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DRJ's Fall World 2011 Business Continuity Conference

August 2011

Since 1989, the Disaster Recovery Journal (DRJ)[1] has sponsored the premier semiannual Spring World and Fall World conferences, dedicated to Business Continuity and Disaster Recovery (BC/DR). Its 45th conference, Fall World 2011, will be held the week of September 11th at the Sheraton San Diego Hotel and Marina in San Diego, California. The body of the four-day agenda (September 11th to 14th) includes nine unopposed one-hour general sessions, four breakout tracks with 6 one-hour sessions each, and twelve multi-hour workshops.

Several pre-conference and post-conference courses are also scheduled for an additional fee. Pre-conference courses are held all day on Saturday, September 10th, and conclude on Sunday morning, September 11th. Post-conference courses are one- to three-day courses held on Wednesday afternoon, all day Thursday, and Friday morning, September 14th to September 16th. Courses and examinations for certain BCP (Business Continuity Planning) certifications are offered.

Abstracts for all presentations can be found on the Fall World web site.

The Fall World 2011 conference includes a full trade-show floor with booths manned by vendors of BC/DR products.

Conference Agenda

General Sessions

There are no other conflicting sessions scheduled during general session time. The nine general sessions are as follows:

- The Upside of Down, *Joe Malarky, Motivational Speaker*: Discover how opportunities are hidden in adversity and how to apply them to everyday tasks in your organization.

- The Business Continuity Professional's Guide to the Galaxy, *Tony Schmitz, Send Word Now*: Explore communications best practices learned from real-world events.

- "Resiliency" Means Never Having To Say You're Sorry, *Curtis Smerud, The Smerud Group*: Take an in-depth look at how to conduct an effective resiliency assessment.

[1] The Disaster Recovery Journal, *Availability Digest*; February 2010. http://www.availabilitydigest.com/public_articles/0502/drj.pdf

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- Decision Making During Disasters and Emergencies: Research Findings and Applications to Enhance Performance, *Robert Chandler, University of Central Florida*: Learn how to anticipate and mitigate barriers to quality decision-making during disasters and emergencies.

- Risk and Resilience 2.0: A View Of The Industry Today And Headlights For The Future, *Pat Corcoran, IBM Global Technology Services, Business Continuity and Resiliency Services*: Probe into the shared issues and challenges faced by IT managers and CIOs globally in their continuity planning.

- The Great East Japan Earthquake & Tsunami: An Eyewitness Account and Vision for the Future, *Shinji Hosotsubo, CMPO*: Hear a personal account of the disaster and how new facts are spurring coordinated continuity strategies to strengthen the supply chain.

- The Japan Disaster: Key Lessons You Should Incorporate Into Your Plans, *Regina Phelps, Emergency Management and Safety Solutions, and Liz Granger, Visa*: Dive deeply into one of the greatest natural disasters of our time, and extract the key learnings to enhance resilience.

- The Art and Science of Incident Team Management, *Bruce Blythe, Crisis Management International*: Identify the components and practices of successful incident team management from notification to de-escalation.

- Are You Making It Worse? *Barry Pruitt, Pinnacle Business Concepts*: Learn from the mistakes of others before being subjected to lawsuits, accusations of impropriety, and situations where the public, shareholders, and media often focus.

Breakout Sessions

Breakout Sessions are one hour in length. Six sessions are scheduled simultaneously in each of four Breakout Tracks.

Breakout Track 1

- Moving Forward in Contingencies: Toyota's Tale of Tsunami Preparedness, *Chris Barbour, Toyota*.
- Scorecards and Metrics for Management Reporting, *Ray Mach, Kroger.*
- Getting Ahead of the IT Curve With Business Resilience in the Cloud, *Richard Cocchiara, IBM.*
- February 22, 2011 Disaster Strikes Christchurch, New Zealand, *Murray Mills, NZ Ministry of Health, and Sam Stahl, EMC Consulting.*
- BCM: Road to Resiliency, *Ramesh Warrier – eBRP.*
- Communications During A Catastrophic Event, *Michael Echols, NCS.*

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Breakout Track 2

- The Impact of Catastrophic Events on Global Supply Chains, *Brian Jemelian, Yamaha America, and Steven Craig, Consort. BCPPI.*
- Enterprise Backup and Disaster Recovery for the 21st Century, *Richard Dolewski, WTS.*
- Case Study: Ensuring Business Continuity for G&T Conveyor Company, *Wayne McKeever, Five Star Airport Alliance.*
- A Well-Designed Work From Home Program: The Key To Your Recovery, *Regina Phelps, EMS Solutions, and Don Adamis, Northern Trust.*
- Next Generation Business Continuity Exercise Program, *Steve Heisen, BOA, Mike Tracy, BOA, and John Linse, EMC.*
- Belgium Case Study: Implementing a BCM Program In A Multinational Environment, *Werner Verlinden, Ascure.*

Breakout Track 3

- The Threat to Venues of Mass Gatherings, *James McGee, The Soufan Group.*
- Risk Management vs. Continuity Management, *Marie-Hélène Primeau, Premier Continuum.*
- Anatomy of Cloud-Based Recovery, *Kelly Baig, SunGard Recovery Services.*
- To 4G, or not to 4G? What does it all mean?, *Tom Serio, Verizon.*
- How to Survive the BC/DR Evolution, *Peter Laz and David Halford, Forsythe.*
- Our Dirty Little Secret! Why Can't We All Play in the Sandbox Together?, *Barney Pelant, Barney F. Pelant & Assc.*

Breakout Track 4

- Connecting with Management and Staying Relevant, *Robert Giffin and Brian Zawada, Avalution*
- A Day in the Life of Today's Business Continuity Professional, *Tejas Katwala, Continuity Logic.*
- Establishing a Sustainable Risk Management and Contingency Planning Program, *David Nolan, Fusion Risk Mgmt.*
- NIMS? ICS? BCP? OMG!,*Tim Bonno.*
- DRJ and Forrester BC/DR Market Study: The State of DR Preparedness, *Rachel Dines, Forrester Research.*
- The 'Otagaisama' Strategy: A Japanese Way of Reciprocal Agreements for the Manufacturing Sector, *Shinji Hosotsubo, CMPO.*

Sunday Workshops

Six three-hour workshops are offered on Sunday afternoon, September 11th.

- Practical Event Management, *Scott Lawrence, McKesson Corp.*
- Incident Management Plan Assessment, *Ken Schroeder, Southeast Corporate., Deidrich Towne, Hewlett Packard, and David Ziev, Business Continuity Prof.*
- Psychological First Aid: Dealing With Someone In Crisis, *Ann Cline, AirTran Airways.*
- Developing the Recovery Strategy: The Next Step, *Barney Pelant, Barney F. Pelant & Assc. LLC.*
- Developing Continuity Plans in a Condensed Timeframe, *Lloyd Smith, Jr., Business & Gov. Continuity Svcs.*
- Mock Disaster Exercise, *Sponsored by Mail-Gard.*

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Tuesday Workshops

Six 2 ½ hour workshops are offered on Tuesday afternoon, September 13th.

- Benchmarking for Beginners: Conducting a Business Continuity Program Assessment, *Regina Phelps and Kelly David Williams, EMSS.*
- Violence a Preventable Disaster: Understanding and Reducing the Risk, *David A. Smith, Prof. Workplace Interaction.*
- BCP's Strategic Alliance with HR and HR Lessons Learned from Real Disasters, *Sue Kerr, Continuity First, and Ralph Petti, RP Risk Advisors.*
- Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise, *Steve Goldman, Goldman Mgmt. Consultants.*
- Birds of a Feather, R*oundtable Forum.*
- BCP/EM: A Complete Curriculum, *Kevin Schaller and Thomas Phelan, American Public Univ.*

Pre-Conference Courses

Pre-conference courses are offered for an additional fee on Saturday and Sunday, September 10th and 11th.

- Essentials Of DR/BC Planning Made Simple, *Norm Harris, Harris Recovery Solutions.*
- Learning Tree: Recovery Planning for SMB to Global Giant, *Arnold Villeneuve, Learning Tree international author and instructor.*
- Level 1 PWICertified Facilitator (PCF): Become a PWICertified Workplace Violence Facilitator, *David A Smith, Professional Workplace Interaction.*
- What Everyone Should Know about Building a Mature Business Continuity Management Program: Learn Top Strategies, Get Answers, and Anticipate Roadblocks, *Randall Till, Till Continuity Group.*
- From Response to Recovery: Everything You Need to Know to Design a Successful Exercise, *Regina Phelps, EMSS.*

Post-Conference Courses

Post-conference courses are one- to three-day courses offered on Wednesday through Friday, September 14th through the 16th. They are offered for an additional fee.

- Everything You Wanted To Know About PS-Prep, *Lynnda Nelson, International Consortium for Organizational Resilience, and Ken Schroeder, Southeast Corporate.*
- Fast Track to Develop or Improve Business and Government Continuity Plans, *Lloyd Smith, Business and Government Continuity Services.*
- CMC 2050: Crisis Communications Planner, *John Cullen, Foresight PR.*
- CBRA Seminar: Certified Business Resilience Auditor, *Rick Wellman, Sentryx.*
- Comprehensive BIA Process – Methodology, *Dennis Goulet, ContinuityLink.*
- Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines, *Marie-Hélène Primeau, Business Continuity Institute*

Courses and Exams

Several of the post-conference courses lead to certification. Accreditations include Crisis Communication Planner, CBRA (Certified Business Resilience Auditor), and BCI Certification (CBCI).

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Sponsors

Several major corporations involved in business continuity sponsor Fall World 2011. They include Gold Sponsor Send Word Now; Silver Sponsors IBM, COOP Systems, eBRP, Recovery Point, and SunGard Availability Services; Bronze Sponsors MIR3, Strategic BCP, and xMatters; Co-Sponsors AtlanticNet, Cassidian Communications, EMC^2, Ernst & Young, Everbridge, FedEx, Fusion, i365, Recall, Verizon Wireless, Volo Recovery; Non-Profit Sponsors Business Continuity Institute and Private and Public Businesses; and Mock Disaster Sponsor Mail-Gard.

Summary

DRJ's Fall World 2011 conference continues twenty-three years of distinction in the fields of Business Continuity and Disaster Recovery. Lasting for over a week with informational sessions, workshops, certification exam preparation, and qualifying exams, it is the premier educational event for BC/DR professionals.

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