

# MIT Crisis Management & Business Resiliency Course – Live On-Campus July 2023 Agenda

Monday (July 24) <i>(The Practice)</i>		Tuesday (July 25) <i>(Current Issues)</i>		Wednesday (July 26) <i>(Implementation/Response)</i>		Thursday (July 27) <i>(Communication/Response)</i>		Friday (July 28) <i>(Bringing it all together)</i>			
Course Registration 7:30 – 8:30 AM		Announcements at 7:50 AM		Buses leave at 7:45 AM		Announcements at 7:50 AM		Announcements at 7:50 AM			
Welcome, Introductions (9:00 – 9:45)	Steve, Tolga, Suzanne, Bhaskar; MIT	Supply Chain Management (8:00 – 9:30)	Dr. Yossi Sheffi, MIT	Bus to FEMA Federal Regional Response Coordination Center (RRCC) / Networking		Social Media Issues and Crisis Response (8:00 – 9:30)	Katie Nelson, Police Dept., Mountain View CA	BR Trends: Impact on your Program and Career (8:00 – 9:15)	Cheyene Marling, Witt O'Brien's		
Crisis Mgt & Bus. Resiliency Overview and Issues (9:45 – 10:30)	Dr. Steven Goldman, MIT			Local / Hazmat Planning and Response (9:30 – 10:30)	Bill Van Schalkwyk, Groton MA FD; Harvard EHS	The News Media: What we are going to do to you, and how to prepare (9:30 – 12:00)	Joe Sciacca, Editor (ret), The Boston Herald; Enterprise Editor, WHDH- TV	Leadership Insights for the BR Manager (9:15 – 10:00)	Steve Goldman, MIT		
BR Laws, Standards, and Metrics (10:45 – 12:15)	Don Byrne, Metrix411	Cyber Security: Threats, Response, and Recent Events (10:00 – 12:00)	Abel Sanchez, MIT	State Planning and Response (10:30 – 11:30)	Allen Phillips, MA Emergency Management Agency			Howard Price, Editor, NBC-TV News, NY	Crisis Simulation (10:15 – 1:00)	Steve, Mark, Howard, Joe, Suzanne, David	
Lunch (12:15 – 1:00)				Federal Planning and Response (11:30 – 12:30)	John McGough, US Dept. of Homeland Security	Crisis Communications Panel Session			Course Wrap-up and Graduation (1:00 – 2:00)	Steve, Lou; MIT	
JetBlue: From Aircraft Incidents to the Pandemic and Beyond! (1:00 – 3:00)	Penny Neferis, JetBlue	Lunch (12:00 – 12:45)		Lunch and Tour of Federal RRCC (12:30 – 2:00)		Lunch (12:15 – 1:00)		Adjourn (2:00 PM)			
		IT / DR: Trends and Technology (12:45 – 2:30)	Naveen Chhabra, Forrester Research	Working with the FBI on Terrorism and Data Breaches (2:00 – 4:00)	Special Agents Brian LeBlanc, Doug Domin; FBI	12 Activations in 12 Months – plus a Pandemic! (1:00 – 2:30)	Bob Vance, Keck Medicine of USC	<b style="color: red;">Tours of MIT (optional):</b>  Sunday July 23, 3:00 PM and Friday July 28, 3:00 PM			
Small Organization Resiliency (3:15 – 4:30)	Mark Carroll, Boston University	Emergency Preparedness & the Dimensions of Meta-Leadership (3:00 – 5:00)	Eric McNulty, Harvard University	Developing a Successful Public Disaster Awareness Program in Mexico – With No Budget! (4:15 – 5:00)	Angelica Enriquez, Government of Mexico	Building the Plane while Flying it: Organizational Resilience (3:00 – 4:30)	Zona Walton, ADP				
How to Speak, Eat, and Drive like a Bostonian! (4:30 – 5:45)	Steve Goldman, MIT			Bus back to MIT / Networking (5:00 – 5:45)		Simulation Briefing (4:30 – 5:00)	Steve Goldman, MIT				
Class and Faculty Reception: Samberg Conference Center (6:00 – 7:30 PM)		Duck Boat Tour and New England Lobster Dinner Ducks leave by 5:45 PM!									

Horizontal triple line = Break

Schedule and speakers are subject to change!

Revised 07/17/23