disaster scenario, and company events – this mock disaster will explore the impact of a disaster declaration on areas of a company previously overlooked in most other disaster drills.

The effects from a shutdown to your operations center reach longer and deeper into a company's core than you may realize. The outage experienced from a disaster may be wide spread or limited to certain areas of your business. How will you deal with accounting, administrative, facilities, and operations issues that affect a company unable to communicate with their most important resource… their customers? How will you respond to impacts to facilities, financial and compliance issues? These are just some of the issues that will be highlighted. Attending this mock disaster may expose some of the weak points in your recovery planning.

As with all prior mock disaster exercises there will be unexpected situations and incidents that will challenge participants to collaborate and respond to emerging events while staying focused on the recovery goal. This lively and interactive exercise will test your knowledge as you work together to respond to the immediate demands of keeping your company in business when and interruption occurs.

Mail-Gard is the nation's leading provider of critical communication recovery services specializing in print and mail recovery solutions, along with email, crisis notification and document management recovery solutions.

General Sessions

General Sessions are held each morning and are targeted to all attendees. These sessions are an excellent opportunity to learn a broad range of information from top industry experts. General Sessions are the perfect way to kick off each day! Our sessions motivate, innovate and educate in a fun, relaxing environment!

General Session 1
8:15 a.m. – 9:15 a.m.

Jon Petz

It's SHOWTIME ... and Life Isn't a Dress Rehearsal
Are you ready for the spotlight? You better be because it's SHOWTIME—and no one remembers boring! Stop meeting expectations! Learn to create impact in your life, at work and in the lives of others—instead of merely meeting an expectation. This entertaining session will allow attendees to see and experience the importance of every aspect of what they do. Rekindle the passion in who you are and what you do!

Jon Petz, author, speaker and corporate entertainer, engages his audiences into his events, but also re-engages them into their own lives, careers, organizations, goals and into the lives of others.

General Session 2
9:30 a.m. – 10:30 a.m.

Troy McAlpin
X Matters

When Business Interruption Requires Intelligent Communications
In our new hyper-connected, cloud-based, mobile-driven world business continuity planning needs to take into account the growing complexity of ways in which people connect and communicate. This session highlights real-world examples of how leading-edge organizations are using the latest in technical advances to engage during times of business interruption. Learn not only what the next wave in technology means for business continuity, but how your organization can embrace the new while avoiding common pitfalls.

Troy McAlpin, founder of xMatters, brings a wealth of experience to his leadership role. His expertise also includes process automation, strategic initiatives, and corporate strategy.

General Session 3
10:45 a.m. – 11:45 a.m.

Barry Briggs
Microsoft

Peter Hill
Ing.

Bernie Cowens
First American

Dan Bailey
Viewpoint

An Expert Review of Technology's Impact
Technology is advancing at breakneck speed. Mobile devices, which are ever-changing, mean data, contacts and critical documents are in the airport, the car, an employees' home or in someone's pocket. How is it possible to protect these various points of critical data and ensure everything is accessible and secure? Efforts are constantly being made to keep up with the changing environment. A panel of C-level executives will provide in depth insight into the latest solutions and strategies for dealing with the impact of technology on disaster recovery. Participants should email questions for the panel to patti@drj.com.

Moderator: Dan Bailey, Viewpoint Bank. Panelists: Peter Hill, CTRSO, Ing., Bernie Cowens, CISO, First American, Barry Briggs, CTO Microsoft.

General Session 4
8:15 a.m. – 9:15 a.m.

Reinvigorate Your BC/DR/EMProgram AND your Career

Do you feel a bit stuck on how to move your business continuity, disaster recovery, or emergency management program forward? Are you doing the same things over and over again, wanting something different but getting the same results? What are you doing to ensure that you are a valuable asset of the company and are also creating opportunities for your professional future? This session addresses both of those issues – how to reinvigorate both your program AND your career.

Regina Phelps is founder of Emergency Management & Safety Solutions. Since 1982, she has provided consultation, training, and speaking services.

Regina Phelps
EMS Solutions Inc.

General Session 5
9:30 a.m. – 10:30 a.m.

Resiliency in a Risky World

Today's world presents new risks to your organization at almost every turn in the road, and you may be struggling to stay on top of them. How do your governance, risk and compliance practices integrate with your business continuity program? Learn how to effectively navigate this risky world using proven methodologies and strategies that can be tailored to fit your organization's unique requirements.

Tracey Forbes is the vice president of software business development at SunGard Availability Services. She advises on software strategy and product direction and partners with SunGard customers worldwide.

Tracey Forbes
SunGard

General Session 6
10:45 a.m – 11:45 a.m.

Skills and Insights for the BCP Manager

There is much written about leadership during a crisis; what about before the crisis? This session describes what is required to start a new BCP program or to move a current BCP program forward. Building or maintaining an effective yet economical BCP program is tough even in the best of circumstances. Having a BC or DR plan is not enough. The successful new or seasoned BCP manager must have an understanding of office dynamics and organizational change, plus possess a set of leadership skills not normally considered. What are these skills and how do you use them? How do you convince an apathetic or cost-conscious management that BCP is important? What else should you be doing? What have other companies done? Find out in this session!

Dr. Steve Goldman is an internationally recognized expert and consultant in business continuity, crisis management, disaster recovery, and crisis communications. He is a former global BCP manager for a Fortune 500 company with more than 30 years experience in all aspects of the field.

Steve Goldman
Steve Goldman Associates

General Session 7
8:15 a.m. – 9:15 a.m.

Now You (Don't) See It: Overcoming Human Limitations for Ensuring Resiliency in a Risky World

Looking at something doesn't mean that one is "seeing" something. Even when one person "sees" something, others may "see" something completely different. Discover recent scientific research findings about human perception norms and typical vision characteristics and their effect on what we see during security, emergency and continuity management situations. This session introduces some correction action that we might take to help improve efficiency, enhance performance and keep us safer.

Dr. Robert C. Chandler, Ph.D., is professor of communication and director of the Nicholson School of Communication at the University of Central Florida.

Robert Chandler
UCF

General Session 8
9:30 a.m. – 10:30 a.m.

Gut Check: Is What We're Doing Working?

This general session will present a balanced and objective perspective on what's working, what may not be working, and where we need to focus our efforts and resources. As DRJ marks it's 50th event, attendees will hear a "no holds barred" assessment of our industry from the perspective of both vendors and program managers. Together we will all shape the future of our industry.

As founder and CEO of Fusion Risk Management, David Nolan has established one of the industry's most innovative risk management solutions and services providers.

John Jackson, executive vice president, Fusion Risk Management, has more than 30 years of IT and IT risk management experience and is widely regarded as a visionary and leader in DR/BC.

David Nolan
Fusion

John Jackson
Fusion

General Session 9
10:45 a.m. – 11:45 a.m.

Build It Like a Business

Forget the politics, details, and techno-talk. It's time to build your reputation, department and case like a business. Discover why this is crucial to your success - and why it will be mandatory in the future as you attempt to show your value. As you learn the nuance of making your case, navigating the presentation, and gaining support – you'll discover that you are creating brand you, a brand that can be leveraged for resources and support in the future. Build it like a business will walk you checklist-style through building an internal theme for department alignment, business focus, and company-wide respect. Be ready to make only the necessary points with leverage by using successful tactics to control your message, connect with the right players, and change your department or team!

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

Barry Pruitt
Pinnacle Business Concepts

Strategic Session 1
Intermediate/Advanced

Seamless Integration of Crisis Management and Recovery Teams

Ray Mach

IMG

Within large companies there may be many recovery plans and one or more crisis management teams. During events with a broad impact, it is critical to effectively manage the coordination and communication across many departments, divisions and locations. Learn how some large companies address this through the structure, roles and responsibilities of the teams at all levels. This includes having a well defined linkage to connect the smallest department recovery team to the global crisis management team to enable a good flow of information. Discover critical success factors, team hierarchies, BC plan implications and support tools.

Ray Mach is currently senior manager, business continuity, leading the formation of a global BC program at IMG, a global leader in sports, fashion and media, operating in more than 30 countries.

Managerial Session 1
Intermediate/Advanced

Communications Can Make or Break Your Recovery Efforts

Michelle Cross

Wells Fargo Ins. Srvcs.

Business continuity plans guide organizations through crisis events to keep the business running; however, the ability or inability to communicate this can greatly enhance or undermine the overall impact of the crisis to the organization. Many companies do not address crisis management and communications which leaves the company vulnerable to loss of customers, market share and reputation. Learn best practices for effective crisis management and communications, and examine the implications of poor crisis communications. Participants will learn the steps to create crisis management and communications plans, including the importance of social media.

Michelle Cross is a senior vice president, with more than 20 years of experience. She is a Certified Business Continuity Planner and a Certified Data Center Professional, with specific expertise in project management and developing organizational business recovery plans.

Technical Session 1
Intermediate/Advanced

What Works: Services and Service Supply Chain Risk Management

James Born

Cisco Systems Inc.

Cisco Services customer support and service supply chain organization implements an effective, practical approach to identifying, prioritizing and managing supplier business continuity risk using limited resources. Learn Cisco Services' supplier BC processes highlighting assessment scoping, questions, risk dialogue, metrics and supporting supplier contracts language. Cisco Services assesses critical supplier BC management to identify risks and the BC team partners with critical suppliers to drive BC improvements and reduce risks.

Jim Born, Cisco Services business continuity manager, currently serves on Cisco's incident management and business continuity working groups.

Emergency Response Session 1
Intermediate/Advanced

Old Dogs CAN Learn New Tricks: Applied Techniques for Optimizing the Value of BC/ DR

Lenny Sharpe

Target

Ryan Falcone

N'com-pass

Forget what you've learned about BC/DR… well, most of it anyways. Innovative practitioners are moving beyond compliance and finding new ways to integrate best practices from multiple risk management disciplines to deliver unprecedented value to their organizations. Drawing upon examples from many different industries, this presentation will demonstrate applied techniques for reducing operational costs, optimizing resiliency, improving the effectiveness and efficiency of crisis response, ensuring alignment with strategic business priorities, and delivering indispensable risk intelligence to executive leadership.

Lenny Sharpe, manager of the technology continuity management team at Target, has more than 16 years of experience as a security, crisis management, DR and BC professional.

Ryan Falcone, senior strategic consultant, N'compass, is an enterprise risk management professional with more than a decade of strategic experience in BC, DR and crisis management.

Advanced Session 1
Intermediate/Advanced

Advanced BIA and Risk Modeling

Egbert Smith

ABN AMRO

Our (organizational) environment is becoming more and more complex (complex organizations, complex regulations, more outsourcing and out tasking, changing threat landscape, etc.). New methods and techniques can help overseeing this complex world. Learn how Probabilistic Graphical Models (PGMs) and graph databases can extend and enlarge our insight in the dependencies between processes, resources, threats, threat impact (BIA) and BCM requirements. In the third part of the presentation I want to discuss these methods with you and hear how you cope with the struggle to maintain insight in this complex world.

Egbert Smit MBCI is deputy Corporate Continuity Officer at ABN AMRO, a large Dutch bank. He started his career at the first Dutch disaster recovery center 29 years ago and has always worked within the DR/BCM arena.

Information Session 1
Novice/Intermediate/Advanced

Preparedness during the Boston Marathon Terrorist attacks

Paul Dattoli

Partners Health

Partners Healthcare hospitals played a major role in saving lives during the Boston Marathon terrorist attacks on April 15, 2013. Our first responders along with many medical staff members in Boston had participated in exercises to deal with with such events and were well prepared. This presentation will touch on some of the occurrences at Partners' hospitals during that event as well as the important role our technology infrastructure played behind the scenes to ensure all systems were available and operating properly.

Paul Dattoli, CBCP, AMBCI, ITIL, is an Information Technology leader with 30 years experience in business, industry, and higher education.

Strategic Session 2
Novice/Intermediate/Advanced

Rachel Dines

Forrester

DRJ and Forrester BC/DR Market Study: The State of DR Preparedness

Learn the current state of enterprise disaster recovery preparedness and technology adoption and how much progress we've made over the past few years. The results from the Disaster Recovery Journal and Forrester's Annual BC/DR Market Study will be reviewed in this session and compared to the results of the last time this survey was run. The conclusion will provide an overall assessment of current DR preparedness efforts and provide recommendations and suggestions for improving preparedness.

Rachel Dines' research focus is on IT continuity and DR services and technologies, next-generation high availability and backup, and data center strategies.

Managerial Session 2
Novice/Intermediate/Advanced

Erika Voss

Microsoft

Johnny Blair

Microsoft

You Say Recover, I Say Resilient

Often times we are presented with the opportunity to make sure our systems, our environments, our data centers and overall business operations are successful to recover. However, in this day and age, we want to be resilient, and should be resilient. We will focus on the going from recovery, to continuity, to resilience in this session for businesses as a whole. ranging from IT, to operations, to supply chain, and the risks within.

Erika Voss, CBCP, MBCI, CORE, business continuity manager, with Microsoft is a part of the IEB Devices and Studio's group. She has more than 20 year's experience in emergency response and preparedness, program/ project management and security related disciplines in managed services, communications and state government.

Johnny Blair, CBCP, is an operational risk manager for Microsoft's enterprise business continuity management program. As an advisor to the applications & services and the cloud & enterprise teams he is influencing how cutting edge technology is impacting the resiliency landscape and how it will change future best practices of the business continuity industry.

Technical Session 2
Intermediate/Advanced

Sheri Mungai

PepsiCo

Turning BIA's into Business Recovery Capability

Learn how a major corporation turns its BIAs into recovery capabilities. PepsiCo conducts annual business impact analysis by process function then uses the results to establish business priorities, end-to-end business function tests and design DR exercises that demonstrate business recovery capabilities. As a consumer package goods company, PepsiCo categorizes business processes under: manufacturing, supply chain, go to market, HR/payroll and finance. Then, the process is further defined into sub-process functions.   Discover how different departments conduct their research and apply it to the needs of their division.

Sheri Mungai is senior manager for PepsiCo Risk & Compliance, Disaster Recovery. She leads design and development of PepsiCo's DR and continuity programs for all PepsiCo North America Divisions.

Emergency Response Session 2
Intermediate/Advanced

FINANCIAL SERVICES | ISAC

Debra Zoppy

Guardian Life

Marc Sokol

Guardian Life

How to Effectively Take Action on Lessons Learned

This session will cover the practical aspects of deriving lessons learned from cyber and physical incidents, adapting and applying them to an organization's environment and then developing an implementation and educational plan. In addition, they will cover strategies for getting acceptance and support from senior leadership in order to ensure operational success.

Debra Zoppy serves as corporate crisis and risk management services for The Guardian Life Insurance Company of America. She manages the business resiliency program, disaster recovery testing program, crisis council, and operational risk services program.

As Guardian Life Insurance Company's corporate chief security officer and head of operational risk management, Marc Sokol oversees the design, establishment, implementation and governance of the operational risk management programs. Sokol is also a director on the Board of the Financial Services Information Sharing and Analysis Center (FS-ISAC)

Advanced Session 2
Intermediate/Advanced

Dr. Larry Ponemon

Ponemon Institute

Paige Poore

IBM

Navigating Risk: Shining a Light on Resiliency Strategies for Better Business Results

Discover findings from a global study of 2000 professionals and discuss how you can make the case for an improved return on your resilience investment. Find answers to those $64 million dollar questions on how much incidents both small and major cost and the forecast for the frequency of those events. Also revealed will be the challenges faced and tactics employed in addressing the changing needs of IBM's continuity business and how similar practices can put your business in a competitive advantage.

Dr. Larry Ponemon is the chairman and founder of the Ponemon Institute, a research "think tank" dedicated to advancing privacy, data protection and information security practices.

Paige Poore is the director of global business continuity for IBM Corporation, and has direct responsibility for establishing and guiding the governance of IBM's internal business continuity management system.

Information Session 2
Novice/Intermediate/Advanced

Tony Schmitz

Send Word Now

Seven Deadly Sins of Alert Notification Systems

Critical mistakes can lead to ineffective communications during a crisis. An organization can have the best service provider and product, but if implementation is not 100 percent correct and employees are not properly trained, mistakes can happen. These errors can be costly, not only financially but risk the lives of your employees, your structures and your ability to recover. Learn the seven deadly sins of alert notification systems and discover things to avoid when using ENS solutions. These tips could save your organization from suffering devastating financial, structural and human loss.

Tony Schmitz, CEO of SendWordNow, has been an entrepreneur and business executive since 1983, creating and building value for technology companies across the New York region.

Breakout Track 3

Strategic Session 3
Novice/Intermediate/Advanced

Operational Resiliency: Governance in the New BCDR World

David Halford

Forsythe Solutions Group

Things change: what once was is no longer, and BC/DR is no exception. As operational resiliency becomes a key business continuity program component, confusion exists around how to monitor, report, and validate in the new BC/DR world. Incorporating high availability, continuous availability and other common application availability concepts into your BC program requires a balanced approach. This session will explore best-practice approaches to incorporate operational resiliency into your BC/DR program governance.

As Forsythe's senior principal and national practice manager, David Halford helps customers plan and implement enterprise risk management initiatives focused in the DR/BC arena.

Managerial Session 3
Intermediate/Advanced

New Features of the BCI's Good Practice Guidelines 2013: Trends and Advances in Global BC Practice

Doug Weldon

Thomson Reuters

The BCI's Good Practice Guidelines are written by business continuity professionals for BC professionals. It is new for 2013 to reflect changes in the discipline with the emergence of ISO 22301:2012. It remains the most comprehensive and independent view of current thinking in the subject. The real value to professionals is that it considers not just the "what to do" (which standards do cover), but also "why" and "how" and "when" of practices. This session will highlight the new features of the GPG 2013 and provide insight into the six professional practices of the business continuity management lifecycle. This session will also present that the GPG 2013 recognizes a clear difference between BC as the wider discipline and BCM as the management process.

Doug Weldon, vice president, product and infrastructure risk management, Thomson Reuters, has an extensive background in IT, quality management, business development, program/project management, and senior leadership.

Technical Session 3
Novice/Intermediate/Advanced

Your Role in Data Stewardship

Rebecca Levesque

21st Century Software

Hidden risks are inevitable in any IT environment. As the IT landscape grows in size and complexity, hardware solutions give the sense of immediacy and a cure-all to data problems. In addition, ongoing and frequent configuration changes inevitably result in discrepancies between production, high availability, and disaster recovery environments – introducing risks that remain hidden until an event strikes. With different areas being responsible for different pieces of the overarching IT and business environment, no single group has full ownership. Where does your role fit in? What can you do to become a better data steward?

As the president and CEO, Rebecca Levesque is responsible for shaping 21st Century Software's corporate vision.

Emergency Response Session 3
Novice/Intermediate/Advanced

Trends in the Notifications Industry

Ann Pickren

MIR3

It's not your imagination, the number of crises across the world is on the rise. And with that, more organizations are looking to automated notification solutions to alert both those in danger and the responders that can provide aid. As use of notification systems becomes more common, usage trends are emerging, indicating what types of notifications are effective and which aren't. By studying these trends we gain valuable intelligence that acts as a guide in establishing recognized best practices for using automated emergency notification.. By analyzing recent data, we are seeing developing trends that can be used to improve notification effectiveness. This session will focus on using those discoveries to build new ways to use notification.

In her role as VP, solutions, Ann Pickren focuses on evangelizing MIR3 solutions to the BC/DR market. Pickren serves as an advisory board member for BC Management Inc., is a member of the Organizational Resilience Maturity Technical Committee within ASIS International and is member of the DRJ Executive Council.

Advanced Session 3
Intermediate/Advanced

Case Studies on Managing Public Relations Embarrassments

Bethany Netzel

CME Group

This session will use case studies and discuss lessons learned from public relation embarrassments such as the United Guitar Song and the exchange outages in 2013. Discover lessons learned from the recent exchange outages and other situations and offer strategies for how to protect organizations from reputational impact including, messaging - public, customers, internal - working with regulators and spinning down hype around cyber security.

Bethany Netzel is the executive director responsible for business continuity, disaster recovery and crisis management at CME Group, which is comprised of the Chicago Mercantile Exchange, the New York Mercantile Exchange, the Chicago Board Of Trade and the Kansas City Board of Trade.

Information Session 3
Novice/Intermediate/Advanced

How to Become a BC Superstar (and Get Paid Like One)!

Frank Perlmutter

Resilience One

Whether you are new to the business continuity profession, feel stuck in your current role, or are looking to rise to the next level, discover steps to redefine your career path—for the better!

In this session, learn why many BC professionals are trapped in an unsatisfying employment situation.

Identify common BC bad habits and learn how to shake them. Get excited about making a change.

Learn a set of simple, powerful skills to help you prosper and become part of an elite group of professionals.

Use this session to develop insights that can help you take greater control of your destiny and make business continuity a more rewarding career.

Over the course of 18 years, Frank Perlmutter's career has taken him from a nine-to-five government job, to directing programs for some of the most prominent organizations in the world, to running an award-winning business continuity software and consulting company.

Strategic Session 4
Intermediate/Advanced

Social Media: How to Get Ahead of – and Stay Ahead of – the Social Media Game

Regina Phelps

EMSS

Social media, although a relatively new tool, is already pervasive in our society. Back in "the olden days," after an incident occurred, companies could issue a press release, then hold a media conference, and that would suffice for communication. No longer. Anyone with a smart phone is now a roving reporter. Today, companies must be prepared to interface with the public using social media tools to get their message out. How can your company use these web-based and mobile technologies to turn communication into an interactive dialogue? Explore how your company can engage this new media in powerful and productive ways.

Regina Phelps' niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

Managerial Session 4
Novice/Intermediate/Advanced

How The Public/Private Partnership Can Enhance Resilience

Denise Anderson

FS-ISAC

Learn the role that public and private partnerships can play in helping organizations remain resilient in the face of threats and incidents. They will discuss several initiatives that have taken place in the financial sector and point to specific examples of success through partnerships with government agencies such as the U.S. Department of the Treasury, the Department of Homeland Security, the financial regulators and then the regional coalitions and the owners and operators of financial service critical infrastructure.

Denise Anderson, is chair of the National Council of ISACs and vice president, FS-ISAC, government and cross-sector programs at the FS-ISAC.

Technical Session 4
Intermediate/Advanced

Developing a Comprehensive Data Protection Solution

Monica Stebbins

Mitre Corp.

This session will explore the elements of a comprehensive data protection solution and will help you make sense of your data protection requirements. We will identify differences between backups vs. archiving vs. replication. Discussion will also include storage tiers, comparing replication types, identifying the role of tape and other sources for off site data and service management/ITIL storage.

Monica Stebbins has worked as an IT professional for 15 years in the areas of database, storage and backup administration. She currently works for Mitre Corporation in Bedford, MA as a system administrator.

Emergency Response Session 4
Novice/Intermediate/Advanced

Continuity Awareness and Training: The Right Way

Phil Lambert

Ripcord

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 demonstrates clearly the value a continuity program brings to an organization. Having plans on-the-shelve do not save lives or minimizes 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. Learn 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 will drive what 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 founder and president of Ripcord, previously known as the Center for Continuity Leadership. He has nearly 20 years of experience in business continuity and disaster planning. Since founding the Ripcord in 2004, Lambert has designed and produced numerous customized training courses for corporations large and small.

Advanced Session 4
Intermediate/Advanced

World-Class Business Continuity: So How Do They Do It?

John Liuzzi

Southern Wine & Spririts of America

The term world-class can be defined as products, services, or processes that are evaluated by customers and industry-experts to be among the best of the best in terms of design, performance, quality, and satisfaction. So what does it mean to have a world-class business continuity program? This informative session presents easy to understand principles, concepts, techniques, and best practices that have stood the test of time and have been adopted by the world's leading organizations in order to develop and sustain an effective and robust business continuity program. Additionally, this session will discuss a simple, proven, and standardized approach that any organization can immediately adopt to enhance the maturity and execution of its business continuity program.

John Liuzzi is currently the director of business continuity for Southern Wine and Spirits of America, the nation's largest distributor of wine and spirits with operations in 35 states.

Information Session 4
Novice/Intermediate/Advanced

Decisions in a Crisis or Emergency: DICE, A Model for Decision Makers

Deborah Higgins

The BCI

DICE is a model process which is designed to help top management and their teams to develop the professional judgement necessary to make effective decisions when dealing with a crisis or an emergency situation, its subsequent effects and the ensuing consequences. Adoption and use of this protocol will enable decision makers to demonstrate that their decisions were assessed and managed in a reasonable manner under the circumstances existing at the time. This applies even if some harm should result from their decisions and actions.

Deborah Higgins is the head of learning and development for the BCI and has more than 15 years experience as a practitioner in emergency management, corporate project management and business continuity management in both the private and public sector in Canada and the UK.

Tuesday Workshops •

Workshop Session 1
Intermediate/Advanced

Leveraging Business Continuity Standards: A Practical Guide to Making Standards Work for You

Regina Phelps

EMSS

Kelly David Williams

EMSS

Much has been written and said about business continuity standards, but it's mostly been from the perspective of those whose companies have a goal of achieving full technical compliance with a given standard, often because of a legal/regulatory/industry mandate or, perhaps less commonly, voluntarily. But what about your company? Do the business continuity standards offer any value to those companies not under a mandate and those which are not interested in voluntary compliance?

This workshop will examine ways to use business continuity standards as a general program development tool, as opposed to a "standards compliance" tool. We will explore two of the most commonly used standards (ISO 22031 and NFPA 1600) to ensure full understanding of what they are (and aren't):

- What standards don't tell you about your program that you really need to know.
- How standards can be leveraged within an environment where they are not mandated.
- How to use standards to promote business continuity with your executives.
- How to use standards effectively as an "informal" benchmark for overall program development.

This fast-paced workshop is not intended to provide an in-depth analysis of specific provisions of either ISO 22301 or NFPA 1600, nor is it designed to prepare you to conduct an audit (or to be audited). Our goal is to "take a step back" and consider industry standards from the perspective of business continuity practitioners working in a non-regulated environment.

Since 1982, Regina Phelps has provided consultation, training, and speaking services to clients on four continents. She is founder of Emergency Management & Safety Solutions.

Kelly David Williams, MBA JD, works as a senior consultant with Emergency Management and Safety Solutions.

Workshop Session 2
Novice/Intermediate/Advanced

Command and Control: A Framework for Crisis Management

Raychel Oshea-Patino

PVH Corp.

Sean Murphy

Lootok

Many organizations fail by planning for an event before it happens and consequently, try to fit the crisis into the plan.

In the complex and chaotic environment that is characteristic of a crisis, however, we can only rely on plans as a starting point. The real planning must happen at time of event.

This session will introduce a decision-making model called command and control, and demonstrate how one of the world's largest global apparel companies has applied this framework in training its leaders.

Learn how to build tacit knowledge among leadership, develop solutions around the specific context of a crisis, and get executive buy-in for your crisis management program.

Since 2006, Raychel O'Shea Patino manages the business continuity program for PVH Corp. from its corporate headquarters in New York City.

PVH is one of the largest global apparel companies, with 2011 revenues of over $5.9 billion and combined global retail sales of over $16.6 billion.

PVH owns a diversified portfolio of brands, including its global designer lifestyle brands Calvin Klein and Tommy Hilfiger, as well as Van Heusen, IZOD, ARROW, and Bass.

Sean Murphy is the CEO of Lootok, a specialized business continuity management (BCM) consulting firm headquartered in New York City.

As a former vice president at Marsh and McLennan Risk Consulting and a senior consultant at Ernst and Young,

Murphy has managed some of the most highly regarded business continuity practices in the industry.

He has more than 20 years of contingency experience, with 13 years of consulting in business continuity and seven years of military contingency planning.

Workshop Session 3
Intermediate/Advanced

Hands-on-Workshop to Build and Exercise Cyber Contingency Examples

Susan Rogers

Cyberwise

In this workshop participants will review the components of the NIST U.S. Cyber Security framework to protect critical infrastructure and discuss where business continuity skills are needed to guide business leaders as they enhance their contingency plans to respond to a cyber event.

Participants will:

- break into teams
- be given a fictitious business continuity plan
- debate the ramifications of a cyber event
- identify contingency activities the business unit and company can consider when faced with the complexity of cyber disruption.

The teams will then join together for a limited cyber exercise and debate the effectiveness of the contingencies activities.

Susan Rogers, principal consultant and CEO of Cyberwise CP, is a seasoned technology and risk management expert with more than 30 years of diverse experiencein the banking and finance industries.

She and her team work with companies and organizations of all sizes to help clients create no-nonsense contingency and control solutions to ensure that their crisis plans and risk management controls are strengthened for a cyber-events as well as current day regulatory expectations.

Rogers has participated in the 2013 NIST Cybersecurity Critical Infrastructure framework workshops with the intention to include business contingency recovery capabilities into the framework discussions. Her company is positioned to help businesses enhance their contingency plans and map framework controls and activities to their existing risk management structure.

Rogers is currently a disaster recovery specialist at Yale University. During her tenure at companies including Bank of America, GMAC Commercial Mortgage, Fidelity Bond and Mortgage and Electronic Data Systems (EDS), she specialized in technology risk, business continuity, disaster recovery, information-security governance, operations-risk management, capital markets operations and vendor management.

3:00 - 5:30 p.m.

These interactive sessions allow attendees to explore and research topics . Choose one session and mark your preference on page 17. Sessions are rated according to experience levels.

Workshop Session 4
Novice/Intermediate/Advanced

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

Steve Goldman

Steve Goldman Assc.

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. Goldman's highly acclaimed Exercise Planning Checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems.

Exercise conduct, evaluation, and critiquing strategies will be discussed.

With his lively style and real-life examples, Goldman will lead the class through interactive discussions of successful exercise development.

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 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.

Workshop Session 5
Novice/Intermediate/Advanced

Incident Management Planning and Social Media

Ken Schroeder

Southeast Corp.

Deidrich Towne

Hewlett Packard

David Ziev

Bus. Cont. Prof.

Back by popular demand, PPBI has updated this highly interactive workshop. Learn how social media can have a dramatic impact on incident management. Discover the Incident Command System (ICS) and the PPBI Incident Management Plan Maturity Model which was developed from recognized standards and industry best practices.

One of those best practices is the handling of communications including social media outlets. If you have not embraced these phenomena, or need some help in building your response plans that include social media, PPBI will share the good, the bad and the ugly of managing this new media. Attendees will go away with an appreciation for recognition of the problem, a considered response, and what effect social media can have on the effectiveness of your plans.

Exposure to the practical experience of the facilitators in addition to recognized industry standards in measuring the maturity of your plans benefits both the public and private sectors. You will use 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!

Ken Schroeder, CBCP is vice president for business continuity at Southeast Corporate.

Deidrich E. Towne, Jr. MBCP is senior technical consultant for Hewlett Packard.

David Ziev, MBCP, MBCI is the principal of Business Continuity Professionals.

Workshop Session 6
Intermediate/Advanced

Resilience in the Face of Disruptions

Arash Azadegan

Rutgers Business

Anne Quarshie

Rutgers Business

This interactive session uses participant responses to a hypothetical case of supply chain disruption to assess how organizational resilience and supply chain resilience can affect recovery efforts during supply chain disruptions. Participants will read a case comparing two companies and provide an assessment of their recovery performance. Rutgers Business School Supply Chain Management researchers will tally the results and results will be placed on presentation screen for an open discussion of the results.

The comparison case will involve a scenario where attendees pose as a chief procurement officer for a major retailer who is dealing with a natural disaster affecting a nearby state. The disaster has caused significant disruption to the supply chain of two manufacturers which make similar products (company A and company B). Attendees will determine the company's course of action for your own firm as a result of supply shortage from these two manufacturers.

There are certain distinct differences between company A and company B, which participants will be provided with at the session. Based on these they will be asked to provide an assessment of the effect of the disruption and recovery efforts of the two companies. Participants will be provided with a short set of questions on how Company B compares to Company A in terms of (a) recovery speed (b) need for resources (c) overall effects of the disruption on its performance.

Discussions of the results and how supply chain and organizational resiliency affect participants' perception of recovery will be discussed.

Dr. Arash Azadegan is assistant professor of supply chain management at Rutgers Business School.

Anne Quarshie works as a visiting researcher at Rutgers Business School in New Jersey, where she is a research associate with the supply chain disruption research laboratory at the Supply Chain Management and Marketing Sciences Department.

ST-1: IT Resiliency: Increasing Competitive Advantage

Dennis Wenk

Symantec

Business today operates in highly competitive, 24/7 world of just-in-time delivery, global supply chains, around – the-clock customer demand, and alternative vendors a mouse click away. This intense dependence on technology has increased the economic vulnerabilities related to even the smallest of service interruptions. Learn the rudiments of a framework to economically-quantify operational risk, evaluate resiliency alternatives, identify optimum solutions, and justify the investment needed.

Dennis Wenk is principal resiliency architect for Symantec's Information Availability Group.

ST-2: The 2014 State of Disaster Recovery Preparedness

Steve Kahan

DR Bench-mark.org

Recently a council was formed to gain a better understanding of disaster recovery best practices and make preparedness more cost-effective and efficient. This disaster recovery preparedness council was created by IT business, government and academic leaders to address these issues, with its mission to increase DR preparedness awareness and improve DR practices. Learn the state of disaster recovery preparedness based on the results from more than 500 responses to its benchmark survey.

Steve Kahan is chairman of the Disaster Recovery Benchmark Council. He also serves as senior vice president for PHD Virtual.

ST-3: Business Continuity and Eating the Elephant

Patrick Potter

RSA Archer

In a typical organization, there are separate "continuity-like" processes, groups and approaches. These include such areas as IT disaster recovery, business recovery, incident management and crisis management, not to mention related risk and compliance functions. However, too many of the approaches to tackle these issues are separate and uncoordinated, if not downright antagonistic. Today's session will talk about how to bring some of these disparate areas together.

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

ST-4: A Critical Step for Operational Resiliency

David Halford

Forsythe Solutions Group

Best practice organizations have a pressing need to reduce risk, improve visibility, and accelerate the process toward operational resiliency. In this session, we will examine how to exploit application dependency maps to provide acute focus on the application ecosystem and dependencies in dynamic environments, including virtualization, SOA, and cloud computing. In addition, we will address how to improve RTOs, RPOs and recovery processes at remote satellite sites easily by connecting to storage and restarting from the data center … achievable in matter of minutes vs. days. Subject matter experts from Forsythe and Riverbed will co-present this session.

As Forsythe's senior principal and national practice manager, David Halford helps customers plan and implement enterprise risk management initiatives focused in the disaster recovery/business continuity arena.

ST-5: ICS Adoption in the Private Sector

Erica Agiewich

IntraPoint

For companies operating in the private sector, the Incident Command System (ICS) emergency response framework is an increasingly critical element of corporate governance. The reasons for a company to adopt ICS range from improving life safety during a crisis to financial drivers. This presentation will explore the adoption of ICS by corporations. Participants will gain valuable insight into the benefits of ICS and practical take-aways on how they can implement ICS within their own organization.

Erica Agiewich recently joined IntraPoint as the director of Enterprise Resiliency Solutions. Previously she led the business continuity management and incident management programs within Cisco Systems.

ST-6: Organizational Resiliency: An Achievable Goal

Ramesh Warrier

eBRP

Is organizational resiliency an achievable goal – or is it a utopian dream? It is possible by combining an understanding of organizational risks, risk mitigation, risk tolerance, and preparedness to effectively respond to residual risks and threats. Learn how risk management linked to effective response strategies – rather just recovery plans – can lead to a more resilient organization.

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

ST-7: Security Considerations When Moving To the Cloud

Jim Garrity

Xtium

Data security is top-of-mind for business executives when considering a move to the cloud. With recent reports about data leaks in public clouds, how do you know if your organization's information is secure? In this session, we'll discuss common concerns and best practices on keeping your data safe in a virtual private cloud. We'll also analyze what went wrong in some of the public cloud data leaks, highlight trends and innovations in the cloud security market, and review steps that your organization can take to ensure the security of your data in the cloud.

Jim Garrity is vice president, enterprise solutions, for Xtium has deep expertise in operations research, security and cryptography, applicable within banking, finance, healthcare, telecommunication and public sectors.

ST-8: Recovery Strategies for a Mobile Workforce

Dan Perrin

Regus

Learn ways to seamlessly integrate flexible and mobile workspace recovery practices across your global operation. Gain insight to how organizations are able to maintain full visibility, control and reporting during a crisis. Case studies of Fortune 1000 firms will be shared during this interactive discussion. 70% of workforces with be on a mobile platform by 2022 and will require dynamic recovery strategies to keep the enterprise running during a crisis.

Dan Perrin is a leader within the workplace recovery space. As the Americas practice leader and a senior director with Regus, he's been instrumental in the development, management and recovery of thousands of organizations.

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.

Sponsors

Gold Sponsor:

xMatters builds relevance engines that connect people with what they need to know at exactly the right moment, so they can take immediate action. Our relevance engines work with existing enterprise applications, technologies, and processes. More than 900 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. www.XMatters.com

---

Silver Sponsors

myCOOP is COOP System's breakthrough continuity planning software. The patented design was built from the ground up by world-class eCommerce developers. www.coop-systems.com

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

Since 1971, Forsythe offers technology and business consulting services, technology leasing and products from all leading IT infrastructure manufacturers. www.forsythe.com

IBM Business Continuity and Resilience Services can help you rapidly adapt and respond to internal or external dynamic changes and continue operations. www.ibm.com/services/continuity

MIR3 is the premiere provider of intelligent notification and response software for business operations or any area that needs reliable two-way notification. www.mir3.com

The RSA Archer Business Continuity Management and Operations is the industry's most tightly integrated solution to address BC, disaster recovery and crisis management. www.rsa.com.

Send Word Now is the leading provider of on-demand alerting and incident management services for both routine and emergency communication. www.sendwordnow.com

Strategic BCP leads the way in elevating the productivity and relevance of business continuity management (BCM) professionals. We help save time and money. www.strategicbcp.com.

SunGard Availability Services offers a complete portfolio of solutions to help keep people and information connected and achieve uninterrupted access. www.availability.sungard.com

Mock Disaster Sponsor

Critical printed and mailed documents that are vital to the success of your organization. Mail-Gard has the solution to produce those documents when a business interruption, of any kind, strikes. solutions available. www.iwco.com

Co-Sponsors

Business Protector (formerly BPSi) helps organizations of all types deploy effective risk management plans with proven, user-friendly software that just works. www.businessprotector.com.

Dell Email Management Services provides email archiving and e-discovery, storage management, email security and encryption, and provides high availability with 60-second email continuity. www.dell.com/saas

The Fusion Framework Risk Management & Contingency Planning System is the most advanced and easy-to-use system for comprehensive contingency planning. www.fusionrm.com

Regus offer best in class workplace recovery space across a global network of 1,200+ fully furnished and equipped business centers (including 500+ in North America) www.Regus.com

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

We are the leading enterprise software and solutions company innovating managed cloud hosting, virtual disaster recovery, online backup and WAN optimization. www.Xtium.com

Partners

The Business Continuity Institute (BCI) is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice/professionalism. www.thebci.org

Forrester Research is a technology and market research company and are the only company that creates forward-thinking research specifically for your role. www.forrester.com

The International Consortium for Organizational Resilience provides access to the many offerings of education and credentialing expertise. 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

---

For complete sponsor descriptions, visit www.drj.com/springworld

Conference Agenda

Sunday

Onsite Registration	11:00 a.m. - 8:00 p.m.
Cyber City	12:00 p.m. - 8:00 p.m.
Workshops	1:00 p.m. - 3:30 p.m.
Refreshment Break	3:30 p.m. - 4:00 p.m.
Solutions Track	4:00 p.m. - 5:00 p.m.
Welcome Reception	5:30 p.m. - 8:00 p.m.
Product Demonstrations	5:30 p.m. - 8:00 p.m.

Monday

Cyber City	6:45 a.m. - 6:30 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Onsite Registration	7:00 a.m. - 5:00 p.m.
General Sessions	8:15 a.m. - 11:45 a.m.
Exhibit Hall Opens	11:00 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Exhibits/Product Demos	11:45 a.m. - 1:30 p.m.
Senior Advanced Track	1:30 p.m. - 5:15 p.m.
Breakout Sessions	1:30 p.m. - 5:15 p.m.
Refreshment Break	3:45 p.m. - 4:15 p.m.
Exhibit Hall Closes	5:00 p.m.
Product Demos	5:30 p.m. - 6:30 p.m.
Hospitality	6:30 p.m. - 8:30 p.m.

sponsored by (x) matters
The relevance engine company.

Tuesday

Cyber City	6:45 a.m. - 6:00 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Registration/Info Desk	7:00 a.m. - 5:30 p.m.
General Sessions	8:15 a.m. - 11:45 a.m.
Exhibit Hall Opens	11:00 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Exhibits/Product Demos	11:45 a.m. - 1:30 p.m.
Breakout Sessions	1:30 p.m. - 2:30 p.m.
Refreshment Break	2:30 p.m. - 3:00 p.m.
Workshop Sessions	3:00 p.m. - 5:30 p.m.
Exhibit Hall Closes	3:00 p.m.
BCI North America Awards	7:30 p.m. - 9:00 p.m.

Wednesday

Cyber City	6:45 a.m. - 12:00 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Information Desk	7:00 a.m. - 12:00 p.m.
General Sessions	8:15 a.m. - 11:45 a.m.
Lunch	11:45 a.m. - 1:00 p.m.

Pre- and Post Conference Courses and BCI Courses
will also be held onsite. See pages 18 - 23 for details.

Attendance Prize Drawing Immediately following GS-8. Must be present to win.

Venue Information

The official conference hotel:
Disney's Coronado
Springs Resort
1000 W. Buena Vista Dr
Lake Buena Vista, FL 32830
Reservations: (407) 939-1020

Hotel Information
Room include refrigerators, irons, ironing boards and wall safes. Highspeed Internet access available for a fee.

Hotel Reservations
A block of rooms has been reserved at Disney's Coronado Springs Resort. Once the block is filled, reservations will be made on a space available basis, with the rate subject to change at the discretion of the hotel.

The group rate is $174 for a single or double room. A $15 fee will be charged for each additional occupant more than 18 years of age. Attendees are responsible for making their own hotel reservations. For a government room rate, contact Patti@drj.com. Call 407-939-1020. The hotel's fax number is 407-939-1012.

Magical Express Shuttle service to and from the airport can be arranged through Disney's Magical Express! This complimentary service conveniently takes you from the airport directly to your hotel. Once you have a confirmed room reservation, call 407-827-6777 to book your Disney's Magical Express reservation. Make your Disney's Magical Express reservation at least 30 days in advance.

Airlines: American Airlines is DRJ's official airlines for Spring World 2014. For reservations, call 800-433-1790 or visit www.aa.com. Use file #8334AE for the discounted rate.

Car Rental: DRJ has partnered with Budget to provide rental cars at a discounted rate. The discount will range from 5% to 40%. Contact Todd Alexander at 1-800-842-5628 Ext. 35003 or the Meetings and Convention Department at 1-800-525-7537 to maximize your discount with additional coupons or promotions. Please reference BCD# U404172 when you call.

Area Attractions Theme park are just minutes away. Parks include Magic Kingdom, EPCOT, Disney's® Animal Kingdom, and Disney's® Hollywood Studios. For the sports enthusiast, there's tennis, boating, golf and more. Nighttime brings even more excitement.

Park Ticket Discounts Spring World 2014 attendees have the option of purchasing Walt Disney Tickets at discount prices. For more information, visit www.drj.com.

Spring 2014 Registration Form
Register By Jan. 29, 2014 for $1095! Save $200 in conference fees!

Date_____List Your CBCP, FBCI, CRP#_____

Mr/Mrs/Ms_____First Name_____Last Name _____

Company_____

Title_____Email _____

Address_____Mail Stop_____

City_____State_____Zip_____Country_____

Telephone_____Cell_____Fax_____

Print Name As It Should Appear On Badge_____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number_____

Check here if you require special needs _____ Please specify_____
Notify conference personnel during Onsite Registration of your arrival and special needs.

Industry Information

Indicate Your Industry: ____ Banking/Financial ____ Public Utilities ____Transportation ____Insurance
____ Communications ____ Manufacturing ____ Government ____ Education ____ Computer Services
____ Wholesale ____ Health Care ____ Petroleum ____ Mgmt. Consultant Other:_____

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 $_____Registration Discounts (if any) ? _____

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. #_____

_____ Bill my [MasterCard] _____ Bill my [VISA] _____ Bill my AMEX _____ Bill my DISCOVER

Security Code _____ (three-digit number found on back of card, four digits on front for AMEX)

Account #_____Exp. Date_____
Signature_____

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through March 3, 2014 without penalty. No refunds or credits will be given for cancellations received after March 3, 2014. 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.

Session Information
Name: _____ Company:_____

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. If you are interested in attending the Senior Advanced Track on Monday, email patti@drj.com to verify your qualifications.

Sunday, March 30

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	ST-7	ST-8

Monday, March 31

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, April 1

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. 29, 2014
• only $1195.00 through Feb. 28, 2014
• only $1295.00 through March 30, 2014

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

Three Easy Ways To Register

Fax: 636-282-5802
24-hours a day

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

Web: www.drj.com

For information

636-282-5800
9 am - 5 pm CST
-or email-
rose@drj.com

Registration Discounts

DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions below. 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.

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

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m
$1495 per person
Presenter: Regina Phelps

Learn from the exercise master, Regina Phelps, who conducts more than100 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 Phelp'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 Phelps' new book, From Response to Recovery – Everything You Need to Know to Create a Great Exercise.

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning. Since 1982, she has provided consultation, training, and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

PRC-2: Introduction to Enterprise Resiliency Planning

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m
$995 per person
Presenter: Sudhir Gadepalli

This course will take attendees beyond the realm of standard business continuity and disaster recovery management into the field of enterprise resiliency planning. Attendees will walk away with practical and tactical implementation strategies, proven techniques, and supporting templates to build a comprehensive and sustainable resiliency program that is fully aligned with the continuity and recovery goals of any organization.

Attendees will explore various planning models, architectures, strategies and best practices to develop a mature enterprise resiliency program from the ground up. Attendees will use proven, field tested reference frameworks and templates to create deployment plans that address resiliency requirements across the technology, people and business process dimensions of every organization. Major learning outcomes include:

- How to establish a solid foundation for your enterprise resiliency program.
- How to conduct an enterprise risk and resiliency analysis that exposes gaps in recovery preparedness and paints a comprehensive picture of your program requirements.
- How to define business process and technology recovery priorities.
- How to align IT with the goals of your BC/DR program.

Coverage areas include:
- Explore technology recovery and IT service continuity architectures.
- Examine the differences between DR and IT service continuity.
- Develop strategies to implement service continuity goals.
- Evaluate technologies and architectures for high availability.
- How to design with resiliency in mind.
- Testing and validation.
- Develop action plans that address business continuity, incident management and crisis management goals.

Sudhir Gadepalli serves as the chief mentor and strategy officer of Enterprise Resiliency Services, a major BC/DR, risk management and resiliency services training and consulting firm.

PRC-3: CMC 2050: Crisis Communication Planner

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m
$1495, special DRJ price $1345
Presenter: John Cullen

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and always will be the threat to the organization's most important asset – its reputation. To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness,

Learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur.

We'll examine:

- The role of the crisis communications plan as part of the BC program.
- Crisis leadership qualities and the effects of stress
- The value of preserving an organization's reputation
- How reputations are strengthened and weakened
- How instinct serves you poorly in a communications crisis.
- Crisis communications do's and don'ts
- Crisis communications strategies
- The role of "change" in an organization
- Basic strategies of internal communications
- The importance of media training for a spokesperson
- How to construct a strong message
- The roles of the Crisis Management Team & Crisis Communications Team
- Basic audiences and basic means of communication
- The role and capabilities of the spokesperson
- Essential elements that should be included in crisis communications plan.
- What to do and what to avoid when responding to a crisis event.
- How to assess communications performance before, during and after a communications crisis

John Cullen is an ICOR faculty member and a partner with Foresight PR, a full-service public relations firm.

PRC-4: IT/DRP/Certified Business Resilience IT Professional

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m
$1695 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.

For more information on this course and outline, please visit www.sentryx.com or call 1-800-869-8460.

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

PRC-5: Practical Tools and Techniques for Launching Your Continuity Plan

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m
$1995 per person
Presenter: Scott Ream

Business recovery (BR) plans are the starting point toward effective, integrated recovery strategies for the institution that augment the investment already made in emergency management.

These plans document departmental dependencies and vulnerabilities on staff, technology, utilities, suppliers and each other as well as strategies to recover critical services meeting recovery objectives.

Managers learn where they can provide for themselves and where they need to depend on others inside or outside the institution. Come attend this hands-on workshop where you will receive guidance and direction as you build a comprehensive BR plan using a proven Word template and learn seven simple steps to keep BR plans current and relevant.

Objectives:
1. Introduce attendees to the elements of a comprehensive business recovery plan. Every attendee will be provided with an MS Word BR plan, business impact analysis questionnaire, other useful training materials to support departmental planning including list of available 3rd party planning tools.
2. Discuss with attendees how to engage, communicate with and commit mgmt to an appropriately scaled BR program.
3. Teach attendees how to keep business recovery plans current and relevant.

All consultants considering attending this class need to contact Virtual Corp directly via sream@virtual-corp.net or (973) 426-1444

Scott Ream founded Virtual Corporation in 1994 specifically to assist organizations with implementation of appropriately scaled, sustainable business continuity programs. Ream has written numerous articles on the subject of business continuity maturity, is a frequent speaker at industry conferences and is the creator of Virtual Corporation's landmark Business Continuity Maturity Model.

Pre - Conference Course Registration Form

Mail form to: Disaster Recovery Journal, 1862 Old Lemay Ferrry Road, Arnold, MO 63010 or fax to (636)282-5802. Make check payable to Disaster Recovery Journal or provide credit card information.

_____ PRC-1: Everything You Need ($1495)
_____ PRC-2: Intro to ERP ($995)
_____ PRC-3: ICOR - CMC 2050 ($1345)
_____ PRC-4: IT/DRP/CBRIT ($1695)
_____ PRC-5: Practical Tools/Tech ($1995)

Check enclosed for $ _____ Check #_____

Bill my ☐ Visa ☐ American Express
☐ MasterCard ☐ Discover

Account #_____

Exp. Date_____

Signature_____

Security Code _____
(three-digit number found on back of card, four digits on front for AMEX)

Note: A class will be cancelled if the minimum number of registrants is not met.

Name _____

Company_____

Address_____

Mail Stop_____City_____

State_____Zip_____

Telephone_____

Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through March 3, 2014 without penalty. No refunds or credits will be given for cancellations received after March 3, 2014. All no shows will be charged the full amount. All cancellations must be received in writing.

POC-1: Certified Business Resilience Auditor

Wed., April 2, 1:30 p.m. – 5:00 p.m.
Thurs., April 3, 8:30 a.m. – 5:00 p.m.
$1695 per person
Presenter: Rick Wellman

The CBRA (Certified Business Resilience Auditor) Seminar teaches students how to conduct a business continuity program audit. It provides a comprehensive and in-depth audit methodology to help you determine the effectiveness, adequacy, and quality of an organization's business continuity program and is designed for anyone who wants 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

CBRA (Certified Business Resilience Auditor) is BRCCI's business resilience auditor designation. A CBRA provides independent and objective assurance and consulting expertise to organizations throughout the initiation, analysis, development, implementation, testing, and maintenance process of the business continuity and resilience program.

Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website, www.sentryx.com or call 1-800-869-8460.

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

POC-2: ICOR's TIFM 1000: Essential Knowledge for Critical Environments

Wed., April 2,, 1:30 p.m. – 5:00 p.m.
Thurs., April 3, 8:30 a.m. – 5:00 p.m.
Fri., April 4, 8:30 a.m. - 11:30 a.m.
$1495; DRJ special price $1345 per person
Presenter:Jim Nelson

This two-day course covers content necessary to manage and operate a critical environment to avoid unplanned outages caused by equipment failure and human error. The course's audience is those new or those who currently work in critical environments such as data centers, call centers, research &development, university research, hospitals, clean rooms, banking trading floors/environments, broadcasting sites, and manufacturing facilities. TIFM 1000 focuses on creating a base set of knowledge for critical environments and includes a full range of topics:

• 1000.1 The Evolution of Critical Environments - Philosophy & Lessons Learned
• 1000.2 Building a Critical Environment - Starting Logic
• 1000.3 Infrastructure - Uptime Tiering
• 1000.4 Measuring & Reporting for Successful Capacity Planning
• 1000.5 Procedures - What Should You Have?
• 1000.6 Maintenance of Critical Infrastructure
• 1000.7 Individual Components of a Critical Environment
• 1000.8 Critical Environments Aesthetics: What a Critical Environment Should Look Like

Participants who successfully complete the practical exam are awarded the Critical Environments Technician Associate (CETA) Certification.

Jim Nelson is the president of Business Continuity Services, Inc. (BCS), a consulting firm specializing in providing resiliency, business continuity, disaster recovery, management system audits, risk management, data center management, and crisis management consulting. Nelson is also the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience (ICOR), a non-profit education and credentialing organization that provides professional development, certification, thought-leadership, and the latest in research and industry trends in the disciplines that support organizational resilience.

For information on The BCI post-conference courses, see pages 22 -23.

POC-3: Successfully Conduct Your FIRST BCP/DRP Drill!

Wed., April 2, 1:30 p.m. – 5:00 p.m.
Thurs., April 3, 8:30 a.m. – 5:00 p.m.
$1495 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
- Dr. 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
- Using the leverage from this Drill to move onward and upward!

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, Goldman 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-4: Contingency Planning 101: A Course for New Planners

Wed., April 2, 1:30 p.m. – 5:00 p.m.
Thurs., April 3, 8:30 a.m. – 5:00 p.m.
$1495 per person
Presenter: Kelly Okolita

Can you answer this question? If you had to evacuate from your building right now and were told you couldn't get back in for two weeks, would you know what to do to ensure your business continues to operate? Would your staff? Would every person who works for your organization?

If you have you been recently assigned the responsibility for building a business continuity program for your organization and have no idea where to start, this course is for you. This is not a course about becoming certified in this industry, though we strongly recommend that you seek certification if you plan to stay in this field. This a a practical course on how build a program. It will go step by step through the process of building a program providing attendees with tactical tools to execute each step including a sample program manual and a sample plan document.

Contingency Planning 101 goes beyond theory to provide planners with actual tools needed to build a continuity program in any enterprise. Drawing on over two decades of experience creating continuity plans and exercising them in real recoveries, including 9/11 and Hurricane Katrina, Master business continuity planner, Attendees receive guidance on each step of the process and learn how to validate the plan and supplies time-tested tips for keeping the plan action-ready over the course of time.

Kelley Okolita currently works as the director of disaster management services for Cambia Health Solutions where she is responsible for managing the business continuity and disaster recovery program for Blue Cross/Blue Shield Plans across four states - Oregon, Utah, Idaho and Washington.

Post-Conference Course Registration Form

Mail form to: Disaster Recovery Journal, 1862 Old Lemay Ferry Road, Arnold, MO 63010 or fax to (636) 282-5802. Make check payable to Disaster Recovery Journal or provide credit card information.

_____ POC-1: Certified Bus. Resilience Auditor ($1695) _____ POC-3: Successfully Conduct ($1495)

_____ POC-2: ICOR's TIFM 1000 ($1345) _____ POC-4: Cont. Planning 101 ($1495)

Check enclosed for $ _____ Check #_____

Bill my ☐ Visa ☐ American Express

☐ MasterCard ☐ Discover

Account #_____

Exp. Date_____

Signature_____

Security Code _____
(three-digit number found on back of card, four digits on front for AMEX)

Note: A class will be cancelled if the minimum number of registrants is not met.

Name _____

Company_____

Address_____

Mail Stop_____City_____

State_____ Zip_____

Telephone_____

Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through March 3, 2014 without penalty. No refunds or credits will be given for cancellations received after March 3, 2014. All no shows will be charged the full amount. All cancellations must be received in writing.

BUSINESS CONTINUITY TRAINING FROM THE **bci**

Training at DRJ Spring World

Pre-Conference

BCI FOUNDATION COURSE
Duration 1.5 days • Cost: $795

Saturday 29 March (8.30am – 5.00pm)
Sunday 30 March (8.00am – 11.30am)

This course is a basic introduction to the world of Business Continuity (BC). It is designed as a first step for newcomers to the subject of BC and for those for whom BC may be a part of their role or responsibilities who need to have a good understanding of the subject.

It provides the beginner with the basic knowledge and understanding of the building blocks required for developing or maintaining a robust Business Continuity Management (BCM) program and gives those individuals with a BC related role or responsibility a comprehensive overview of the discipline.

This course covers all 6 elements of the BCM Lifecycle and is based on global good practice as described in the Business Continuity Institute's Good Practice Guidelines and the international standard for Business Continuity ISO 22301.

Please note this is not a preparation for the Certification of the BCI Examination. If you wish to train for the exam, please take the BCI Good Practice Guidelines Course.

ISO 22301 LEAD AUDITOR WORKSHOP – DELIVERED IN PARTNERSHIP WITH THE ICOR
Duration 1.5 days • Cost: $795

Saturday 29 March 2014 (8.30am-5.00pm)
Sunday 30 March (8.00am – 11.30am)

Attend this one and 1/2 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 the maturity of business continuity programs, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee. 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
Part 2: Developing Strategies to Mitigate Risk & Continue Operations
Part 3: BCM Program Implementation
Part 4: Developing a BCM Culture
Part 5: Program Maintenance & Improvement
Part 6: The Role of the Auditor and Understanding the Audit Process

Post Conference

Certification Training

THE BCI GOOD PRACTICE GUIDELINES COURSE AND CERTIFICATE OF THE BCI (CBCI) EXAMINATION
Duration 3 days • Cost: $2,156 (Class only) • $2,656 (with CBCI Exam post class)

Wednesday 2 April (1.30pm – 5.30pm)
Thursday 3 April (8.30am – 5.00pm)
Friday 4 April (8.30 – 5.00pm)
Saturday 5 April (8.30am – 12.30pm)

OPTIONAL CBCI EXAM
Saturday 5 April (1.30pm – 4.30pm)

The BCI Good Practice Guidelines training course is a three day, instructor led class which teaches the methods, techniques and approaches used by Business Continuity professionals worldwide to develop, implement and maintain an effective Business Continuity Management program and improve organizational resilience, as described in the BCI Good Practice Guidelines (GPG) which is aligned to ISO 22301.

This course is designed for those individuals seeking to complement practical experience in Business Continuity (BC) or a related field through some formal training based on the GPG; and for those wishing to achieve an internationally recognized certification in Business Continuity by preparing to take the Certificate of the BCI (CBCI) examination.

Plus optional CBCI examination

Half day, post class

Specialist Skills Training

BUSINESS IMPACT ANALYSIS (BIA) TRAINING
Duration 2 days • Cost: $1,200

Thursday 3 April (8.30am – 5.00pm)
Friday 4 April (8.30am – 5.00pm)

This two day course is designed for those BC professionals who are required to undertake a BIA in their organization and are looking to enhance their skills and technique for this essential component of an organization's Business Continuity Management program.

CRISIS AND INCIDENT MANAGEMENT
Duration 2 days • Cost: $1,200

Thursday 3 April (8.30am – 5.00pm)
Friday 4 (April 8.30am – 5.00pm)

This two day course is designed for senior managers who are responsible for managing an incident at tactical and strategic level or for individuals who are part of the Incident Management Team.

WRITING BUSINESS CONTINUITY PLANS
Duration 1 day • Cost: $550

Thursday 3 April (8.30am – 5.00pm)

This one day course is designed for those BC professionals who are tasked with writing Business Continuity plans for their organization. This course gives practical guidance on how to develop and write a set of strategic, tactical and operational BC plans as part of the Incident Response Structure that forms a key part of the BCM Lifecycle.

To book any BCI classes at DRJ Spring World 2014
Please book through the www.drj.com website *www.drj.com/springworld*

Business Continuity Institute Membership

Statutory membership of the BCI provides BC professionals worldwide with:

- International recognition and status through accreditation.
- Assurance of technical and professional competency in business continuity

BCI members enjoy benefits including:

- Networking opportunities, face to face and online
- A wide range of tools and resources
- Member-only offerings such at the Mentoring Program, Consultancy Register and CPD system
- Free downloadable Good Practice Guidelines and discounts to training and events

Use your CBCI or DBCI Certification to apply. Or did you know that you can apply through our Alternative Route to Membership using the ABCP, CBCP or MBCP credentials? For more information on either route, please contact us, or come to visit our booth.

bci MEMBERSHIP

SETTING THE PROFESSIONAL STANDARD

For more information on JOINING the BCI go to
WWW.THEBCI.ORG

Email or call on
MEMBERSHIP@THEBCI.ORG
703 891 6780

About BCI Corporate Partnership

The BCI Corporate Partnership enables organizations to work more closely with the BCI to help raise the profile of Business Continuity management as a discipline within their organization and to promote the highest standards of professional competence in BC in organizations working in any sector worldwide.

bci IT'S NOT JUST FOR INDIVIDUALS

For more information on BCI CORPORATE PARTNERSHIP go to
WWW.THEBCI.ORG

Email or call on
PARTNERSHIP@THEBCI.ORG
703 891 6780

BCI NORTH AMERICA AWARDS

Annual North American Awards

Don't miss the third Annual North American Awards – exclusively at DRJ Spring 2014!

See www.thebci.org for more information

Disaster Recovery Journal
Spring World
Orlando, Florida 2014

WWW.THEBCI.ORG

-or- Disaster Recovery Coordinator

Disaster Recovery Journal

Spring World

Orlando, Florida ⚫ 2014

DISASTER RECOVERY JOURNAL

50 Celebrating Conferences

Proud of our past. Preparing for our future.

**March 30 - April 2, 2014
Orlando, Florida**

Disney's Coronado Springs Resort
(407) 939-1020

Save $200! Register by Jan. 29, 2014. See page 17 for details.