



7:00 a.m. to 8:00 a.m. **Registration and Breakfast**

8:00 a.m. to 8:50 a.m. **General Session #1**

Disasters 101: Introduction to Disaster Recovery (DR) and Business Continuity (BC)

Tim Mathews D.Sc.



Executive Director Enterprise Resiliency, Educational Testing Services

Continuity planning is about building and improving resilience in your business. It is about identifying key products and services, the interdependencies of activities, risk analysis, and developing plans and strategies to ensure continued business operations and/or enable you to recover quickly and effectively. This session will provide the participants with a roadmap from where they are now to where they need to be.

8:50 a.m. to 9:00 a.m.

Break

9:00 a.m. to 9:50 a.m. **General Session #2**

Business Impact Analysis (BIA)



Frank Perlmutter

President, StrategicBCP

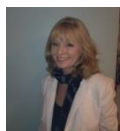
The business impact analysis (BIA) is the foundation on which to build a business continuity program. This session will review the critical methodology, tools, scope, and summary of the BIA in a way that ensures alignment with objectives and priorities.

9:50 a.m. to 10:00 a.m.

Break

10:00 a.m. to 10:50 a.m. **Breakout #1**

Gaining Management Buy-In



Kathy Lee Patterson

Business Continuity Manager

Independence Blue Cross

The presentation will cover why it is important to speak in terms and priorities that management understands, to engage their support and buy-in for business continuity programs. Learn what your management cares about and how you can use that to help sell the value of DR/BC planning.



Hannah Zimmerman

Business Continuity Analyst

Independence Blue Cross

10:00 a.m. to 10:50 a.m. **Breakout #2**

Supply Chain Business Continuity Planning and how critical it is for the SMB Market Firms



Ralph Petti

President, Continuity Dynamics

Can you really **DEPEND** on your Supply Chain partners to respond to your needs when a disaster strikes? You have planned for your own firm, but have you required your Supply Chain partners to have their own BC Plans? Can you afford to have a critical partner **NOT** be prepared – or, do you look elsewhere for someone who can be there for you? This session will give you specific tips that you will use immediately at your own firm.

10:50 a.m. to 11:00 a.m.

Break

11:00 a.m. to 12:00 p.m. **Breakout #3**

Social Media and Managing Crisis Communication



Ted Brown

President, KETCHConsulting

Social media has become a major channel for businesses, but ultimately it is harder to control the message on social than on other media. The session will look at the different procedures and philosophies with using social media when handling internal and external incidents.

11:00 a.m. to 12:00 p.m. **Breakout #4**

Personal Preparedness



Robbie LaRocca, Ed.D., CFE, CPP, PCI, MBCI

Associate Director Global Security Group, Merck

Personal responsibility – the power of one – is the most important component of focus to recover from an interruption to your business. This session will discuss personal preparedness planning for your most valuable asset – your employees.

12:00 p.m. to 1:30 p.m.

Lunch

12:45 p.m. to 1:30 p.m.

Topic Table Discussions (TBA)

1:30 p.m. to 2:20 p.m. **General Session #3**

Cyber Risks and Emerging Technology/Threats



Frank Leonetti

President, Northstar Advisory

Some of the highly publicized cyber-attacks have illustrated that adversaries are interested in more than just access to valuable information assets. This session will discuss real-world insights from recent cyber incidents. How does preparedness planning for cyber incidents differ from traditional business continuity planning? What other precautions should be taken to prepare for cyber-attacks?

2:20 p.m. to 2:30 p.m.

Break

2:30 p.m. to 3:20 p.m. **Breakout #5**

Violence Preparedness



Steve Sacchetti

Vice President, Allied Universal

No organization can assume that it will be immune to a wide range of disturbing, threatening, and violent conduct. A better grasp of behavioral sciences can lead to a more complete explanation for why people behave in a certain way in disasters, emergencies and violent incidents. This session will assist organizations to be better prepared to understand and manage crisis-related human behavior.

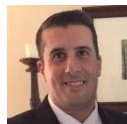
2:30 p.m. to 3:20 p.m. **Breakout #6**

Emergency Preparedness and Assessing Critical Infrastructure



Greig Fennell

*Sr. Director, Business Continuity
Comcast*



Marc Tumolo

*Manager, Business Continuity
Comcast*

Having a major footprint in the City of Philadelphia, Comcast's Business Continuity Office (BCO) manages the establishment of Floor Captain Programs, First Aid Training, Location Response Plans and exercises to the train teams and employees on what to do during different situations involving the Comcast Campus. Throughout the country, the BCO works to identify and assess business risks related to the loss of technologies, operations, locations and people; and partners with various business teams to develop proactive and reactive strategies.

3:20 p.m. to 3:30 p.m.

Break

3:30 p.m. to 5:00 p.m. **General Session #4**

Workshop: Basics of Building a Business Continuity Program



Barbara McAvenia, CBCP, CBRA, AFBCI, ITIL

Senior Manager, Business & Technology Resilience, Aon Service Corporation

This session will introduce the basics of building a business continuity program. Where do you begin? Ideas on how to gain support, identifying and rating risks, planning, exercising, and reports will be shared.

5:00 p.m.

Conference Adjourns