# CRISIS MANAGEMENT & BUSINESS RESILIENCY

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

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

## MONDAY, JULY 19
- **Virtual Student / Faculty Reception; Networking**
  - (12:00 – 2:00 PM)
  - Dick Larson
  - Steve Goldman
  - Lou DiBerardinis
  - Sandra Galletti

## TUESDAY, JULY 20
- **Welcome, Introductions**
  - (12:00 – 12:30 PM)
  - Steve Goldman
  - Dick Larson
  - Lou DiBerardinis
  - Sandra Galletti
  - MIT

- **CM & BR Overview and Issues**
  - (12:30 – 2:00 PM)
  - Welcome, Introductions
  - Steve Goldman
  - MIT

## WEDNESDAY, JULY 21
- **Case Study: JetBlue: From Aircraft Incidents to the Pandemic**
  - (12:00 – 2:00 PM)
  - Penny Neferis
  - JetBlue

## THURSDAY, JULY 22
- **Supply Chain Management Before, During, and After a Crisis**
  - (12:00 – 2:00 PM)
  - Dr. Yossi Sheffi
  - MIT

## MONDAY, JULY 26
- **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

## TUESDAY, JULY 27
- **Pandemic Update, Response, and Lessons Learned**
  - (12:00 – 3:00 PM)
  - Dick Larson, MIT
  - John Barry, Author
  - Ian Waitz, MIT
  - US CDC TBD

## WEDNESDAY, JULY 28
- **Leadership Insights for the BR Manager**
  - (3:15 – 4:30 PM)
  - Steve Goldman
  - MIT

## THURSDAY, JULY 29
- **Virtual Crisis Simulation**
  - (12:00 – 3:30 PM)
  - Hazmat Leak
  - WP Violence

- **Industry Trends: Impact on your Program and Career**
  - (12:00 – 3:00 PM)
  - Cheyene Marling
  - BC Management

- **Leadership Insights for the BR Manager**
  - (3:15 – 4:30 PM)
  - Steve Goldman
  - MIT

- **Course Review; Final Thoughts**
  - (4:30 – 5:00 PM)
  - Steve Goldman
  - Dick Larson
  - Lou DiBerardinis
  - Sandra Galletti

### Break
- **Social Media Issues and Crisis Response**
  - (2:15 – 4:15 PM)
  - Dr. Rick Reed
  - Intel

- **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)