

# CRISIS MANAGEMENT & BUSINESS RESILIENCY

ON CAMPUS AGENDA | JULY 2022 | PROFESSIONAL.MIT.EDU/CM

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

MONDAY, JULY 25 THE PRACTICE OF BCP	TUESDAY, JULY 26 CURRENT ISSUES	WEDNESDAY, JULY 27 IMPLEMENTATION/RESPONSE	THURSDAY, JULY 28 COMMUNICATION/RESPONSE	FRIDAY, JULY 29 BRINGING IT ALL TOGETHER
<b>Course Registration</b> 7:30 – 8:45 AM	<b>Coffee 7:30 AM</b> Announcements 7:50 AM	<b>Buses Leave</b> 7:40 AM and 7:50 AM	<b>Coffee 7:30 AM</b> Announcements 7:50 AM	<b>Coffee 7:30 AM</b> Announcements 7:50 AM
<b>Welcome, Introductions</b> Steve, Dick, Lou, Suzanne, Bhaskar, MIT 9:00 – 9:30 AM	<b>IT / DR: Trends and Technology</b> Stephanie Balouras, Forrester Research 8:00 – 10:00 AM	<b>Bus to FEMA Federal Regional Response Coordination Center (RRCC) / Networking</b>	<b>The News Media: What We are Going to Do to You, and How to Prepare</b> Joe Sciacca, Editor (ret), The Boston Herald; Howard Price, Editor, TV Network News 8:00 – 10:15 AM	<b>Business Resiliency Trends: Impact on Your Program and Your Career!</b> Cheyene Marling, BC Management 8:00 – 9:00 AM
<b>Crisis Mgt &amp; Bus. Resiliency Overview and Issues</b> Steve Goldman, MIT 9:30 – 10:30 AM		<b>Local / Hazmat Planning and Response</b> Bill Van Schalkwyk, Groton MA FD; Harvard EHS 9:30 – 10:30 AM		<b>Leadership Insights for the BR Manager</b> Steve Goldman, MIT 9:00 – 10:00 AM
<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
<b>BR Laws, Standards, and Metrics</b> Don Byrne, Metrix411 10:45 AM – 12:15 PM	<b>Cyber Security: Threats, Response, and Recent Events</b> Abel Sanchez, MIT 10:15 AM – 12:15 PM	<b>State Planning and Response</b> Allen Phillips, MA Emergency Management Agency 10:30 – 11:30 AM	<b>Social Media Issues and Crisis Response</b> Dr. Rick Reed, Intel 10:30 AM – 12:00 PM	<b>Crisis Simulation</b> Steve, Lou, Howard, Joe, Suzanne 10:30 AM – 1:00 PM
		<b>Federal Planning and Response</b> John McGough, US Dept. of Homeland Security 11:30 AM – 12:30 PM	<b>News Media Panel Session</b> All media lecturers 12:00 – 12:15 PM	<b>Course Wrap-up and Graduation</b> Steve, Dick, Lou 1:00 – 2:00 PM
<b>LUNCH</b> 12:15 – 1:00 PM	<b>LUNCH</b> 12:15 – 1:00 PM	<b>LUNCH and Tour of Federal RRCC</b> 12:30 – 2:00 PM	<b>LUNCH</b> 12:15 – 1:00 PM	
<b>JetBlue: From Aircraft Incidents to the Pandemic and Beyond!</b> Penny Neferis, JetBlue 1:00 – 3:00 PM	<b>Supply Chain Management and Your Crisis</b> Dr. Yossi Sheffi, MIT 1:00 – 2:45 PM	<b>Working with the FBI on Terrorism and Data Breaches</b> Special Agents Brian LeBlanc and Doug Domin, FBI 2:00 – 4:00 PM	<b>Pandemic Update and Lessons Learned</b> Dick Larson, MIT; John Barry, Author; Dr. Paul Biddinger 1:00 – 3:00 PM	<b>Adjourn</b> 2:00 PM
<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	
<b>Small Organization Resiliency</b> Mark Carroll, Income Research + Mgt, Inc. 3:15 – 4:30 PM	<b>Emergency Preparedness and the Dimensions of Meta-Leadership</b> Eric McNulty, Harvard University 3:15 – 5:15 PM	<b>Crisis Simulation Briefing</b> Steve Goldman, MIT 4:00 – 4:45 PM	<b>Taking the World's Largest Retailer through the Great Unknown!</b> Andrea Davis, Walmart 3:30 – 5:30 PM	<b>Tour of MIT (optional):</b> Sunday, July 24 at 3:00 PM or Friday, July 29 at 3:00 PM
<b>How to Speak, Eat, &amp; Drive like a Bostonian!</b> Steve Goldman, MIT 4:30 – 5:30 PM		<b>Bus Back to MIT / Networking</b> Steve Goldman, MIT 4:45 – 5:30 PM	<b>Open Discussion: All Topics and Issues</b> Steve Goldman, MIT; Class 5:30 PM – ?	
<b>Class and Faculty Reception, MIT Media Lab</b> 5:45 – 7:30 PM	<b>Duck Boat Tour and New England Lobster (or other) Dinner</b> Ducks leave by 6:00 PM!			