

ADVANCED BUSINESS RESILIENCY

LIVE VIRTUAL AGENDA | JUNE 2022 | PROFESSIONAL.MIT.EDU/ABR

All times are U.S. Eastern Daylight Time. Schedule and speakers are subject to change.

MONDAY, JUNE 13		TUESDAY, JUNE 14		WEDNESDAY, JUNE 15		THURSDAY, JUNE 16	
Welcome, Introductions, Student / Faculty Reception (12:00 – 2:15 PM)	Dick Larson Steve Goldman Sandra Galletti MIT	Psychological First Aid for Victims and Responders (12:00 – 2:15 PM)	Dr. Sara Gilman Coherence Associates	Deep Dive into BR Program Metrics and ISO-22301 (12:00 – 2:15 PM)	Don Byrne Metrix411	Drills & Exercises: Best Practices (12:00 – 2:15 PM)	Steve Goldman Sandra Galletti MIT
BREAK							
Emergency/CM/BR Organizations (2:30 – 4:30 PM)	Steve Goldman	Real World Social Media (2:30 – 4:30 PM)	Katie Nelson Mountain View CA Police Dept.	Unmasking the Pandemic (2:30 – 4:30 PM)	Class	Cyber Event Preparation and Response (2:30 – 4:30 PM)	Netta Squires, Mont. Cty OEM; Jena Valdetero, Greenberg Traurig
Student Projects <i>(See the next page)</i> (4:30 – 5:00 PM)	Steve Goldman Sandra Galletti Class	Work on Student Projects (4:30 – 5:30 PM)	Student Project Teams	Work on Student Projects (4:30 – 5:30 PM)	Student Project Teams	Work on Student Projects (4:30 – 5:30 PM)	Student Project Teams

MONDAY, JUNE 20		TUESDAY, JUNE 21		WEDNESDAY, JUNE 22		THURSDAY, JUNE 23	
Business Impact Analysis: Use and Abuse (12:00 – 2:15 PM)	Barney Pelant Pelant Associates	Global Resilience and Multi-National Crisis Management (12:00 – 3:00 PM)	Raphaël De Vittoris, Michelin	12 activations in 12 months—plus a Pandemic! (12:00 – 2:15 PM)	Bob Vance, USC Keck Medical Center	Presentation of Student Projects (12:00 – 2:15 PM)	Student Project Teams
BREAK							
Tools, Software, and Notification Systems (2:30 – 5:00 PM)	Brian Mensing, Ashley Goosman, Joshua Sangl	Cisco's CAP Crisis Management Program (3:15 – 4:45 PM)	Brad Smith, Cisco	Open Discussion on Student Issues (2:30 – 4:30 PM)	Class	Presentation of Student Projects (2:30 – 4:45 PM)	Student Project Teams
Work on Student Projects (5:00 – 5:30 PM)	Student Project Teams	Work on Student Projects (4:45 – 5:30 PM)	Student Project Teams	Work on Student Projects (4:30 – 5:30 PM)	Student Project Teams	Course Review Final Thoughts Adjourn (4:45 – 5:00 PM)	Dick Larson Steve Goldman Sandra Galletti

TOPIC: EMERGENCY/CM/BR ORGANIZATIONS

PRESENTER: STEVE GOLDMAN, MIT

There seem to be as many response organization structures as there are organizations. What do they look like? What's out there? Which is better for your organization: an ICS structure or a corporate crisis organization? Students will discuss their systems with the class as we explore the variations and perhaps what is a best fit for your organization.

TOPIC: PSYCHOLOGICAL FIRST AID FOR VICTIMS AND RESPONDERS

**PRESENTER: DR. SARA GILMAN, CEO AND DIRECTOR,
COHERENCE ASSOCIATES**

The title says it all. Crisis responders as well as victims may require Psychological First Aid (PFA) during and after an incident. What is PFA? When and how do you employ it? What is its impact on employees and the organization? How do you reach out? What about PTSD? How do you build and restore responders' psychological armor? How to recover. Why the aftermath matters now and for the future. PFA expert Dr. Sara Gilman leads this needed discussion.

TOPIC: REAL WORLD SOCIAL MEDIA

**PRESENTER: KATIE NELSON, SOCIAL MEDIA DIRECTOR,
MOUNTAIN VIEW CA POLICE DEPT.**

Katie Nelson is the Social Media Manager for the Mountain View CA Police Department. As such, she is involved in pre-emergency communications planning, crisis response, and post-event follow-up. She also works daily to monitor and defuse potential communications problems before they evolve into crises. Ms. Nelson will discuss how having a digital strategy gives you the keys to communicate successfully before, during, and after a crisis. She will amaze you with multiple case studies in this space.

**TOPIC: DEEP DIVE INTO BR PROGRAM METRICS, BENCHMARKS,
AND ISO 22301**

PRESENTER: DON BYRNE, PRESIDENT, METRIX411

Don Byrne takes slices from his previous presentation at MIT's "Crisis Management & Business Resiliency" Course and does a deep dive into these student-selected sub-topics: BR Program Metrics, Benchmarks, and ISO 22301.

ADVANCED BUSINESS RESILIENCY

JUNE 13–23, 2022 | PROFESSIONAL.MIT.EDU/ABR

TOPIC: UNMASKING THE PANDEMIC

PRESENTER: CLASS

Prior to the class, students will compile their organization’s pandemic lessons learned, successes, and areas for improvement. In class, students will present an analysis of their Pandemic response and have open discussions. Topics can also include specific case studies; workforce shortages; preparing for the next one; the end game; impact on BC short-term and long-term. The results will be compiled and refined for potential article for publication.

TOPIC: DRILLS AND EXERCISES BEST PRACTICES

PRESENTER: STEVE GOLDMAN AND SANDRA GALLETTI, MIT

Successful business resilience and disaster/cyber recovery takes more than a plan: it requires realistic testing and validation. Do your exercises provide as close- to-real situations as possible? Are your response teams challenged properly? What do others do? How can you improve? What are industry best practices? Learn how to develop and conduct your successful drill/exercise—live and online.

TOPIC: CYBER EVENT PREPARATIONS AND RESPONSE: CASE STUDIES

PRESENTER: NETTA SQUIRES, MONTGOMERY COUNTY MD OEM/HS;
JENA VALDETERO, GREENBERG TRAUIG, LLP

How do organizations move the needle on readiness and build muscle memory around response and recovery from a cyber event? What are the legal aspects to cyber events, especially ransomware? Netta Squires is Emergency Preparedness Specialist for the Montgomery County MD Office of Emergency Management and Homeland Security. Jena Valdetero is Co-Chair of the U.S. Data, Privacy, and Cybersecurity Practice at Greenberg Traurig LLP, Chicago. This session addresses cyber events from both the IT perspective and the business perspective. The lecturers will also discuss several case studies of other organizations’ events and response.

TOPIC: BUSINESS IMPACT ANALYSIS – ITS USE AND ABUSE

PRESENTER: BARNEY PELANT, OWNER & MANAGER,
BARNEY PELANT & ASSOCIATES

BIA expert Barney Pelant does a deep dive into the business impact analysis. What does a BIA actually do? How do you do one properly? How do you use its results successfully? What are industry best practices? What about a BIA for your supply chain? Barney provides answers to these plus all your questions.

TOPIC: TOOLS, SOFTWARE AND NOTIFICATION SYSTEMS

PRESENTER: BRIAN MENSING, EMERGENCY MANAGER, COMMONWEALTH OF VIRGINIA; ASHLEY GOOSMAN, BUSINESS CONTINUITY & CRISIS MANAGEMENT SPECIALIST, LIBERTY MUTUAL; JOSHUA SANGL, BUSINESS CONTINUITY PROGRAM MANAGER, GLOBAL ATLANTIC FINANCIAL GROUP

Presenter(s) will discuss their process and results of determining criteria, assessing products/services, contract negotiations, and selecting vendors for command center tools/software, BC program software, and notification systems.

TOPIC: GLOBAL RESILIENCE AND MULTI-NATIONAL CRISIS MANAGEMENT

PRESENTER: RAPHAËL DE VITTORIS, GROUP CRISIS MANAGER, MICHELIN

Michelin, the world's largest tire manufacturer, has a global footprint with nine R&D centers around the world, 117 production sites in 26 countries, a commercial presence in 170 countries, and 124,000 employees worldwide. How does one set up and operate business continuity and crisis management programs and response in such a large and wide organization? Raphaël De Vittoris will present his program and discuss several areas including the company as a complex system, multinational contexts and dynamics, keeping coherence/consistency while promoting local adaption. He will also present three case studies: Michelin and the Covid-19 pandemic; multinational ransomware preparation; and preparing for and responding to conflicts.

TOPIC: CISCO'S CAP - CRISIS MANAGEMENT PRINCIPLES THAT CREATE A COMPETITIVE ADVANTAGE

PRESENTER: BRAD SMITH, DIRECTOR, SYSTEMIC CAP, CISCO

Cisco says it has one of the industry's leading Business Resiliency and Crisis Management programs and methodology. Want proof? Over the past year alone, 5 other companies "acquired" Cisco talent to set up similar programs. Cisco's Brad Smith will discuss what the Cisco program all about, why it works so well, and what makes it so sought after. In addition, Brad will talk about how CAP (Cisco's Critical Account Program) has been the go-to function to support Cisco's response to the Ukraine crisis, major Cybersecurity incidents, and Covid 19.

ADVANCED BUSINESS RESILIENCY

JUNE 13–23, 2022 | PROFESSIONAL.MIT.EDU/ABR

TOPIC: 12 ACTIVATIONS IN 12 MONTHS – PLUS A PANDEMIC!

PRESENTER: BOB VANCE, BC OFFICER, USC KECK MEDICAL CENTER

In 2021, the Keck Medical Center at the University of Southern California had to activate its Emergency Command Center 12 times! Plus they conducted training and drills. Plus the University had to deal with the pandemic. Find out the full story behind all this, lessons learned, and practices you can take back with you.

TOPIC: OPEN DISCUSSION ON YOUR TOPICS

PRESENTER: CLASS

Prior to the class, students will compile and submit any issues or topics that they want to discuss with the class in an open but private forum. Dr. Steve will compile and send the topics to the class prior to the Course so participants can think about how to help their colleagues and perhaps bring documents, practices, or advice. Topics could include Cloud vendors; how to talk BR to management, IT, and public relations; public/private partnerships; media training; viable workarounds during downtimes, how to quantify event impact, obtaining executive buy-in, etc.

TOPIC: STUDENT PROJECTS

PRESENTER: CLASS TEAMS

In Student Projects, students work together in small teams during the Course, study/research a topic of interest, and present team results at the end of the Course.

Students will self-assemble in individual Teams based upon professional interest, personal curiosity, business area (e.g., health care, finance, government), organization size, or some other common interest. Student Project topics will then be selected by the Teams to work on during the course. Individual Team research and results will be presented to **(and evaluated by)** the entire class on the last day of the Course.

Student Project topic issues can consider – but are not limited to - pandemic lessons learned; pandemic preparations for the next one; business impact analyses; notification systems; business continuity vs business resiliency; risk management; exercises; cyber security; cloud vendors; selling BC to your organization; individual organization experiences; analysis of a recent event – yours or someone else’s; or other topic as approved by the Course Directors. **Any relevant area of our profession is acceptable.**

Following the Course, the research and results of a Team’s Student Project can result in a **published article** in industry magazines and/or **presentations** at relevant conferences. This is the decision of each of the Student Project Teams. Dr. Steve can facilitate the publishing and/or presentation process.