### MIT Crisis Management & Business Resiliency Course

**Live Virtual Agenda – October 2023**

<table>
<thead>
<tr>
<th>Monday October 16</th>
<th>Tuesday October 17</th>
<th>Wednesday October 18</th>
<th>Thursday October 19</th>
<th>Friday October 20</th>
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</thead>
<tbody>
<tr>
<td>Welcome, Introductions, Student / Faculty Reception (12:00 – 2:30)</td>
<td>Dick Larson, Steve Goldman, Sandra Galletti MIT</td>
<td>BR Laws, Standards, and Metrics (12:00 – 2:00)</td>
<td>JetBlue: From Aircraft Incidents to the Pandemic and Beyond! (12:00 – 2:00)</td>
<td>Building the Plane while Flying it: Organizational Resilience (12:00 – 2:00)</td>
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<tr>
<td>Crisis Mgt &amp; Bus. Resiliency Overview and Issues (2:45 – 4:45)</td>
<td>Dr. Steven Goldman, MIT</td>
<td>Cyber Security: Threats, Response, and Recent Events (2:30 – 4:30)</td>
<td>Working with the FBI on Cybersecurity and Terrorism (2:30 – 4:30)</td>
<td>TBD</td>
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<td>Review and Class Discussion (4:45 – 5:00)</td>
<td>Review and Class Discussion (4:30 – 5:00)</td>
<td>Review and Class Discussion (4:30 – 5:00)</td>
<td>Review and Class Discussion (5:00 – 5:15)</td>
<td>Review and Discussion; Simulation Briefing (4:15 – 5:00)</td>
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### October 23

**The News and Social Media: What we are going to do to you, and how to prepare**

- **Social Media:** Katie Nelson, Mountain View CA Police Department
- **Print and Web Media:** Joe Sciacca, Editor (ret), The Boston Herald
- **TV and Visual Media:** Howard Price, NBC-TV News Editor

- **12 Activations in 12 Months – plus a Pandemic!** (12:00 – 1:30)
- **IT / DR: Trends and Technology** (1:45 – 3:15)
- **Industry Trends: Impact on your Program and Career** (3:30 – 4:45)

- **Bob Vance, Keck Medicine of USC**
- **Naveen Chhabra, Forrester Research**
- **Cheyene Marling, Witt-O’Brien’s**

- **Supply Chain Management** (12:00 – 1:30)
- **Developing a Successful Public Disaster Awareness Program in Mexico – With No Budget!** (1:45 – 3:00)
- **Leadership Insights for the BR Manager** (3:15 – 4:15)

- **Dr. Yossi Sheffi, MIT**
- **Angelica Enriquez, Government of Mexico**
- **Steve Goldman, MIT**

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**Virtual Crisis Simulation**

- Hazmat Leak
- WP Violence
- Cyber Event (12:00 – 3:45)

- Steve Goldman
- Lou DiBerardinis
- Sandra Galletti
- Don Byrne
- Mark Carroll
- Howard Price
- Joe Sciacca

- Course Review; Final Thoughts; Graduation! (4:00 – 5:00)

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All times are US Eastern Daylight Time. Schedule and speakers are subject to change. Revised: 10/06/23