

CRISIS MANAGEMENT & BUSINESS RESILIENCY

LIVE VIRTUAL COURSE AGENDA | JANUARY 2021 | PROFESSIONAL.MIT.EDU/CM

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

TUESDAY, JANUARY 19	WEDNESDAY, JANUARY 20		THURSDAY, JANUARY 21		FRIDAY, JANUARY 22	
Virtual Student / Faculty Reception; Networking <i>(Optional)</i> (12:00 – 2:00 PM) Dick Larson Steve Goldman Lou DiBerardinis Sandra Galletti	Welcome, Introductions (12:00 – 12:30 PM) Steve Goldman Dick Larson Lou DiBerardinis Sandra Galletti MIT		Case Study: JetBlue: From Aircraft Incidents to the Pandemic (12:00 – 2:00 PM) Penny Neferis JetBlue		Supply Chain Management Before, During, and After a Crisis (12:00 – 2:00 PM) Dr. Yossi Sheffi MIT	
	CM & BR Overview and Issues (12:30 – 2:00 PM) Steve Goldman MIT					
	BREAK					
	BC Laws, Standards, and Metrics (2:15 – 4:15 PM) Don Byrne Metrix411		Case Study: Managing Global Crises (2:15 – 4:15 PM) Dawn Turton Hilton (ret)		Emergency Preparedness and the Dimensions of Meta-Leadership (2:15 – 4:15 PM) Eric McNulty Harvard University	
	Day's Review; Networking (4:15 – 4:30 PM)		Day's Review; Networking (4:15 – 4:30 PM)		Day's Review; Networking (4:15 – 4:30 PM)	

MONDAY, JANUARY 25		TUESDAY, JANUARY 26		WEDNESDAY, JANUARY 27		THURSDAY, JANUARY 28	
The News Media: What we are going to do to you, and how to prepare (12:00 – 2:00 PM)	Joe Sciacca, Editor (ret), The Boston Herald; Howard Price, TV News Editor	Cyber Security Update and Recent Events (12:00 – 2:00 PM)	Abel Sanchez MIT	Pandemic Update, Response, and Lessons Learned (12:00 – 3:00 PM)	Dick Larson, MIT John Barry, Author Ian Waitz, MIT US CDC TBD	Virtual Crisis Simulation <i>Hazmat Leak</i> <i>WP Violence</i> <i>Cyber Security</i> (12:00 – 3:30 PM) Steve Goldman Dick Larson Lou DiBerardinis Sandra Galletti Howard Price Penny Neferis Don Byrne Dawn Turton David Barber	
BREAK							
Social Media Issues and Crisis Response (2:15 – 4:15 PM)	Dr. Rick Reed Intel	Industry Trends: Impact on your Program and Career (2:15 – 4:15 PM)	Cheyene Marling BC Management	Leadership Insights for the BR Manager (3:15 – 4:30 PM)	Steve Goldman MIT		
Day's Review; Networking (4:15 – 4:30 PM)		Day's Review; Networking (4:15 – 4:30 PM)		Course Review Final Thoughts Adjourn (4:30 – 5:00 PM)	Steve Goldman Dick Larson Lou DiBerardinis Sandra Galletti		